

Job seekers today face a myriad of obstacles to landing their “dream job.” Global outsourcing, corporate centralization, and unemployment rates have increased competition among candidates while decreasing job security. You have to know what you want, fight to get it, and perform to keep it.

Oregon is a highly entrepreneurial state. Small to medium size businesses comprise a large percentage of the marketplace. While many of these companies are great employers, their available positions aren’t easily uncovered. Portland is a small town in a big city. We can’t overemphasize the importance of networking and self-marketing.

Most of us don’t have our own personal guru or career coach. No one else will do the legwork for us. So, it’s time to take charge and approach your career strategically and proactively.

## SELF-ASSESSMENT & PREPARATION

- *Skills Inventory* – What experience and attributes do you bring to the table? (*see handout*)
- *List of Achievements* – What contributions distinguish you from your peers?
- *Career Goal* – Where do you want to be in 3 – 5 years? (Position, Environment, Compensation, Benefits, Intangibles)
- *Career Plan* – What logical steps do you need to take to achieve your Career Goal?
- *Resume Preparation* – Write a dynamic and effective self-marketing tool. (*see handout*)
- *Interview Preparation* – No more “winging it.” Research, role-play, and revisit. (*see handout*)
- *Manage Your Publicity* – Appropriately update your social media profiles, email address, voicemail messages etc.

## PICKING AND CHOOSING

- *Research* – Establish your own “Top 20” companies
  - Review Company Websites, Glassdoor.com, and LinkedIn company profiles.
  - Read the Portland Business Journal
- *Target Market* – Look for opportunities at your Top 20 companies
  - Apply selectively – make sure the opportunity suits your qualifications and strategically fits your plan
    - Track where and when you send your resume
    - Once you apply with a company, a recruiter can’t present you to them again
  - Schedule Informational Interviews
- *Network* – Find unadvertised opportunities
  - Locate and join organizations and associations specific to your profession
  - Talk to people and ask why they like their employers?

## WORKING WITH A RECRUITER

- *Meeting a Recruiter* – When you meet with a recruiter, treat it the same as an interview with a company and be prepared.
- *Be Selective* – Is he/she the right recruiter and company to help you? Do they present opportunities in line with your goals?
- *Share Your Plan* – Share your Career Plan and Top 20 list. Sometimes they can knock down doors that are closed to you.
- *Keep Them Posted* – Communicate with your recruiter about any activity and progress in your search.