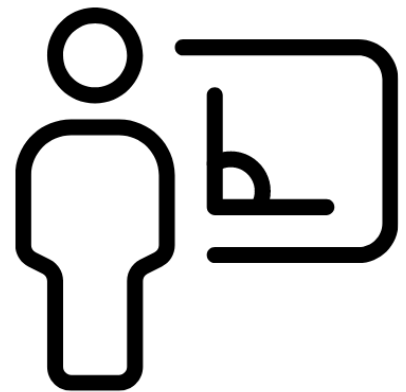


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

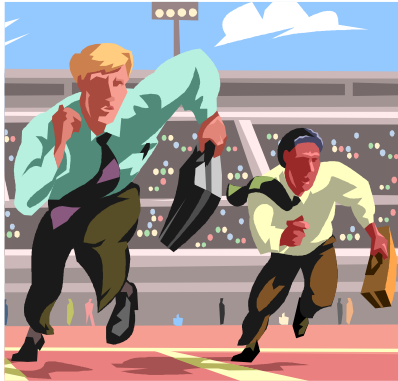
The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



If opportunity doesn't knock, build a door.

Milton Berle

Module Two: Ready, Set, Go!



The success of one's career depends greatly on the ability to recognize the job-related values that are important to the individual as well as the hiring company. Identifying the purpose for working and the assessment of skills can help determine the types of jobs to apply for.

The creation of clearly defined SMART goals can give potential employees a concrete plan for the direction in which they would like to steer their career. A robust resource system and 30-Day Plan can keep the job seeker on track with finding and obtaining the right job.

Identifying Your Values and Purpose

In order to be able to sell yourself well and present your skill set and experience as an attractive option to potential employers, you must first identify your own values and your purpose for working.



Here are some common purposes for job seekers.

- Gain an income source that provides for my basic survival needs and some of my wants.
- Find an outlet for my creativity, skills, abilities, and energies that will not only benefit myself, but will help others also.
- Make a valuable and lasting contribution to my community and to society.
- Use my college degree for something worthwhile.
- Do something constructive with my time to avoid boredom.
- Be in a place where I can meet new people, travel, and gain new experiences.
- Get out of debt.

- Save money for the future.
- Try a new skill and gain new experiences.
- Fulfill my dreams and my mission in life.

Estimated Time	10 minutes
Topic Objective	To peruse a list of 'values' and select the level of importance that accurately describes each To peruse a list of 'purposes' of seeking employment and select the level of importance that accurately describes each
Topic Summary	Work Place Values and Purposes of Obtaining Employment These exercises allow participants to get a better picture of what values they bring to a company as well as what they hope to achieve as a result of being employed by the company.
Materials Required	Worksheet 1: Workplace Values Worksheet 2: Purposes of Obtaining Employment
Planning Checklist	None
Recommended Activity	Initially, participants should work individually. Instruct participants to read through the lists of values and purposes and select the level of importance for each in a work environment. They should also label each as a) very important b) somewhat important c) not so important d) unimportant to your sense of job satisfaction. Once all participants have had the opportunity to complete the assignment, ask two or three volunteers to share their results and why they feel the way they do.
Stories to Share	The meeting facilitator can share their personal thoughts of what values and purposes they deem as important and how this has changed over time.
Delivery Tips	The selection of 'important' values and purposes can be done as a large group and then discussed in smaller groups of three or four.
Review Questions	Why is it necessary for individuals to understand the values and purposes

	<p>they possess and how they relate to a particular job?</p> <p>Remind participants to consider adding an item to their action plan.</p>
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Assessing Your Skills



There are many professional instruments designed to help you assess your skills. These instruments help you identify what talents and abilities you may have to offer a potential employer. Here is a list of common skills that employers find valuable.

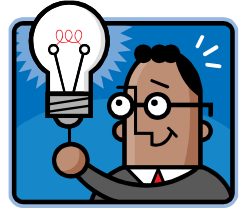
Organization
Analytical ability
Speaking
Listening
Reading
Writing
Special relationships
Typing
Physical coordination
Hand-eye coordination

Rhythm and bodily movement
Creativity
Initiative
Vision
Interpersonal relationships
Intrapersonal knowledge
Cooking
Collaboration
Strategic planning
Painting

Estimated Time	10 minutes
Topic Objective	To uncover and understand the top 3 skills an individual can possess that may be valuable to the hiring company
Topic Summary	<p>Assessing Your Skills</p> <p>Read through the skills listed on Worksheet 3: Assessing Your Skills. From that list, choose the top 3 skills that accurately describe what you consider important in a work environment.</p>
Materials Required	Worksheet 3: Assessing Your Skills
Planning Checklist	None
Recommended Activity	<p>Instructions:</p> <ul style="list-style-type: none"> • Each participant should read through the skills listed on Worksheet 3 and then circle the top three that describe them. • Participants should write down notes beside each circled skill to explain why they feel it is important. • Divide the group into smaller groups of three or four and allow each participant to share their results.
Stories to Share	<p>When trying to figure out which of your skills are going to be most beneficial to the company you are seeking employment from, remember this quote by John C. Maxwell (author of <i>The 17th Irrefutable Laws of Teamwork</i>):</p> <p>‘The single biggest way to impact an organization is to focus on leadership development. There is almost no limit to the potential of an organization that recruits good people, raises them up as leaders, and continually develops them.’</p>
Delivery Tips	Instead of dividing the group into several small groups to discuss results, this can be done corporately.
Review Questions	Why is it important for you to understand your strongest skills?

Setting SMART Goals

Now that you have a clearer picture of your skills and abilities along with your purpose and values, you can go about the task of setting SMART goals. SMART goals are goals that fulfill each word described in the acrostic formed by the word SMART.



- **Specific:** First of all the goal must be specific. You may indicate in your goal you wish to become a sales representative for a cosmetic company or a police officer for the State of California. These are specific goals.
- **Measurable:** The next characteristic that a smart goal has is that it is measurable. You may indicate that you desire full time employment of at least 40 hours per week. Your salary expectations can also be measurable stating that you wish to earn a minimum of \$40,000 per year or more.
- **Achievable:** These specific and measurable goals must also be achievable. The first thing to consider is whether or not the job exists. If your town does not have a professional football team it is not an achievable goal to be the play-by-play announcer for a team that does not exist. Other non-achievable limitations may be age requirements or other considerations. Just because a person of your gender or ethnic group has not been hired in that role before does not make it unachievable. Just ask President Obama.
- **Relevant:** A relevant goal is for some a realistic one, given your priorities and personal circumstances. Does this goal fit in with the rest of your life? Are you able to fulfill your non-professional duties to your spouse, children and community with this additional responsibility of employment? Many mothers battle with this issue when considering their responsibility to their children balanced with their desire to be “productive” and work outside of the home.
- **Timed:** When do you expect to fulfill your goal? Are there any training periods or probationary periods to fulfill before you are actually hired? How many interviews and how many companies do you plan to talk to before settling on the right one? Set a realistic goal as to when you wish to begin your new profession or job.

Estimated Time	10 minutes
Topic Objective	To use the SMART method to develop employment goals.
Topic Summary	Get SMART This exercise asks participants to use their knowledge of the SMART method to write an employment goal and give detailed information about how they will go about achieving that goal.

Materials Required	Worksheet 4: Get SMART
Planning Checklist	None
Recommended Activity	<p>Give participants the worksheet and allow them to work individually.</p> <ul style="list-style-type: none"> • Per the instructions on the worksheet, instruct participants to utilize the SMART method and write an employment goal. • Once everyone has completed the task, allow two or three students to share their goals with the entire group.
Stories to Share	<p>Not only is the concept of SMART goals used in employment situations, but also in youth leadership trainings. The National Youth Leadership Training is a course offered by the Boy Scouts of America. Using SMART goals is one of the key models taught to the youth.</p>
Delivery Tips	<p>Instead of allowing two or three students to share their goals with the large group, you can divide the class in groups of three or four and allow each student to go around the circle within their groups and share their goals.</p> <p>Using this method, you can also allow each person within the group who is not sharing their goals at the time, to give feedback to the participant who is.</p> <p>This feedback is to inform the participants of whether or not they have included each element of the SMART goals method.</p>
Review Questions	<p>What does S-M-A-R-T stand for? What is the benefit of using this method to establish your goals?</p>

Building a Resource System

Your job hunt will require a basic toolbox full of resources that you can use in finding employment.

In your resource kit you should include the following items.

- Reference books on job search tips.
- *What Color is Your Parachute?* 2008 Edition is a highly recommended book.
- *Cover Letters for Dummies* can also come in handy.



- A Briefcase. This is essential to carry with you on your job of selling yourself and your skill set to potential employers. It is great for carrying your business cards, cover letters, and portfolio of your best work.
- Leather portfolio and notepad holder. Take notes and present your work like a professional even before you get the job.
- Business attire appropriate for the jobs you are seeking. This may be a dress shirt and tie with a pair of dress slacks. It may include a sports jacket or business suit. The industry and the climate will dictate the appropriate fashion for the interview.

A 30-Day Plan



You have to accept the reality that finding a job that is going to meet your needs and fulfill your objectives will take some time. It will require effort. If it is a job worth your time there will be other people competing for the same job. You must be the best-prepared candidate there. Having a plan for the first 30 days is realistic, intelligent, and a habit that successful job seekers gladly form.

On a calendar, list all the interviews you schedule for the month.

On days you do not have interviews scheduled, you must dedicate your time to acquiring interviews. This will include taking, or sending your resume to prospective employers and filling out applications. You may be scheduled for an interview immediately, but will most likely wait to hear from that prospective employer regarding scheduling an interview.

Days and times for other activities may include creating a list of potential employers to call and visit, revising your resume if it is not working as you would expect, and polishing your interviewing skills by role playing and reading books on the topic.

The first 30 days give you time to form a daily routine of prospecting future employers, applying for jobs, fine tuning your resume, and asking for interviews. Each time you complete an interview, write down the strengths and weaknesses in your performance.

Estimated Time	15 minutes
Topic Objective	To have a written schedule of the activities that must be accomplished to promote an effective job-hunting experience.
Topic Summary	Create a 30-Day Job Hunting Plan The group will fill in the days on a monthly calendar with the necessary

	activities to successfully advance the job-hunting process.
Materials Required	Worksheet 5: Create a 30-Day Job Hunting Plan
Planning Checklist	Remind the class that although this is a hypothetical exercise, they should include activities that could truly benefit the process.
Recommended Activity	Instruct participants to work individually. Per the instructions of the worksheet, create a 30-day job-hunting calendar that includes the activities they will accomplish to assist with the job-hunting process. These activities can include writing dates and times of interviews, days to practice interviewing, days to seek employment opportunities, etc.
Stories to Share	Bob Adams, the author of <i>Adams Streetwise Small Business Start-Up</i> has successfully established several businesses with little to no capital. These businesses usually took less than a week to get up and running. In 1980, Adams started a media company in his basement with only \$2,000. Today, this company is worth more than \$10 million.
Delivery Tips	None
Review Questions	List two reasons why creating a 30-Day Plan is important.

Practical Illustration



Todd had aimed for a bright future with his new college degree. He was a ball of energy, as he could see all the stars aligned ahead of him due to his winning attitude and core values. He was headed toward great places and his friend Simon was inspired to search for his own keys to success in the work place. Todd showed Simon the ropes and taught Simon to look past the obvious and uncover the deeper meanings and values of being more than a puppet and showed him how to spread his wings with hard work and dedication as a ladder to bigger and brighter ideas. With Todd's Inspiration and guidance, Simon was able to land the dream job he always wanted.

Module Two Review Questions

1.) Which of these is a common skill that employers find valuable?

- a) Drawing
- b) Cleaning
- c) Humor
- d) Initiative

Common skills that employers find valuable: Creativity, initiative, etc.

2.) What does SMART stand for?

- a) Scientific Mature Attainable Risky Timed
- b) Specific Measurable Achievable Relevant Timed
- c) Standard Maintenance Accurate Relative Trustworthy
- d) Statistic Maintain Associate Reliable Team

Specific Measurable Achievable Relevant Timed

3.) On days you do not have interviews scheduled, you must dedicate your time to _____.

- a) Acquiring interviews
- b) Relaxing
- c) Calling potential employers
- d) Research

On days you do not have interviews scheduled, you must dedicate your time to acquiring interviews.

4.) On a _____, list all the interviews you schedule for the month.

- a) Sticky note
- b) Calendar
- c) Notebook
- d) Napkin

On a calendar, list all the interviews you schedule for the month.

5.) Having a plan for the first ____ days is realistic, intelligent, and a habit that successful job seekers gladly form.

- a) 30
- b) 10
- c) 100
- d) 90

Having a plan for the first 30 days is realistic, intelligent, and a habit that successful job seekers gladly form.

6.) There are many professional instruments designed to help you assess your _____.

- a) Values
- b) Goals
- c) Prospects
- d) Skills

There are many professional instruments designed to help you assess your skills.

7.) A _____ goal is for some a realistic one, given your priorities and personal circumstances.

- a) Career
- b) Relevant
- c) Professional
- d) Measurable

A relevant goal is for some a realistic one, given your priorities and personal circumstances.

8.) Each time you complete a/an _____, write down the strengths and weaknesses in your performance.

- a) Interview
- b) Goal
- c) Task
- d) Skill

Each time you complete an interview, write down the strengths and weaknesses in your performance.

9.) In your _____ you should include the following items: Reference books, notepad holder, and business attire.

a) Briefcase

b) Resource kit

c) Portfolio

d) Car

In your resource kit you should include the following items: Reference books, notepad holder, and business attire.

10.) In order to be able to sell yourself well and present your skill set and experience as an attractive option to potential employers, you must first identify your own _____.

a) Skills

b) Potential

c) Goals

d) Values

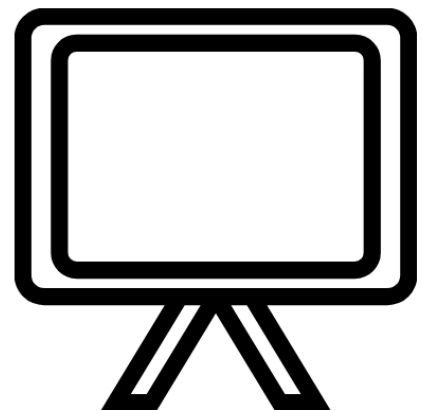
In order to be able to sell yourself well and present your skill set and experience as an attractive option to potential employers, you must first identify your own values and your purpose for working.

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

If opportunity doesn't knock, build a door.

Milton Berle

MODULE TWO

Ready, Set, Go!

Identifying the purpose for working and the assessment of skills can help determine the types of jobs to apply for.



Identifying Your Values and Purpose

- Do something constructive with my time to avoid boredom.
- Be in a place where I can meet new people, travel, and gain new experiences.
- Save money for the future.

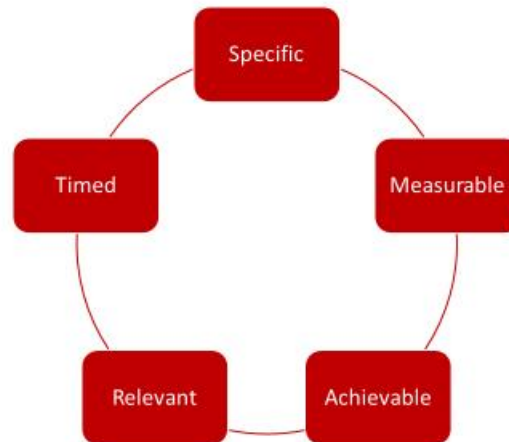
Assessing Your Skills

- Creativity
- Vision
- Cooking
- Painting





Setting SMART Goals



Building a Resource System

- Reference books on job search tips.
- *What Color is Your Parachute?* 2008 Edition is a highly recommended book.





A 30-Day Plan

Each time you complete an interview, write down the strengths and weaknesses in your performance.

Practical Illustration



- Identifying Your Values and Purpose
- Assessing Your Skills
- Building a Resource System
- A 30-Day Plan

Module Two: Review Questions

1. Which of these is a common skill that employers find valuable?

A. Drawing

B. Cleaning

C. Humor

D. Initiative

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Job Search Skills

Quick Reference Sheet



SMART Goal Setting

- **SPECIFIC:** In order for you to achieve a goal, you must be very clear about what exactly you want. Often creating a list of benefits that the accomplishment of your goal will bring to your life, will you give your mind a compelling reason to pursue that goal.
- **MEASURABLE:** It's crucial for goal achievement that you are able to track your progress towards your goal. That's why all goals need some form of objective measuring system so that you can stay on track and become motivated when you enjoy the sweet taste of quantifiable progress.
- **ACHIEVABLE:** Setting big goals is great, but setting unrealistic goals will just de-motivate you. A good goal is one that challenges, but is not so unrealistic that you have virtually no chance of accomplishing it.
- **RELEVANT:** Before you even set goals, it's a good idea to sit down and define your core values and your life purpose because it's these tools which ultimately decide how and what goals you choose for your life. Goals, in and of themselves, do not provide any happiness. Goals that are in harmony with our life purpose do have the power to make us happy.
- **TIMED:** Without setting deadlines for your goals, you have no real compelling reason or motivation to start working on them. By setting a deadline, your subconscious mind begins to work on that goal, night and day, to bring you closer to achievement.

Types of Cover Letters

- **First contact cover letter**
A First contact cover letter is one that is used when you are not applying for a particular job. You can use the cover letter as an introduction of your skills. Although this type of cover letter may not produce great success for you, if you send it at the 'perfect time' it could get into the hands of a decision maker who may contact you for an interview.
- **Targeted cover letter**
Unlike a First contact cover letter, a Targeted cover letter is sent to a specific person, applying for a specific job. With an effective presentation of your skills and experience, this cover letter could turn into a strong job prospect.
- **Recommendation cover letter**
Of the three cover letters mentioned, a Recommendation cover letter may be your best chance for turning a job application into a job offer. The one bonus of this type of cover letter is that it includes the name and contact information of someone who is referring you to the company.



Creating an Effective Introduction

Three steps to introducing yourself effectively:

- Project warmth and confidence.
- State your first name and your last name. Depending on the situation, you may also state your affiliation and/or your position in the company.
- When the other person has given their name, repeat it in acknowledgment.



Strong cover letters contain the following details:

- Addressed to a specific person.
- Use the professional title of the person to whom it is addressed.
- Brief; about one-half page.
- Mention the name of anyone referring you to that company.
- Do not appear to be boastful or desperate.
- Indicate interest in the company.
- Highlight two or three eye catching traits or characteristics you possess.
- Display confidence as a high quality candidate for the position.
- Businesslike in tone, yet enthusiastic.
- Attached as one file along with the resume.

What Not to Talk About

- Don't tell jokes during the interview.
- Don't be soft-spoken. A forceful voice projects confidence.
- Don't say anything negative about former colleagues, supervisors, or employers.
- Don't lie.
- Don't answer questions with a simple "yes" or "no." Explain whenever possible. Describe those things about yourself that showcase your talents, skills, and determination. Give examples.
- Don't bring up or discuss personal issues or family problems
- Don't answer cell phone calls during the interview - turn off your cell phone.
- Don't inquire about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer. Be prepared for a question about your salary requirements, but do try and delay salary talk until you have an offer.
- Do ask intelligent questions about the job, company, or industry.

Make a Good Impression with the Three C's

Confidence

Competence

Credibility

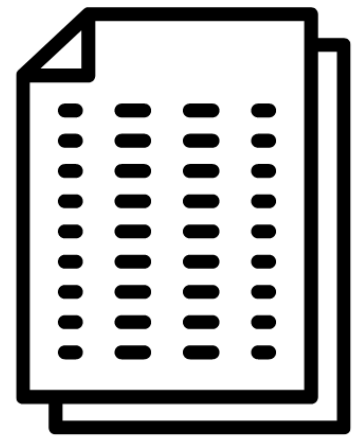
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Work Place Values

Read through the values listed on the table. Rate the importance of each work place value by marking an **X** in the appropriate box.

Do not over analyze your response. Select the box that most accurately describes your true feelings.

Work Place Value	Very Important	Somewhat Important	Not so Important	Unimportant
Independence				
Freedom				
Teamwork				
Recognition				
Creativity				
Loyalty				
Honesty				
Prestige				
Perseverance				
Positive attitude				
Competitive				
Leadership qualities				
Self-confidence				
Humility				
Quality				
Respect				
Open-mindedness				

Stability				
Innovation				
Detail-oriented				
Flexibility				
Discipline				
Empathy				
Order				

Sample Worksheet 2

Purposes of Obtaining Employment

Read through the employment purposes listed on the table. Rate the importance of each purpose by marking an **X** in the appropriate box.

Do not over analyze your response. Select the box that most accurately describes your true feelings.

Purposes of Obtaining Employment	Very Important	Somewhat Important	Not so Important	Unimportant
Gain an income source that provides for my basic survival needs and some of my wants.				
Find an outlet for my creativity, skills, abilities, and energies that will not only benefit myself but will help others also.				
Make a valuable and lasting contribution to my community and to society.				
Use my college degree for something worthwhile.				
Do something constructive with my time to avoid boredom.				

Be in a place where I can meet new people, travel, and gain new experiences.				
Get out of debt.				
Save money for the future.				
Try a new skill and gain new experiences.				
Fulfill my dreams and my mission in life.				

Sample Worksheet 3

Assessing Your Skills

Read through the following skills and circle the top three that accurately describe you. Once you have circled your top skills, write notes beside them explaining why they are important to you.

Do not over analyze your response. Select the skills that most accurately describe your true feelings.

- Organization
- Analytical ability
- Speaking
- Listening
- Writing
- Special relationships
- Typing
- Physical coordination
- Hand-eye coordination
- Rhythm and bodily movement
- Creativity

Sample Worksheet 4

Get SMART

SMART goals are goals that are: Specific, Measurable, Achievable, Relevant, and Time-framed.

Using what you have learned about SMART goals, write an employment goal below. Be sure to include information that shows your goal is specific, measurable, achievable, relevant, and time-framed.

Goal:

Sample Worksheet 5

Create a 30-Day Job Hunting Plan

Use the calendar below to create your 30-day job-hunting plan. This calendar will include activities such as dates you have scheduled interviews, interview follow-up dates, days and times spent on searching for employment opportunities, completing applications, sending emails, and making calls. You can also record the days that will be used to fine-tune your cover letter or resume. Reading books about job hunting and practicing for your interviews can also prove to be beneficial.

~ Jan. 2021 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Notes:				

Icebreaker: Interview

PURPOSE

To help participants get to know each other

MATERIALS REQUIRED

Paper and pens for note taking by participants

PREPARATION

None

ACTIVITY

Tell participants they will be interviewing a fellow course participant as a way to help the group get to know each other.

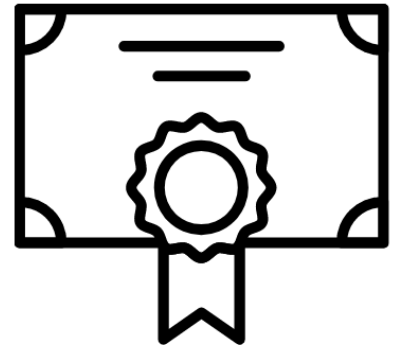
Divide the large group into pairs.

Allow five minutes for each person to interview their partner. Ask each individual to be prepared to share two or three facts or events to help us learn more about the partner. When the group reconvenes, each person introduces their interviewee to the rest of the group. (Because this icebreaker is done interview style, it helps to set the stage for several of the job search modules in this course.)

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

*Has mastered the course
Job Search Skills*

Awarded this _____ day of _____, 20____

Presenter Name and Title
