# Chapter 4 and 5 Employment Search Project

## Part I (Chapter 4)

Part I includes the following activities, which should be completed in this order:

A. Create a foundational resume

B. Locate job ad

C. Dissect job ad (use this information for components D, E, F)

D. Research the target company

E. Create a solicited cover letter

F. Customize resume

G. Create references page

H. Optional: Create a LinkedIn profile

I. Optional: Record a video resume

##### Assignment Notes

* Expected completion times:
* Foundational resume – 60-120 minutes (minimum)
* Job ad search – 10-15 minutes
* Job ad dissection – 10-15 minutes
* Company research – 60-75 minutes
* Solicited cover letter – 45-90 minutes
* Customize resume – 20-30 minutes
* References page – 10-15 minutes
* LinkedIn profile – 30-60 minutes
* Video resume – 30-60 minutes
* Instructors assigning a resume should provide a resume template or a link to a free resume builder site, to avoid having to grade (or provide feedback on) document formatting.
* Instructors assigning a video resume should strive to ensure students don’t spend inordinate time recording and re-recording. Additionally, students with fewer advantages may not have the tools to create video resumes. Utilizing a site like FlipGrid may help.
* Instructors assigning a LinkedIn profile should have a current profile of their own. Consider inviting a campus expert (career or student services, etc.) to class to offer a demonstration of the site. Even if a profile isn’t assigned, students should be shown how to search LinkedIn for jobs.

## Part II (Chapter 5)

Part II includes the following activities, which should be completed in this order:

J. Return to company research (from Part I) and compile important findings in a multi-page report. The intent is to learn more about the organization to assess person-job and person-culture fit and infuse relevant information into interview responses (components K and L):

* Check the company website and social media postings
* Run a Google search for recent news and press
* Check Glassdoor and other review sites
* Include info about the company culture, as well as its history, performance, industry, etc.

K. Write responses to these common interview questions:

*Ice-breaking Questions*

1. Please tell me about yourself.
2. What are your best qualities?
3. What is your greatest personal accomplishment?

*Defining Questions*

1. Why are you interested in this organization?
2. What do you know about our company?
3. What sets you apart from other candidates?

*Factual Questions*

1. How would your current (or former) supervisor describe you? Why?
2. In what ways can you immediately contribute to our company?
3. What is your greatest professional accomplishment? Why?

*Probing Questions*

1. Can you describe / define your biggest weakness?
2. What was your most significant professional challenge?
3. Who has influenced you the most? Why?

*Situational Questions*

1. You are juggling many tasks with competing priorities. What do you do?
2. You’re suddenly confronted by an upset customer. How do you proceed?
3. You make a costly mistake. What do you do?

*Behavioral Questions*

1. Describe a time when you demonstrated coping skills during a stressful situation.
2. Tell me about a time when you went above and beyond to get the job done.
3. Tell me about a time when you led a group of peers.

L. Prepare questions to ask during an interview.

M. Compose a thank you message to an interviewer. This is a positive message and should follow the appropriate strategy. Confident writers (and candidates) can elect to use a persuasive strategy, instead.

N. Compose a message to notify references an interview occurred. This is a positive message and should follow the appropriate strategy.

##### Assignment Notes

Submit interview question responses as full sentences and paragraphs. Additionally, behavioral responses should be formatted as complete stories, preferably following the STAR method.