



CAREER COMPASS

Your Career & Job Search Guide

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Introduction

Welcome to the Career Compass! We've mobilized all of our resources to provide you with a one stop guide to navigating your job search and confidently building your career.

Career Compass is packed with advice from our experienced team of Career Consultants, outlining how to get started with discovering your unique skill set, building your career portfolio through to job searching on and offline, writing applications, securing the interview and getting that job offer.

Networking and the job search can feel like a secret language at times. To help you crack the code, we've included guidance on how to start and close conversations when networking, evaluate the job offer and straddle the sticky art of salary negotiation.

Your online profile is as key to your professional self as the resume. Inside you'll find guidance on building your personal brand, how to audit yourself online and the best ways to use social media for professional purposes.

We know how helpful it can be to hear firsthand how people are building their careers. So we've packed in interviews with early and mid career professionals, senior leaders and recruiters.

For those interested in being their own boss, we have a panel of entrepreneurs sharing their wisdom on how to get started.

For international students and new Canadians, there's advice from individuals who were once in your shoes and a section on tackling the job hunt in a new culture.

Not everyone knows which road they want to take - in fact, nearly 60% of today's graduates will change paths three times over the course of their career. And most of us will have 15 jobs over a lifetime, not one 'job for life'.

So as you get started on building your 'career for life' we trust the Career Compass will prove an indispensable guide.

Sincerely,



Caroline Konrad

*Editor, Career Compass
Director, Ryerson Career Centre*

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Career Planning

Building a Career for Life
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Careers Today and the Job Market

Planning a Career for Life

How do university students plan for careers today?

The first step is recognizing that employment is no longer about graduates getting one job and staying there until retirement - there's far more opportunity today.

Instead, graduates today can expect to take on multiple roles in diverse industries - on average 15 jobs across three sectors over the course of your career. **Instead of a 'job for life', it's about building your 'career for life'.**

With markets evolving at a faster speed and new sectors developing like never before (AirBnB, Uber anyone?), **careers no longer evolve linearly.** Throughout your career, you may choose to change jobs to develop new skills, gain further training, receive mentorship, secure a higher salary, or simply to embark on new challenges.

As a student, you'll be testing out your skillset and preferences through volunteering and work experience gained through part-time jobs, internships or co-op.

As a graduate and new professional, you will continue to grow your network and build what is now called your **foundation career** (years 10-15 after graduating).

Moving into **mid-career, you will be defining your professional self** and as you discover what drives you, possibly alter career paths or pursue continuing education to strengthen your skill set.

Rather than retirement, professionals today are building **legacy careers** and working into their 70s as they explore and adapt their career to suit their lifestyle.

As you embark on building your career for life, **staying adaptable is essential.** Identify and seize growth opportunities, and remember that your career for life is an exciting and continual learning process, encompassing educational, professional and personal growth.

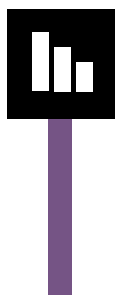
Read on for tips and pointers on building your career for life!

The 3 Stages of Careers

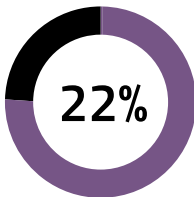
1 Foundation Career
| 20-35 years old
Building experience and develop new skills

2 Mid Career
| 35-50 years old
Identifying and seizing growth opportunities

3 Legacy Career
| 50-70 years old
Staying adaptable



Today's Market



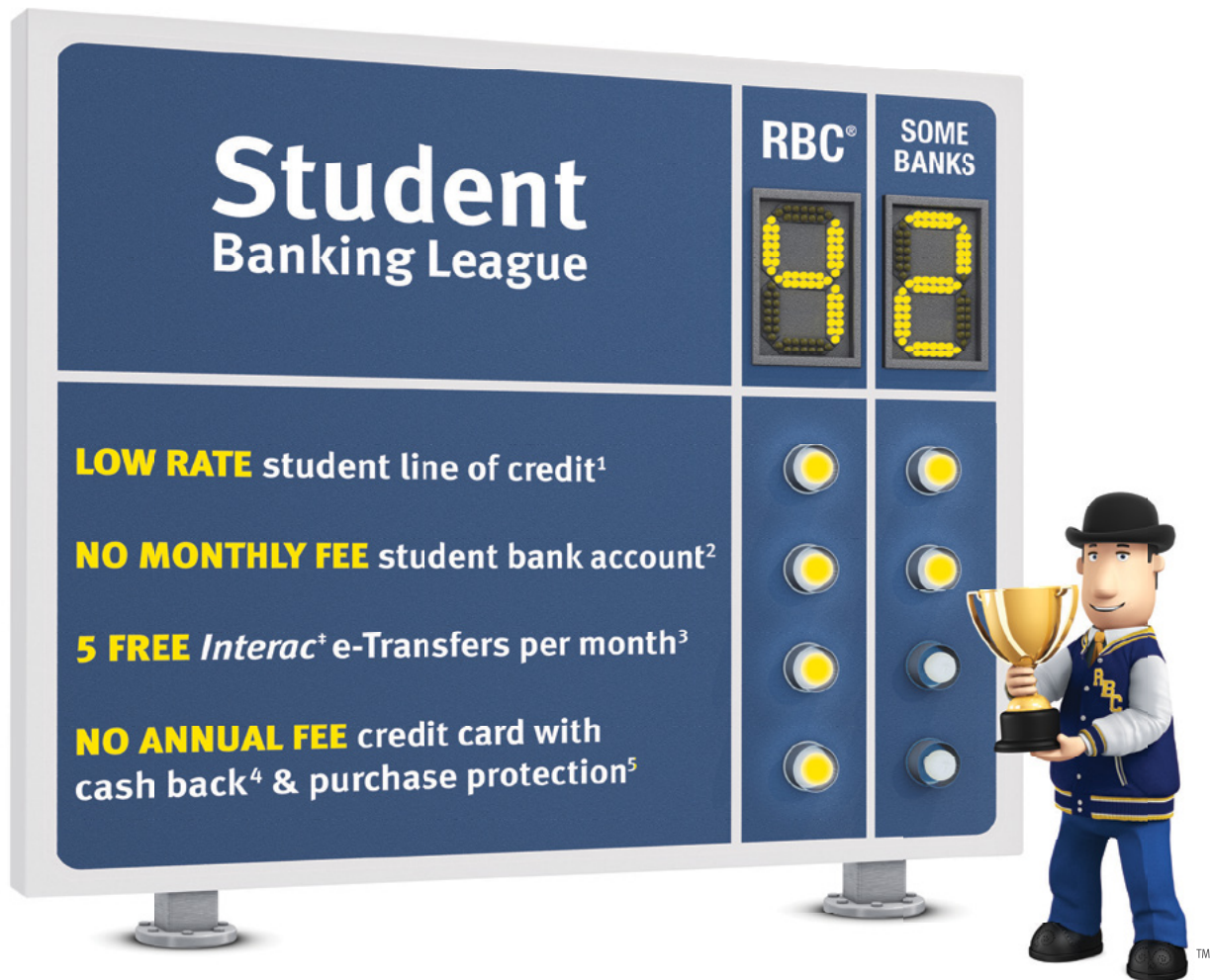
GEN Y CHANGED JOBS 22% MORE OFTEN IN A 12 YEAR PERIOD THAN DID GEN X.
-JobVite, Social Recruiting Survey, 2014



PEOPLE ARE MORE WILLING TO RELOCATE FOR ADVANCEMENT OR JOBS THAN EVER BEFORE.
-Thinkopolis IV: Time to Work, Workopolis Survey, 2014

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Start Your Career Planning

Laying the foundation for a career that brings you happiness, keeps you engaged, and satisfies your life interests requires self-reflection and exploration. You can increase your awareness of potential career paths and leverage opportunities to gain hands-on experience, by actively planning for your career throughout your degree.

Answering the questions below will provide you with more clarity, as you personally define what a fulfilling career looks like for you:

- What are my strengths/skills, interests, and values?
- What different career options am I well suited for?
- Have I researched the opportunities available to me in my field(s) of interest?
- Have I developed an action plan on how to achieve my career objectives?

Self-Assessment

Your personal strengths, interests, and values are the backbone to your career planning. Taking the time to determine “what makes you tick” will heighten your self-awareness, and allow you to better communicate your strengths to potential employers.

Sample questions to ask yourself:

- What do I like or dislike doing?
- What am I good at?
- What motivates me?
- What environment do I work best in?
- What types of people do I want to work with?
- What kind of lifestyle do I want? (e.g. work/life balance)



Tip: Career Assessments

Formal, standardized career assessments can be useful tools to help provide clarity on your interests, values, skills or personality. Check-in with the Career Centre for more information on the assessments available and which one is right for you.

Values are core beliefs that drive your thoughts and actions. They are highly personal and correspond to what is most important to you, for example: Help others, recognition, creative expression, job security/stability, competition, cooperation, advancement, innovation, knowledge.

Skills are general or technical competencies: Oral communication, organization, numeracy, sales, research, design, edit, write, decision-making, critical thinking, problem solving.

Interests engage your attention and/or are areas you would like to learn more about: Accounting, tennis, reading biographies, graphic design, travel, horseback riding, computer programming.

Identify

Connect your self-assessment results to the job market by identifying occupations that match your:

- Strongest interests
- Strongest skills
- Personal characteristics
- Work values
- Preferred working conditions
- Ideal people environment
- Lifestyle needs and goals

Start by creating a list of occupations that fit well with your self-assessment results, and collect feedback and ideas from close contacts.

Ask yourself the following questions:

- What would I consider to be a “dream job”?
- Who do I know that has a job that I admire?
- How did I answer the question, “What do you want to be when you grow up?”

Remain open to adding to or revising your list of potential career options. In addition, review the results of any standardized career assessments that you have completed - many tests will include a list of suggested occupations based on your responses.

Research

Once you have compiled a list of occupations to explore, you can research the roles, their respective industries, and current employment prospects.

Take the time to gather information on:

- Job duties and responsibilities
- Qualifications (experience, skills, education, certification, etc.)
- Work environment
- Positive and negative aspects of the work
- Values reflected in the work
- Salary and benefits
- Present demand and future outlook
- Latest developments in the field
- Related types of work
- Prospective employers

Conduct your occupational research by:

- Referring to print, electronic, and multi-media resources that are available through the Career Centre
- Requesting informational interviews with people working in roles and/or industries you are considering
- Gaining hands-on experience through a summer or part-time job in a field of interest
- Taking a related course or elective
- Participating in co-op placements, internships, or volunteer opportunities
- Job shadowing an industry professional at their place of employment

Online resources to get you started:

- **Career Cruising**
www.careercruising.com
Contact the Career Centre for the username and password
- **Job Bank - Government of Canada**
www.jobbank.gc.ca
- **National Occupational Classification (NOC)**
www5.hrsdc.gc.ca/NOC
- **How to navigate NOC:**
Search for occupations in Canada:
 1. Left sidebar: Search the NOC
 2. Drop-down selection: Index of titles
 3. Drop-down selection: Alphabetical or Keyword search

Evaluate

Narrow down your list of possible occupations by comparing your career research to your self-assessment results. You can do this by:

Systematically organize the information

you have noted about yourself and your career choices. e.g.) Using a spreadsheet to curate and cross-reference information

Record the data for each occupation you have investigated under specific headings (e.g. duties/responsibilities, work environment, educational requirements)

In addition, ask yourself the following questions:

- Does this occupation reflect my strongest interests?
- Will my strongest and most enjoyed skills be used?
- Do I need additional education, training and/or experience to enter this occupation?
- Will this occupation satisfy me, personally?
- Will this occupation allow me to create the kind of lifestyle I want?

Your Career Action Plan

Developing an action plan for your career will help you: map out your goals, set realistic timeframes, identify steps you may not have considered, and stay focused.

Depending on your career goals and situation, your action plan may focus on your job search, pursuing further education or training, or your lifestyle activities.

Your career action plan should include:

- A statement of what you want to achieve
- What you need to do to prepare for your chosen occupation
- The resources required
- The education / certifications needed
- Your to-do tasks and activities
- A time-frame for action

Review the effectiveness of your action plan by asking yourself:

- Will this action plan help me reach my career goals?
- Is my action plan realistic?
- Are there additional steps I need to add?
- Are there any additional resources or people who can help me with this action plan?

Voices of Experience

Q&A



NAME Marva Wisdom

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LINKEDIN Find me on LinkedIn to learn more about my career & education.

WEBSITE <http://marvawisdom.com/>

YOU RUN YOUR OWN CONSULTING BUSINESS. WHY DID YOU CHOOSE THIS CAREER PATH?

As an immigrant to Canada as a child, and even as an adult, I have experienced environments where myself and my voice was not valued. I wanted to help organizations and groups build spaces that are inclusive, and value the diversity of voices. I want to advance that conversation, build a better world, and help others build a safer space.

WHAT HAS BEEN THE BEST ADVICE YOU'VE RECEIVED AS A SELF EMPLOYED ENTREPRENEUR?

Learn how to divide your time. Aside from the time set aside to volunteer, one must divide your time to also seek new leads. If you give away your time, you undervalue yourself.

WHAT DO YOU THINK IS NECESSARY FOR SUCCESS IN RUNNING YOUR OWN BUSINESS?

Effective communication skills. In any business conversation, discussion or agreement, there is room for misunderstanding. As an entrepreneur you must be clear about what you want and what your business is. If there is something you don't know, know how to find out. When entering any business conversation or agreement, know what it is that they want and what you want.

YOU HAVE BEEN AN ACTIVE VOLUNTEER THROUGHOUT YOUR CAREER. HOW HAS VOLUNTEERING SHAPED OR DIRECTED YOUR CAREER DECISIONS?

When I was pursuing my masters, I was engaged in politics in a senior leadership volunteer capacity. I had the opportunity to work with people from across the country and to see two significant policies become legislation.

Through volunteering I realized the power of one and how much of a difference you can make. Volunteering has helped to challenge me and to grow new skills I did not have the opportunity to do from the jobs I had.

WHAT CAREER ADVICE WOULD YOU STUDENTS ABOUT TO GRADUATE?

Find your passion; if you don't know what that is as yet, make time to find it. Career paths do not always go as charted or as direct as you'd like them to go. If you have chosen a career path, and it's not working out as you expected - know it's not the end and there are resources to help you.

Building Your Personal Brand

In today's competitive job market, creating a professional personal brand and digital identity can set you apart from other candidates. After conducting a self-assessment, consider the following steps when building your personal brand.

1. Research

Identify your target audience by looking into your industry and its needs. What skill set or experience can you offer to address these needs? Review labour market information, company websites and content provided by professional associations. Speak to individuals working in your field to access industry information and knowledge.

2. Audit Yourself

Regularly use search engines like Google, Yahoo or Bing to audit the results that turn up when you look for yourself online. Search your first and last name, current and old usernames, e-mail addresses, previous places of employment and cities that you have lived in. Check several pages of search results and images.

Remove old posts, videos, pictures and contacts that can work against your brand. According to Jobvite's 2014 Social Recruiting Survey, 55% of recruiters have reconsidered a job candidate due to their social profile. Out of these reconsiderations, 61% were negative.

3. Identify Platforms

Find ways to position your personal brand online and offline. Develop a positive online presence by selecting social media platforms that you can realistically maintain (e.g. LinkedIn, Twitter, Facebook, Google+). Remember - quality trumps quantity. Delete online accounts that you no longer use or maintain.

Digital identities are increasingly becoming a blend of our professional and personal lives. Having one account per social media platform can give a prospective employer a better understanding of your personality and strengths. It can also prevent confusing search results that show multiple accounts from one platform.

Showcase your personal brand offline through your elevator pitch, resume, business card and job portfolio. Your attitude and choice of clothing can also have an impact on someone's perception of you.

4. Engage

Every time you interact with a contact in person or online, you are contributing to your personal brand. Online posts with the following content are often viewed negatively by employers: poor spelling/grammar, swearing, drinking alcohol, illegal drug use and sexual references (Jobvite, 2014).

Reinforce and strengthen your personal brand by demonstrating your thought leadership in your field. Ask and answer questions, create content or publish blog posts, and share articles or events related to your target industry.

To add dimension to your posts, distribute your content in a variety of media formats. For example, articles, photos, videos and presentations.

If you are still unsure about what to post online, use this analogy - would you be comfortable with your content appearing on the front page of a newspaper?

5. Be Consistent

Constantly sharing or posting content on a wide range of topics will send mixed messages about your personal brand and confuse your audience. **Be consistent with the message that you send in person and across your online profiles.** Maintain a positive and professional tone, and avoid using social media platforms as an outlet for a bad day.

Personal Branding

- What do you want to be known for?
- How do you want others to perceive you?
- Reflect on your: skills, values, experience, and qualifications.



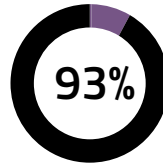
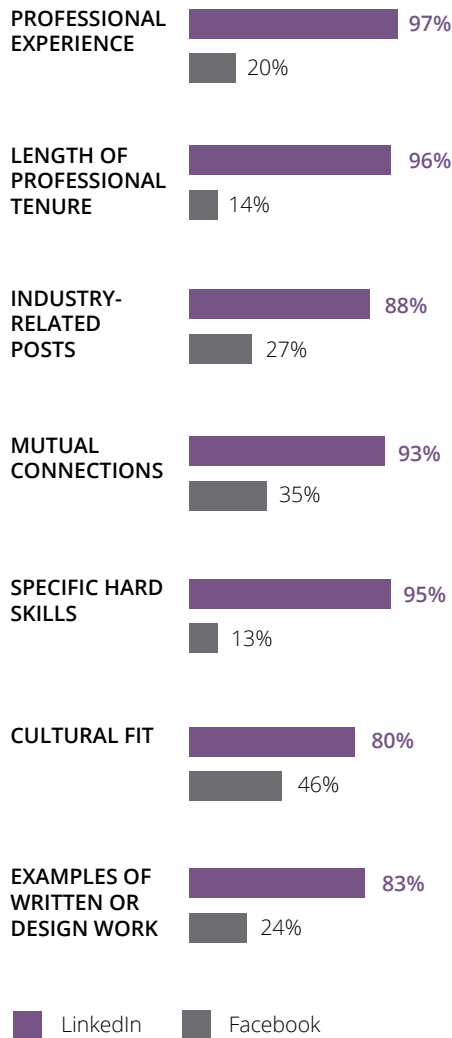
Tip: Be Consistent With Your Personal Brand

- Secure the same username on different online platforms
- Maintain a positive tone for posts
- Use the same professional headshot on various platforms
- Incorporate similar keywords across online profiles and during in-person meetings
- Always claim your vanity URL



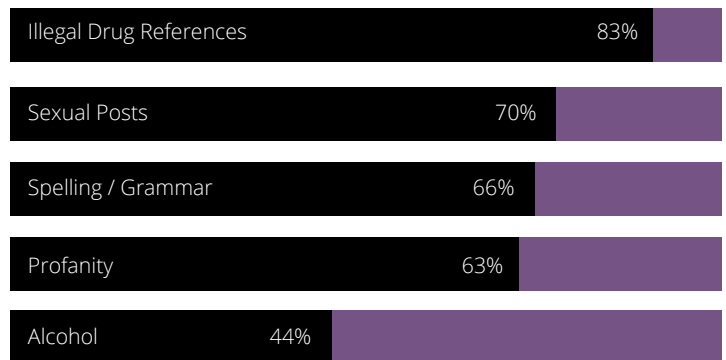
What Recruiters look for in a Candidate on Social Networks

-JobVite, Social Recruiting Survey, 2014



93% OF RECRUITERS WILL REVIEW A CANDIDATE'S SOCIAL PROFILE BEFORE MAKING A HIRING DECISION.

Social Media Profile Turnoffs for Recruiters



Brainstorming Activity - Outlining Your Personal Brand

- In 3-5 words, what are you most passionate about?
- What topics / areas of study do you excel in?
- Sum up your most relevant industry related experience in 1 line.
- Name an achievement that you are proud of.
- What do you value the most in your work?
- What do you like to do in your spare time (i.e. hobbies, interests)?



Tip: Change Your Privacy Settings

On the fence about sharing information and updates online? Most social media accounts will allow you to privatize your profile and/or posts. However, despite this "security", keep your brand in mind. Once you post on the internet, you create a digital footprint. You never know who in your network will decide to circulate your post.



Career Planning for International Students

Home-Bound
Students Staying in Canada

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Home-Bound International Students

Returning home after having lived in Canada for several years can be a disconcerting experience.

Here are some tips and steps to take to help you gain an advantage in your home country's labour market:

ARTICULATE THE RELEVANCE OF YOUR KNOWLEDGE AND SKILLS

- Use the STAR model to articulate your experience in Canada in a way that speaks to your home employer's needs and goals, with a focus on your achievements

STAY CONNECTED TO YOUR UNIVERSITY

- Stay in touch with your friends from Canada and abroad - they are your potential business partners or collaborators in future
- If you are able to visit home before permanently moving back, take advantage of networking and informing friends and family of your intentions to find employment in your home country
- Get involved in your university's alumni associations abroad
- Use LinkedIn to seek out alumni and professionals in your areas of interest who are based in your country or region
- Keep up to date on news developments in your home country

BE READY FOR RE-ENTRY SHOCK

- Reconnect with old friends and establish new professional contacts through informational interviews
- Relearn your country's workplace culture to ease the transition: talk to friends, family and others in your network; use Hofstede Centre's extensively-researched country comparison tool



International Students in Canada



OF INTERNATIONAL STUDENTS INTEND TO APPLY FOR PERMANENT RESIDENT STATUS IN CANADA IN THE FUTURE



1 IN 5 INTERNATIONAL STUDENTS IN CANADA VOLUNTEERS IN THE COMMUNITY



Q&A

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www.twitter.com/GDXryerson

WHAT HAS BEEN THE BEST CAREER ADVICE THAT YOU HAVE RECEIVED?

Find a mentor and be a mentor. University courses cannot replace someone who you trust and who undertakes coaching, guiding, and supporting you. A good mentor must be able to open up their networks, share career advice, and be willing to have tough talks with you. I have lots of mentors who do not know they are mentors to me.

WHAT WOULD YOU ATTRIBUTE TO YOUR SUCCESS TO DATE? WHAT IS THE BEST PART OF WHAT YOU DO DAY TO DAY NOW?

I would attribute my success to: my personal attitude, staying focused, mastering the art of communicating well, hiring good people, and building strong external relationships. What I am doing now at Ryerson has never been done before, and I love that and building new institutions.

BASED ON YOUR EXPERIENCE, WHAT WOULD YOU TELL A NEW IMMIGRANT ABOUT BUILDING THEIR CAREER IN CANADA?

For recent immigrants, joining professional networks and taking course(s) goes a long way towards overcoming bias that may be attached to your foreign credentials. As a new immigrant, prepare to spend a year looking for a job, learning and reinventing yourself.



International Students Staying in Canada

Working is a great opportunity for experiential learning, and many international students want to gain work experience in Canada. Whether you are seeking a part-time position to earn some extra money, or looking to enter your own professional field, the following tips will help ease your job search in Canada:

TOP TIPS	RELEVANT RESOURCES
<p>Learn about workplace cultures: Learn the subtle differences in preferred forms of communication, modes of interaction among colleagues, and management styles between Canada and your own country.</p>	<ul style="list-style-type: none"> • Cultural adaptation workshops hosted by your university's career centre and/or international student services • Free online tools such as the Hofstede Centre's country comparison tool
<p>Prepare for the job search process: Whether you are a young international student trying to secure your first job, or a seasoned professional from your home country looking for new opportunities in Canada, make sure you are familiar with the typical job search process here.</p>	<ul style="list-style-type: none"> • Take advantage of workshops offered by your university's career centre to better market yourself in writing and in person: Resume and cover letter writing, online profile and portfolio, interview skills • Consult with your peers or others from your home country, and learn from their job searching experiences in Canada • Check out Citizenship & Immigration Canada's site for more information on living and working in Canada
<p>Networking - the Canadian way: Connecting to high-level decision makers is great, but don't underestimate the importance of collaborative peer networking and informational interviews.</p>	<ul style="list-style-type: none"> • Networking workshops and events (e.g. career fairs, information sessions) hosted by your university's career centre • Take advantage of online resources such as LinkedIn and Ten Thousand Coffees
<p>Start planning and gaining experience early: Employers will want to know how you can demonstrate your skill sets through previous work and volunteering experiences, both in Canada and abroad.</p>	<ul style="list-style-type: none"> • Experiential learning opportunities offered by your university (e.g. placement, internship, Co-op) • Student groups and external agencies offer volunteering opportunities for you to gain experience and develop employability skills

Newcomers in Canada

In many ways, newcomers in Canada face similar job search challenges to international students, e.g. adapting to the Canadian society, culture, and workplace practices. Check out the International Students Seeking Work in Canada section for tips.

As newcomers in Canada, you can help address these issues by:

Learning the Canadian job search norms: Resume writing, interview preparation and networking can look very different in the Canadian context. Learn to do them well.

Articulating your skills: Focus on how your skills can be applied to help the employer grow, rather than where you have acquired these skills.

Networking proactively: Expand your network of professional contacts and market your skills in informal settings.

Actions to take to achieve your job search goals:

Utilize the resources on campus: Visit your university's career centre to learn more about job search strategies.

Get a mentor: Find someone who is knowledgeable and resourceful, and whom you feel connected to (e.g. supervisor, professor, friend). Seek their guidance in navigating the job search landscape in your field. Check your University for formal mentoring programs for current students and alumni.

Build and maintain your network: Be open to opportunities in making new connections with others, and nurture these relationships. Ask for help when you need it, and reciprocate by helping others.

"Canadian experience" as a barrier to employment

Under the Ontario Human Rights Code, employers cannot require job applicants to have "Canadian experience," unless they can prove against a high set of standards that having such work experience is a "legitimate requirement" for the position.



Further Reading on International Opportunities

MyWorldAbroad.com

AIESEC.ca

Ontario Human Rights Commission

[How to Find a Job in Canada: Common Problems & Effective Solutions](#) by Efim Cheinis

[You're Hired... Now What? An Immigrant's Guide to Success in the Canadian Workplace](#) by Lynda Goldman

Q&A



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Jesse Gerva

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Find me on LinkedIn to learn more about my career & education.

WHAT HAS BEEN THE BIGGEST CHALLENGE, OR LESSON THAT YOU'VE HAD TO LEARN?

The biggest challenge and surprise was understanding and gaining this thing called "Canadian experience". This process taught me that we have to bring to the table more than just a nice resume; transferable skills are more important than certificates, and who I am and what I can do is more important than a title I once had.

WHAT ARE TWO MAJOR SKILLS NEEDED TO BE A LAWYER?

Keep it simple and cultivate the trust in those around you. Remember: whenever you write a letter or provide any information make sure your clients understand the information so they will trust you. At the same time, keep in mind the person on the other side of the table is looking for help, not for a law seminary.

WHAT OTHER ADVICE WOULD YOU GIVE TO STUDENTS IN UNIVERSITY/ COLLEGE ON LOOKING FOR WORK?

1. You have to have a career plan. Period.
2. **The connections you build are as important as the books you read.**
3. You may have to start in a lower position than you thought in order to get where you want.
4. Work and job are two completely different things.
5. Remind people every day why you are essential.

Building Your Profile

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Resumes

Top Tips & Core Points

Employers and popular positions can receive hundreds of resumes for a single job posting. Your resume needs to effectively convey who you are, your skills, qualifications, and experience to help you land an interview.

Studies have shown that recruiters spend as little as 6 seconds reviewing a resume to determine if a job candidate is suitable for a position.

To create an eye-catching resume, you will want to:

- Tailor your resume for each job
- Use industry specific language / keywords
- Highlight your accomplishments and transferrable skills
- Qualify and quantify (#, %, \$) your resume statements by adding relevant details
- Consistently format your resume content
- Avoid personal pronouns (I, me, my), jargon, and uncommon abbreviations
- Proofread to ensure that your resume is free of spelling or grammatical errors

Preparation

Generic, “one-size-fits-all” resumes and cover letters are an automatic turnoff for employers. You need to customize both your resume and cover letter to the specific company and position that you are applying to, by including keywords and relevant experience.

Industry Research

Keywords are the relevant skills, experiences, and qualifications that an employer is seeking and will often vary by industry. Career and occupational profiles can provide a good overview of a role and its core responsibilities:

- www5.hrsdc.gc.ca/NOC
- www.careercruising.com
- *O*Net*
- online.onetcenter.org

Job and Company Research

If you have a job description, highlight the keywords and ensure your resume closely reflects the qualifications that are being asked for in the job ad. Research the company or organization you are applying to by reading their website, annual reports, news features, LinkedIn Company Page, and blogs.

Formatting

Your resume needs to be well organized, clear, and concise. An easy-to-read resume has:

- 1–2 pages maximum
- 1 inch margins
- 10–12 point font for body text
- Clear headers for each section of your resume
- Bullet points for your resume statements instead of short paragraphs

Resume Sections

The information you include in your resume will depend on your job target and the resume style you choose to help you highlight your skills. Possible resume sections include:

- *Header*
- *Highlights of Qualifications / Summary of Qualifications / Professional Profile*
- *Work Experience / Professional Experience*
- *Education*
- *Volunteer Experience*
- *Extracurricular Activities*
- *Relevant Experience*
- *Academic Projects*
- *Achievements / Accomplishments / Awards*
- *Technical Skills*
- *Professional Development*
- *Workshops / Conferences Attended*
- *Certificates*
- *Professional Associations*
- *Publications*
- *Presentations*
- *Licenses*
- *Interests*

References

Do not list references on your resume, and remove the line “References Available Upon Request”. If an employer is interested, they will ask for your references.

Meet your dedicated Ryerson Faculty Career Consultant:

www.ryerson.ca/career/students/faculty-career-communities

Resume Statements

Write accomplishment statements to highlight your skills, experience, and achievements. Avoid duty statements, where you simply state your responsibilities or duties for a position. Use the framework below to help you craft a strong accomplishment statement:

Qualify

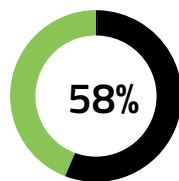
Qualify (by adding relevant details/keywords) and quantify (#, %, \$) your accomplishment statements, when possible. Each resume statement or “bullet point” is 1–2 lines in length.

ACTION VERB	Start each accomplishment statement with a strong action verb, and use the appropriate verb tense (i.e. past or present). Add variety to your statements by using different verbs throughout your resume.
DUTY	What did you do in a past or current role? Highlight responsibilities that would be relevant or transferrable to the role for which you are currently applying.
RESULT	What value did you add? How did the organization benefit from your contribution? Answer the question — “So what?”

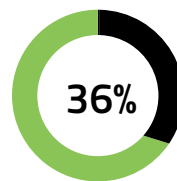


Resume Errors:

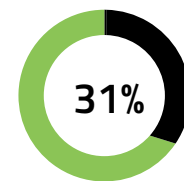
Most common resume mistakes leading to a candidate's application being automatically dismissed, according to employers:



HAS TYPOS



NOT PERSONALIZED TO POSITION



INAPPROPRIATE EMAIL ADDRESS



Resume Appointments

Is your resume ready to be reviewed?
Book an appointment with a Resume & Online Profile Advisor.

Looking for more resume tips?
Sign up for a Resume Career Chat Tutorial.

Book at ryerson.ca/career

Organization

When positioning the content on your resume, it is important to list your most relevant information first so that you hook the reader in. There are many ways to organize a resume; however, the “big 3” formats are:

Chronological

Lists your experiences in reverse chronological order, with your most recent experiences listed first. Choose this resume style if you have relevant experience in your field, your work history demonstrates increasing responsibility, and you do not have frequent employment gaps.

Functional

Focuses on skills and competencies related to a target position. Relevant experiences are grouped under 3–4 main skills categories. Choose this resume style if you have little to no work experience, are making a career change, or are re-entering the job market.

Combination

Combines elements from both the chronological and functional format. Organizes information by highlighting your skills, and listing your experiences in reverse chronological order.

Choose this resume style if you have experience that demonstrates transferrable skills, are making a career change, or are re-entering the job market. Students and alumni are usually encouraged to use either a chronological or combination style resume.

Cover Letters

Top Tips & Core Points

The cover letter is a marketing tool that introduces you to a prospective employer, and focuses on 2-3 main reasons why you are a strong fit for your target position.

Always include a cover letter with your resume, and tailor your letter to the position and company you are applying to, whether a job is posted or not. A well written cover letter should leave a strong first impression, and entice the reader to review your resume.

When writing your cover letter:

Keep it to one page

- Customize your letter for each company
- Research the company and job; highlight your interest in working for the organization
- Draw similarities between your key strengths, and what the company is looking for
- Focus on what you can offer to the company, instead of what they can do for you
- Answer the question: "Why should I hire you?"
- Be positive and confident in your approach
- Proofread and ensure there are no grammatical or spelling errors

Cover Letter Format

Your Contact Information

- Your name, address, phone number and professional e-mail

Date Cover Letter is Sent

Company Address

- Include contact name, their position title, and company name and full address
- If a name is not provided in the job posting, try to research and determine a contact to address your letter to. For example, the department head or manager, a recruiter or human resources representative

Salutation

- Use "Dear Mr. / Ms. [last name]:"
- If you cannot find a contact, use "Dear Hiring Manager:" or "Dear Hiring Committee:"
- If you are uncertain about a contact's gender, use their full name. e.g.) "Dear Pat Brown:"
- Avoid: "To whom it may concern:" or "Dear Sir or Madam:"

Opening Paragraph

- Why are you writing? What position or type of work are you applying for? Where did you hear about the position? Briefly explain why you want to work for this company
- List 2-3 key strengths that make you a great fit for the role

Main Body (1-2 Paragraphs)

- What sets you apart from other candidates? Give 1-2 specific examples to back up the 2-3 key strengths that you highlighted in your opening paragraph
- Use the STAR formula to showcase your skills, experience, education, work values and/or personal attributes. For the 1-2 main examples that you include in your cover letter, outline the Situation, Task, Action and Result for each scenario

Closing Paragraph

- Summarize your core competencies in one line, request an interview or state that you will follow-up on your application at a given time, and thank the employer
- Include your phone number and/or email address, and a time when you can be reached

Signature

- End with "Sincerely," and type out your full name
- Sign your name, or use an e-signature for online submissions

Writing Tips

Start your cover letter with a "hook" and avoid cliché openings like, "Please accept my application for" or "I would like to apply for". Try one of these techniques instead:

- **Name dropping** – If you know someone who works for the company (i.e. you were referred), attended the company's information session on campus, or checked out the company's website, mention it here.
- **Relevant experience** – Start your letter by listing your 2-3 key strengths that relate back to the position you are applying for.
- **Highlight an achievement** – Mention an award, promotion or certificate that you received that supports a skill that is highly valued by your current target company.
- **Pinpoint an employer's pain points** – Research and identify a company's "business pain" (i.e. areas of growth or improvement, where they might require assistance and/or a specific skill set), and describe how you can help.
- **Quote or analogy** – Add personality to your cover letter by beginning with a quote or analogy that you can link back to the competencies that you have to offer.

Types of Cover Letters

Whether you are responding to a posted job advertisement or sending an unsolicited letter to a targeted company exploring work opportunities, there are two main types of cover letters:

Solicited Cover Letter / Invited Letter

- Most common type of letter used by job seekers
- Written and targeted towards a specific job ad posting

Unsolicited Cover Letter / Cold Call Letter

- Introduces resume to an employer, but is not written in response to an advertised position
- Up to 80% of the work available is never posted or advertised; writing an unsolicited cover letter can give you an advantage and help you tap into the "hidden" job market.

Voices of Experience

Q&A



NAME

Gwen Elliot

JOB TITLE, COMPANY

Marketing/Events, TheBlueprint.com; Producer, The Naked Entrepreneur, OWN Canada; Start Strategist, GwenElliot.com

EDUCATION

BA, Radio & Television (Ryerson University)

WEBSITE

www.GwenElliot.com

TWITTER

www.twitter.com/gwenelliot

WHAT IS THE BEST PART OF WHAT YOU DO DAY TO DAY?

Day to day I feel extremely connected and fulfilled. I have a stable job which allows me to work in creative projects in my free time and removes the extra stress of not knowing how to pay the bills. I am extremely excited about helping people get media attention for their passions and start creative projects they want to get paid for.

WHAT ADVICE WOULD YOU GIVE OTHERS THAT ARE SOON TO GRADUATE?

Surround yourself and spend time with people you want to be like. Attend events and conferences and put yourself out there. The world really is your oyster - which can be both amazing and paralysing. To move forward and get started, start with small tasks and build your momentum.

HOW DO YOU DEFINE SUCCESS? WHAT WOULD YOU ATTRIBUTE TO YOUR SUCCESS THUS FAR?

Success is two things to me:
1. Being able to afford my lifestyle, and 2. Feeling proud and fulfilled at the end of the day. I would attribute some of my success thus far to my coach and mentors. I suggest looking for someone who is ten steps ahead of you on the path you're curious about. Once you find that person, buy them a coffee and have a chat.

Online Profile - Your Virtual Resume

Employers are using the internet to engage with, evaluate and screen potential job candidates and over 90% of recruiters will look up a candidate's social media profile, on platforms such as LinkedIn, Facebook or Twitter, before making a hiring decision. As a job seeker, you can no longer afford not to have an online presence or profile.

When creating a professional online profile, it is important to express your personal brand through your content: text, images, and posts. Manage your online presence and brand by staying active.

Make your profiles searchable by including keywords, and regularly updating your information with new experiences, skills, achievements and credentials. Join and follow groups to share and receive the latest information related to your industry.

Different online platforms will have profile parameters that vary. However, the following sections are common profile requirements online:

- Username / Handle
- Profile Photo
- Background Photo
- Headline / Tagline
- Summary / About Section
- Posts
- Vanity URL



LinkedIn, Magnet ROPA Appointments

Looking to fine-tune your LinkedIn or Magnet profile?

Book an appointment with a Resume & Online Profile Advisor. The 30 minute session will cover how to enhance your online profile to increase your visibility to potential employers.

Visit ryerson.ca/career for details.

Username / Handle

The username or handle that you select is a searchable tag that allows others to find your profile online. It is often what you distribute (e.g. a Twitter handle) or direct people to. To maintain a consistent personal brand, choose a professional username that you can ideally use across different social media platforms. Ideas include using your:

- First and last name. If you have a popular name, include your middle name, use initials and/or include a number
- Company name
- Industry-related nickname or online pen name. E.g.) "EcoFriendly_Dan", "MarketingMaverick15"

Profile Photo

A photograph puts a "face" to your profile, and increases the likelihood that your profile will be viewed. For your profile photo, upload a professional looking headshot of yourself and use a high resolution .jpg or .png image taken with a DSLR camera. **Additional tips:**

- **Dress professionally** for your target industry, and remember to smile
- **Crop your photo** so that your face is clearly visible along with the top of your shoulders/clothing. Do not include your entire torso in a profile photo
- **Add dimension to your picture** by slightly turning or angling your head or shoulders
- **Avoid** very dark or busy backgrounds
- **Do not use** a photo that is cropped from a group shot

- **For personal branding purposes**, consider using the same professional photo for your different online profiles

Background Photo

A picture is worth a thousand words. Many online profiles will allow you to include a background or header image. Be strategic - use this space to upload an image that represents your personal brand and/or the field that you wish to enter. Ideas and examples:

- Upload a photo of yourself, demonstrating a skill that is important to your field. Select an image where you are clearly visible, e.g. delivering a presentation to a group
- Industry-related image, e.g. an image of a keyboard for individuals in computer science
- Generate a word cloud containing keywords from your target industry
- Use a company logo or design (entrepreneurs or freelancers)

Headline / Tagline

Online profiles will typically have a section for a short headline or tagline about you. These fields often have a character limit:

- LinkedIn headline = 120 character limit
- Twitter bio = 160 character limit

Headlines are a fantastic, quick-hit personal branding opportunity. **Maximize your character limit** by adding industry keywords, your position/role, and professional or personal interests to showcase your abilities and personality.

Profile Photo: Attire

- **MEN:** Tailored jacket, blouse or dress shirt – depending on your target industry
- **WOMEN:** Suit jacket or sweater or vest, dress shirt, tie (solid colour or minimal pattern) – depending on your target industry
- **WEAR:** Solid, mid-tone coloured shirt (e.g. blue, green, brown, etc.)
- **AVOID:** Busy patterns, neon colours, colours close to your flesh tone, white shirt as a standalone (if wearing white, consider pairing with a dark suit jacket), strapless dresses or revealing tops

Profile Photo: Hair / Accessories / Makeup

- **MEN:** Clean shaven or nicely trimmed, if you prefer facial hair
- **WOMEN:** Avoid excessive amounts of jewellery and/or makeup, overly glossy or shimmery makeup (it will catch the light and be distracting)
- Keep your hair natural-looking, frizz-free, simple and clean

Summary / About Section

Your summary or “about you” section (i.e. on personal websites or blogs) should provide an overview of who you are as a professional and an individual. You can come across as more personal to your audience, by writing this section in first person. The summary should clearly articulate your personal brand, and encourage others to continue reading your profile.

- **Highlight** relevant experiences, skills / strengths, qualifications, achievements
- **Include** industry keywords
- **Indicate** field-related interests and career goals
- **State** your “specialties” – indicate core skills and strengths that set you apart, and demonstrate your potential value

Posts

Updates and posts can help support your personal brand and can indicate your availability, career goals, and new training or qualifications. **Apply the 80/20 rule** when sharing information - 80% of your updates should help others while 20% can be self-promotional. Keeping your network informed about your job search is a good thing, but avoid over posting about looking for work.

Vanity URL

On most websites, you can change the default URL to a customized or “vanity” URL. **The more straightforward you can make your website address, the better.** To maintain consistent branding, use your username or handle for your vanity URL.

You can also share your newly-claimed URL through your email signature, resume, business card, and other online profiles (i.e. especially for LinkedIn, Twitter, personal websites).

Throughout your job search and career, **your online presence can work for you or against you** — over 50% of employers, who review job candidates using social media, have rejected applicants because of their content on the internet.

You want to create an online profile that leaves a positive impression, complements your job application, and reinforces your personal brand.



LinkedIn, Magnet Professional Photo Shoot Appointments

Increase the chances of your online profile being viewed. Have your professional headshot taken by our photographer.

Visit ryerson.ca/career for details.

Voices of Experience

Q&A



NAME

Terrence Ho

JOB TITLE,
COMPANY

Business Analyst, Bombardier, and
Managing Director, Equal Grounds

EDUCATION

BComm, Information Technology
Management and Business
Communications (Ryerson University)

LINKEDIN

Learn more about my Career on LinkedIn

TWITTER

www.twitter.com/terrencewkh0

WHAT DO YOU
ENJOY MOST
ABOUT WHAT
YOU DO DAY TO
DAY?

I would have to say **the interaction with teammates** is what I enjoy most. My teammates have become good friends outside of work too. Since most of my waking hours are spent working, I prefer to have strong relationships with my teammates even though we may disagree on certain things; in the end, we share a common objective.

HOW DO YOU
MANAGE BEING
AN EMPLOYEE
OF A COMPANY,
AND WORKING
IN YOUR
OWN SOCIAL
VENTURE?

Surrounded by a great team makes a big difference and I'm fortunate to work with bright, determined and passionate people at a company and in the social venture. The rest comes together by **developing a routine that allows me to focus** where my attention needs to be, to have time to recharge and time for my family and friends.

WHAT
STRATEGIES
HAVE YOU USED
TO FIND WORK
AND BUILD
YOUR CAREER?

1. Creating genuine relationships with people. They, in turn, have provided me guidance, introduced to me to others, and been a voice of reason when I needed it most.

2. Showing my ability to problem solve for others and to help overcome any organizational challenges.

3. Luck and timing. Opportunities for hiring or starting a new project is dependent on what the organization is ready for. It's important to understand the nature of the company and the cycles it goes through.

ADVICE ON
BUILDING YOUR
CAREER?

For those that know what you want to do - don't be afraid to get it and ask for it!

If you're unsure yet - take this opportunity to discover it: volunteer, take internships or develop something on your own.

Career Portfolios - Hard Copy & Online

Career or job search portfolios help convey your story by providing a visual representation of your skills, experiences and accomplishments.

Portfolios are not limited to artists and designers - job seekers from a variety of professional backgrounds can benefit from using a portfolio.

A portfolio is a cohesive collection of artefacts (i.e. documents, images or videos) that:

- Relates specifically to your target industry and position
- Provides tangible examples of your relevant skills and experiences from work, education, community service, extra-curriculars or travel
- Starts interesting conversations, demonstrates or proves your skills to an employer during an interview, and allows you to stand out
- Complements your resume, cover letter, and interview responses

By creating and using a print or online portfolio, you can proactively show an employer that you have the skill set that he/she is looking for.

Portfolio Materials & Preparation

When creating a hard-copy portfolio, you can either get your portfolio professionally bound or house your artefacts in a zippered binder. By using a binder and inserting your documents into sheet protectors, you can easily remove and add artefacts to customize your portfolio for each job and interview.

Materials that you might need for your portfolio:

- Zippered, 3-ring binder
- Sheet protectors
- Extra-wide 3-ring tabs with labels
- High quality paper
- Photo sleeves
- Zippered pouch for CDs/DVDs (optional)

Your portfolio should look professional and cohesive, while reflecting your personality:

- Use a table of contents
- Separate sections with tabs
- Choose an easy to read font style and size
- Use colour and make colour copies of your documents (do not use your originals)
- Do not over-use bold, italics, underlining, or caps lock

- Balance your white space, images and/or text
- Use high quality paper, printers and materials
- Maintain a consistent style throughout
- Proofread for spelling and grammatical errors

Portfolio Sections

A traditional career portfolio typically includes the following sections:

- Statement of Originality
- Work Philosophy
- Career Goals
- Tailored Resume
- Skill Sections
- Certifications, Diplomas, Degrees, and/or Awards
- Community Service
- Professional Membership and Licenses
- References

Design Portfolios

For students and alumni in the creative industries, a design portfolio is a well-thought out curation of your best work that showcases your unique personality and style.

Your portfolio is an extension of your personal brand, and should effectively highlight the creativity and skills you have to offer to an employer or client.

6 pointers for your design portfolio:

1. Play up strengths --

"Your portfolio is only as strong as your weakest piece." Be selective when choosing 5-10 pieces of your work to include in your portfolio. Put your strongest pieces in the beginning and at the end.

2. Be cohesive --

Your overall portfolio design should have a sense of unity.

3. Show variety --

Highlight pieces that demonstrate your different industry-related skills. Show components of the design process from conceptualization, design to production.

4. Think visual and tactile --

Review your portfolio size, paper weight and consistency, font choice, and colour scheme. Use high quality images, and consider custom binding.

5. Use captions --

Include titles and brief descriptions to provide context for your work.

6. Stay current --

Update your portfolio with new professional experiences and skills.

* 6 Steps To Creating A Knockout Online Portfolio (99u.com)

Online Portfolios

Creating a web presence for your portfolio can demonstrate your technical skills, achievements, personal style, and help you reach a wider audience. **Tips for your online portfolio:**

- **Remember your personal brand** -- How do you want someone (e.g. employer, client, recruiter) to perceive you when they view your online portfolio? Think about your overall web design and the pieces that you upload. Claim your vanity URL, and consider designing and using a personal logo (if relevant).
- **Create a user-friendly experience** -- Use a simple interface for your website that is easy to navigate.
- **Leverage media** -- Include social media buttons on your website so visitors can see additional elements of your professional online presence. Likewise, provide a link to your portfolio on your social media sites, email signature, resume and business card. Your artefacts or pieces themselves can include media such as videos and live demos.
- **Be approachable** -- Write an engaging bio or "about" page. Depending on your industry, you might outline your process, creative focus, personal mission statement, backstory, achievements to date (e.g. clients, press, publications), and/or hobbies or interests. You can also include a contact page and career-oriented blog.
- **Optimize for wireless devices** -- If possible, use a responsive web design that will adapt to different sized screens on computers, cell phones, and tablets.

To help your online portfolio show up in search results, manually submit your website address to popular search engines like Google, Bing, and Yahoo. Since Yahoo Search is powered by Bing, you will only need to submit your website to Bing to show up in search results on both platforms.

- *Submit URL to Google*
- *Submit URL to Bing*

If you are interested in creating an online portfolio, the following are popular platforms that you can access either for free or at a low cost:

- *www.behance.net*
- *carbonmade.com*
- *coroflot.com*
- *dribbble.com*
- *cargocollective.com*
- *portfolio.deviantart.com*
- *wordpress.com*

* 6 Steps To Creating A Knockout Online Portfolio (99u.com)

Using Your Portfolio

Practice using your portfolio to answer interview questions with your family, friends and/or a Career Consultant. Brainstorm potential interview questions and think of ways you can use your portfolio to demonstrate or support your responses.

During your interview, have your portfolio out on the table so it is accessible and use it within the first 15 minutes. Preface using this tool by asking, "May I show you a sample of my work?" Ensure that your interviewer(s) can clearly see what you are showing them.

Use your portfolio to help you answer certain questions; however, it should not replace your interview responses. Your potential employer still wants to get a sense of who you are in person.

After the interview, evaluate your performance and make any necessary changes or improvements to your portfolio. Update your portfolio with new items as you gain more relevant experience.



RCC Employer Events

Learn firsthand what you need for employment success!

Over 250 employers visit Ryerson each year to: meet with students, talk about career opportunities, and give advice on next steps to take.

Sign up to attend and chat with employers at any one of:

- Career Fairs
- Information Sessions and Tables
- Networking Nights
- Voices of Experience Speakers' Panels

Check out upcoming events at:
ryerson.ca/career



Building Your Career for Life

- Dedicated Faculty Career Consultants
- Career Chat Tutorials & Workshop Calendar
- Career Fairs & Employer Information Sessions
- LinkedIn Photo Appointments
- Resume & Online Profile Advising
- Tailored sessions for student groups

**Ryerson
University**

**Career
Centre**

Learn more at: ryerson.ca/career

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Gaining Experience

Part-Time Work & Summer Employment
Volunteer Your Time

30
31

4

Overview

When filling a role, employers will often evaluate a job candidate based on:

Can you do the job? — Referring to skills, knowledge, and experience/background

Will you do the job? — Do you have the interest, commitment, drive/ambition, capability, and willingness to fulfill the duties of the role

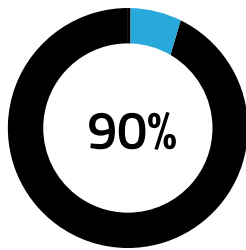
Will you fit in? — Are there commonalities between yourself and your target organization's work-related values, goals/objectives, and personality

To demonstrate your interest in a role or field, look for opportunities to gain relevant experience in your industry throughout your academic studies. The earlier that you get your foot in the door, the sooner you start making contacts in your field that might lead to future job opportunities.

In addition to developing a stronger understanding of your target industry, assuming relevant paid or volunteer roles will reflect positively on your resume. Read more to learn how to obtain experience for your career path, or explore areas of potential interest.



Gaining Experience



FORMER INTERNS, CO-OP STUDENTS, AND SUMMER WORK TERM STUDENTS ACCOUNT FOR MORE THAN 90% OF THE TOTAL GRADUATE JOB OFFERS MADE

- CACEE 2013 Campus Recruitment Report

Voices of Experience

Q&A



NAME

Ing Wong Ward

JOB TITLE, COMPANY

Producer, "Metro Morning", CBC Radio

EDUCATION

Bachelor of Applied Arts, Journalism (Ryerson University)

TWITTER

www.twitter.com/ingwongward

WHAT WAS THE TOUGHEST LESSON YOU LEARNED IN YOUR FIRST JOB OUT OF UNIVERSITY?

When I graduated in 1993, the economy was in rough shape and there were few journalism jobs. I took a job as a clerk in the CBC's Human Resources department. So I learned early on that it was going to be a long road to reach the career goals I had for myself. That's what I tell people now. **Find a way to get your foot in the door.**

WHAT SKILL, ATTITUDE OR BEHAVIOUR DO YOU THINK HAS BEEN KEY TO YOUR CAREER SUCCESS THUS FAR?

One thing I learned early on... take every opportunity presented to you. You'll gain valuable experience no matter what. Plus, you can't know what you'll like or what you're good at until you give something a try. Also, ask for feedback and consider how you can do your job better. That will help you long-term. Guaranteed.

WHAT ADVICE WOULD YOU PROVIDE TO CURRENT STUDENTS, WHO HAVE AN INVISIBLE OR VISIBLE DISABILITY, ON ESTABLISHING THEIR CAREER?

First and foremost, know your own worth. Know what you can bring to the job. At times, although others may not see it, the perspectives you've gained as a person with a disability can be an advantage in the workplace. You've already learned to do things in an innovative fashion, you've learned to problem solve and you can adapt to a variety of situations. Be proud of who you are. An employer who doesn't want to hire you because of your disability is not worth working for.

Part-Time Work & Summer Employment

To maximize your part-time and summer work experiences, look for opportunities that will allow you to develop skills that are valued in your industry. Employers hire graduates with relevant work experience, and the positions that you assume throughout your studies, are a key way to gain hands-on experience. Here are tips to help your search for part-time and summer work.

1. Look on Campus

Check out administrative departments and student associations on campus that offer part-time job opportunities to current students. For example, departments that run large-scale phone calling campaigns or fundraisers will typically hire students to assist with their outreach efforts. You can also speak to your professors to see if they can use an extra hand with their research or marking.

If you qualify for the Ontario Student Assistance Program (OSAP), you are eligible to apply for the Work Study Program on campus. Work Study positions offer part-time opportunities throughout the fall and winter semesters, and full-time hours during the summer for positions on campus.

2. Look off Campus

Online job boards, like Magnet, post external employment opportunities for students and alumni. In addition to looking at specific company websites and connecting with professionals in the field, you might also consider staffing/recruitment agencies that provide opportunities for temporary work.

If you have limited or no work experience, be open to positions that will allow you to gain valuable transferable skills. For example, communication, organization, problem solving, and time management skills. Retail and other customer service roles can help you prepare for your career by increasing your paid work experience, enhancing your interpersonal skills, and encouraging you to work on diverse teams.

3. Network and Prospect

Between 65-80% of jobs are never advertised. Access the “hidden job market” by cold calling and sending tailored resumes and cover letters to prospective employers, when there is no job posting. Build genuine connections within your target industry, and approach someone in your position of interest to get more useful information for your job search. In addition, attend on and off campus networking events or information sessions with employers. When networking, always follow up with your new contact.

Remember to also tap into your existing network — you never know who might know an industry professional you would be interested in reaching out to. Ask family members, friends, and acquaintances if they can refer you to someone that can provide you with insights into your target industry and/or role.

4. Attend Career and Job Fairs

Career and job fairs allow you to make direct contact with a number of companies in one setting. **Research each company beforehand, have your elevator pitch ready, dress professionally, and go prepared with strong questions.** Fairs are a great way to ask recruiters questions, about their company and/or roles, that you cannot find the answers to on their website. After speaking with an organization of interest, ask if you can exchange contact information and follow-up with an e-mail or phone call.

5. Create Your Own Opportunities

Not finding any part-time positions that catch your eye? Consider self-employment, and offer your skills and knowledge for a fee. For instance, did you ace a certain course? Perhaps you can tutor other students. Are you a whiz at fixing computer bugs, tailoring/altering clothing, or minor landscaping? The possibilities are endless. Promote your services and reach out to individuals or businesses that could use your skill set.

Voices of Experience

Q&A



Andrea Cohen Barrack

JOB TITLE, COMPANY

Chief Executive Officer, Ontario Trillium Foundation

EDUCATION

BA, Psychology (University of Guelph)
Masters of Health Science, Health Administration (University of Toronto)

LINKEDIN

Learn more about my career on LinkedIn.

TWITTER

www.twitter.com/AndreaCBarrack

WHAT CAREER ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

To gain experience, be really open to opportunities and take them. Don't pigeonhole yourself. Think about your skills and how and where you can best use them. Know what you are passionate about and what your values are. Don't worry if you don't have a detailed 5 year plan. Having a fuzzy vision is okay.

WHY HAS VOLUNTEERING BEEN IMPORTANT TO YOU? HOW HAS THAT SHAPED OR DIRECTED YOUR CAREER AND CAREER DECISIONS?

Volunteering expands your perspective and makes you stretch your knowledge and skills - making you grow. I started volunteering by finding personal connection with a cause. I believe you get happiness from helping others and from my volunteering with various organizations, I have met people I wouldn't have otherwise.

WHAT ADVICE DO YOU HAVE ON MAKING MISTAKES AND FACING FAILURE?

I've made lots of little mistakes in my career. **What I've learned is it is always better to admit your mistake, fix it, learn from it, and then move on.** Once you're removed from the situation, reflect on the mistake, see how you could do things differently and celebrate.

Volunteer Your Time

Volunteering is a great way to enhance or apply your skills, explore different workplace settings, and connect with new people. It can help verify your passion for a field, and expose you to different types of roles within an organization. The experience that you gain from volunteering is often a confidence-booster that you add to your resume.

Hiring managers also tend to have a favourable view of volunteer experience. According to a survey from CareerBuilder (2012), 60% of employers would recommend volunteering as a way for job seekers to increase their marketability and skill set.

There are a variety of ways to gain volunteer experience on and off campus. The following are potential areas to consider:

Off campus

- Target company/organization
- Community services and non-profit organizations
- Professional associations

On Campus

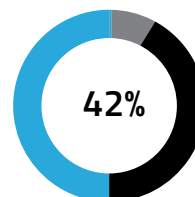
- University departments
- Professors
- Student groups

If you are interested in volunteering, you might look into:

- Toronto and area: www.volunteertoronto.ca
- Across Ontario: www.ovcn.ca
- The volunteer section on company websites. Many large organizations will have a section devoted to volunteering, on their websites.
- Contacting a manager or supervisor of a department of interest to see if they are accepting volunteers.
- Approaching a non-profit organization with a suggested project where you could lend your skills.

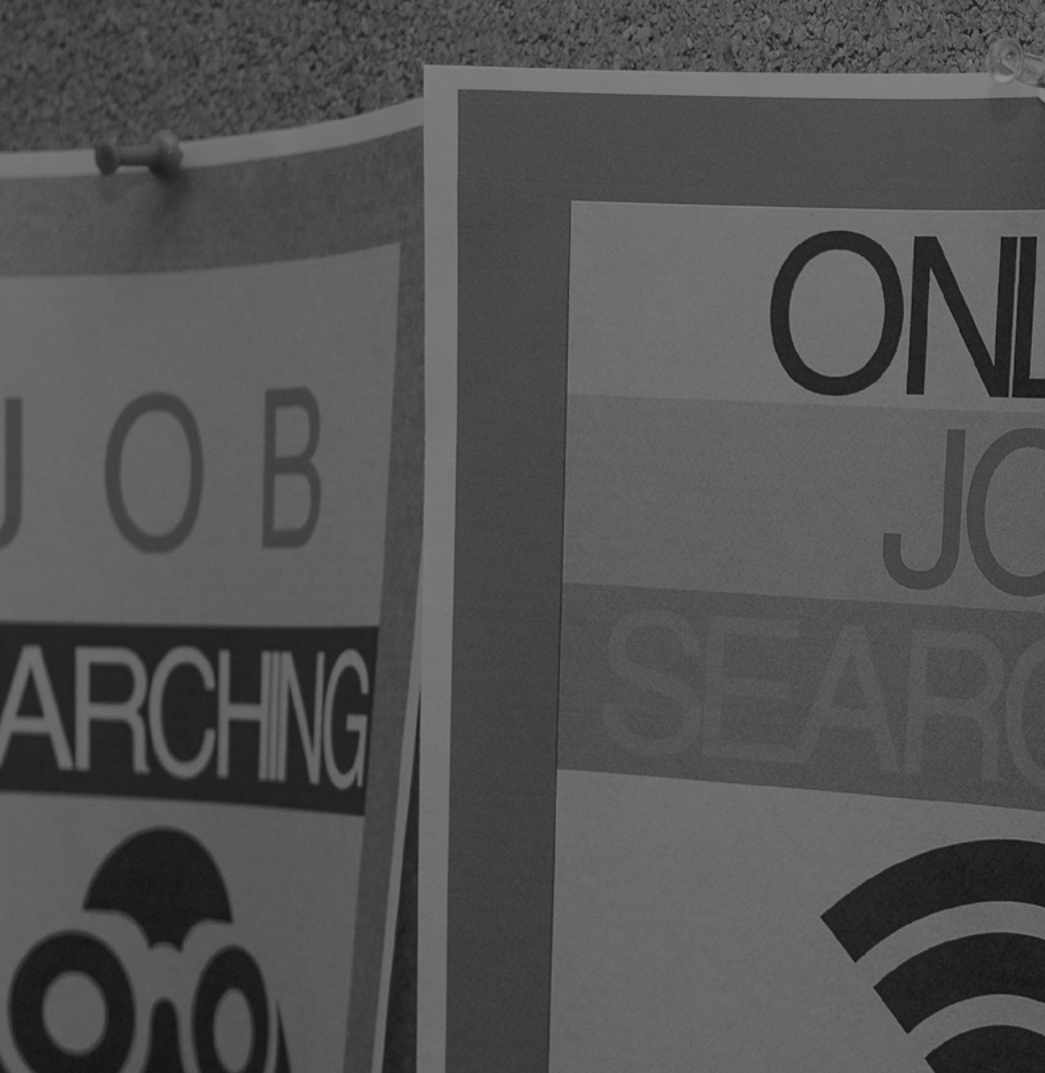


Volunteers in Canada



EACH YEAR, OVER 50% OF CANADIANS AGED 15 TO 24 AND 42% OF THOSE BETWEEN 25-34 VOLUNTEER THEIR TIME.

- Statistics Canada, 2013



Conducting Your Job Search

Maximizing the Job Search
Online Job Postings
Networking & the Job Hunt
Social Media & the Job Hunt

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Maximizing the Job Search

Overview

Landing your dream job requires tenacity and hard work. Job seekers will often take a passive approach to their job search by spending a majority of their time applying for advertised positions that they find online. In addition, this approach is usually coupled with a “mass application” mentality and a generic resume, instead of a tailored job application.

To increase your employment opportunities, use a variety of job search strategies and be active with your approach. Up to 65-80% percent of jobs are never advertised, and contribute to the “hidden job market”. Take the time to develop a job search action plan that will allow you to leverage your existing network, make new industry-related contacts, and expand your work options.

Identify Your Job Target

Before you start your job search, it is important that you have a strong grasp of the position(s) that you are targeting. **The more you understand about your job target, the better equipped you are** to identify opportunities that are of interest to you and match your skill set. Ask yourself these questions:

- Do I understand the main duties/responsibilities of the role?
- What qualifications are required for the position?
- Am I able to identify the different industries or departments that hire for this role? If so, which ones am I more attracted to? e.g.) Nurses can work in hospitals, home healthcare, long-term care facilities, schools, clinics or the Canadian Armed Forces

Research & Rank Target Companies

Who do you want to work for? Once you have identified your job target, **create a list of 20-30 companies that are of interest** to you. When outlining and prioritizing your target companies, remember to also explore small and medium-sized enterprises (SME) which account for over 70% of new jobs in Canada.

Research companies of interest by reviewing:

- Online or hard copy directories (e.g. Scott's Directories, eluta.ca directory under “Search Top Employers”, 211toronto.ca)
- Professional association websites (review membership or practitioner directories, if available)
- Company websites
- LinkedIn company pages
- Yellowpages.ca

Use Different Strategies

To increase your likelihood of success, use a variety of job search strategies. For instance:

- Networking
- Cold calling / prospecting
- Informational interviews
- Employment agencies
- Part-time or volunteer work
- Internships
- Job clubs / groups
- Online job boards
- Leveraging social media

Manage Your Job Search

Set short and long term goals for yourself, and create daily to-do lists to help provide structure for your job search. For instance, you might set a personal target of reaching out to a minimum of 3-5 contacts on LinkedIn per day, and sending out at least 4 job applications each week.

If you are currently employed and looking for work, you might schedule time for your job search before work, during your lunch hour, after work or on weekends. Refrain from conducting your job search during paid employment hours. If you are currently unemployed, you might find it useful to establish or outline a job search routine for yourself. Students might consider using some of their commute time, breaks in between classes, and weekends for their job search activities.

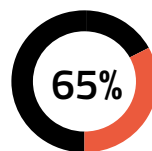
Regardless of how you look for work, it is important to keep a record of your job search. **Maintain an online or physical record of job postings that you apply to**, application dates, key contacts and organization names. If you receive a job interview or want to follow-up with your application, this will equip you with job details that you can reference.

The Hidden Job Market

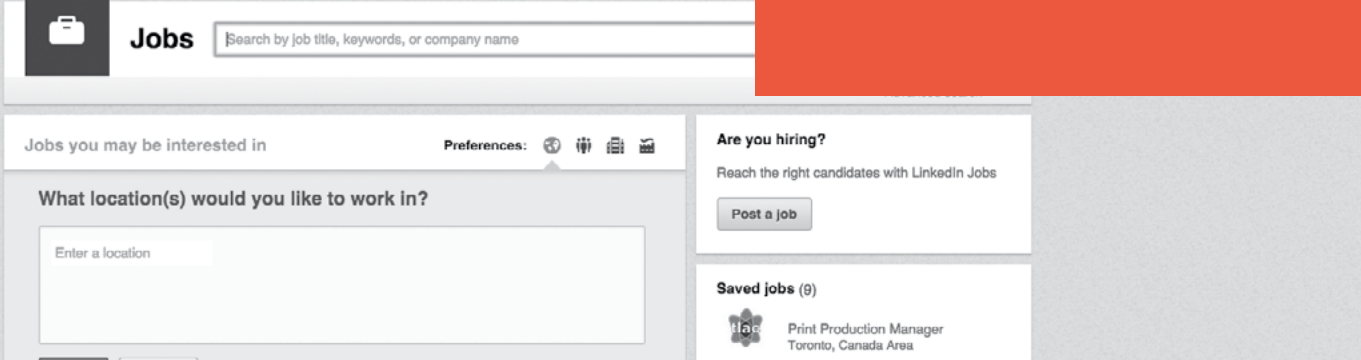
The hidden job market is a term used to describe employment opportunities that are not publicly advertised or posted. These positions are filled internally by current employees; through referrals from trusted colleagues, recruiters or friends; or after direct contact with a potential candidate.



How many opportunities are in the Hidden Job Market?



THE HIDDEN JOB MARKET
ACCOUNTS FOR BETWEEN
65-80% OF JOBS AVAILABLE
-Statscan



Q&A

Voices of Experience



NAME Sarvenaz Ahmadi

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BEng, Civil Engineering, Ryerson University

WHAT ADVICE WOULD YOU GIVE A STUDENT TODAY? **It sounds cliché but: find your passion and pursue that in your career.** To find your true passion you have to be open to different opportunities and do a lot of research. You will end up spending a lot of time at work (the average person spends around 90,000 hours at work over their lifetime) so it is important that you make a right decision.

WHAT HAS BEEN THE BEST CAREER ADVICE THAT YOU'VE RECEIVED? **Instead of focusing on your next promotion, focus on a couple of levels ahead of you;** think about what type of a Senior Manager you would like to be and in every meeting and decision making try to act as that Sr. Manager you aspire to be. Focus on your long term career path and gain experiences; a promotion will naturally happen when you are truly ready.

WHAT IS THE COOLEST THING YOU'VE BEEN ABLE TO DO IN YOUR CAREER? Two years ago I started Capital One's first Women in Leadership seminar. Thanks to amazing support by our leadership this seminar became an annual event and it is one of our most successful events of the year. Knowing I have a small part in inspiring future generation of leaders and empowering them is definitely a highlight of my career.

BEST CAREER ADVICE RECEIVED? Find what you are truly passionate about and pursue that in your career. **To find your true passion you have to be open to different opportunities and do a lot of research.** Talk to different people that are in similar fields as you and gather as much information as possible about different industries.



Voices of Experience Speaker Series

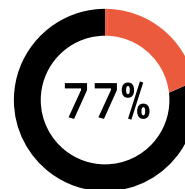
Voices of Experience Speakers Panel & Networking Series

Attend our on-campus interactive series to hear first-hand from professionals about the career journeys they took and lessons learned along the way.

Check out our annual program at: ryerson.ca/career



Include Small & Medium Sized Enterprises (SME)'s in your job search



SMES CREATED 77.7% OF ALL JOBS IN CANADA BETWEEN 2002 AND 2012.

-Statscan

Online Job Postings

Online job postings are often the “go-to” resource for job seekers, despite the fact that many positions are filled through networking. It is another job search strategy that can potentially provide leads for students and alumni.

There are a number of ways that jobs are posted online:

- **Job boards:** The enterprise that owns the job board sources and posts jobs; employers may have to pay a fee to post a position. You can often find a variety of roles from different companies on job boards. Visit Magnet, Monster, TalentEgg and Workopolis
- **Job postings on company websites:** Organizations often have a “Careers” section on their website outlining current job opportunities within the company.
- **Job postings via social media sites** — Social media websites can also list job postings through a “Jobs” section or posts. e.g.) LinkedIn and Twitter
- **Job search engines** — Platforms that index and gather jobs directly from different employer websites or job boards. e.g.) Government of Canada Job Bank, Eluta, Indeed, and Simply Hired.

When applying to online job postings, you will want to note:

- **Do I meet the job qualifications?** — If you meet a majority of the requirements for a position, but not all, you might still consider applying for the role. A job posting outlines an employer’s ideal candidate, but hiring managers will sometimes take other combined experiences and qualifications into consideration. With that said, review the areas that you fall short on. If a posting is asking for 10 years of experience and you have 2 years, save your time for another job application.
- **Where is the job located?** — To increase the number of job opportunities available to you, consider the value of relocating for a position. Weigh the personal and professional benefits of moving for an employment opportunity that can help launch or advance your career. If relocation is not an option for you, save your application time for a role that is within the geographic vicinity you are able to work in.
- **Who do you address your application to?** — If there is no contact name listed for the job application, try to look up the hiring manager’s name by visiting

the company’s website, calling the reception, or looking on LinkedIn. However, if the posting clearly indicates “no calls or e-mails about this position”, you will want to respect the company’s wishes. In this case, you can address your application to the “Hiring Manager” (i.e. simply use the position title).

- **When is the application deadline?** — Ensure that the application deadline has not already passed. Submit your application at least several hours or, ideally, a full day ahead of the deadline to account for IT and formatting issues that can add unexpected time to your online application. In addition, keep in mind that some organizations recruit on a rolling basis, and will start interviewing strong job candidates before their posted application deadline.

Most job boards will also allow you to **save your job search** parameters and **sign-up for emails** that will notify you when posted jobs match your settings. Many medium to large companies use an Applicant Tracking System (ATS) to collect, sort and store applications, and you will usually be prompted to submit your application as rich text or as a Word or .pdf document.



Magnet

(<https://ryerson.magnet.today/>)

Supported by the Government of Ontario, Magnet enables students to seek job opportunities and employers to search for candidates who match their skill needs.

Working across all sectors, Magnet’s employer partners include the largest multinationals, Canadian leaders and small, medium sized enterprises. Magnet advertises roles across the public, private and non-profit sectors. **So how to go about accessing these opportunities?**

Sign-up: Create a Magnet account by using your e-mail or an existing social media account (Facebook, Google, or LinkedIn).

Upload & share your resume: Import your resume from an existing text file or fill in your online resume on Magnet. The more details you provide, the better your chances of having your candidacy come up in employers’ own searches for candidates who match their skill needs. Use Magnet to send personalized messages with your resume link.

Add multi-media attachments: Enhance your Magnet profile by including relevant website links or multi-media files that showcase your experience and skills. Accepted files include: flv, gif, jpg, jpeg, mp4, mpg, ogg, .ogv, mp3, pdf, png or wmv.

Job Search – Set search parameters and look for jobs through WhoPlusYou, Simply Hired, and Jobpostings.ca, all in one location.

Communications – Receive job invites that match your skills and qualifications. Track your applications and manage employer correspondence.

Networking & the Job Hunt

Networking is **the art of developing personal and professional contacts** through the mutual exchange of information, and it can help advance your career.

Networking is **one of the best ways to access the hidden job market**, learn more about unadvertised roles, and form genuine connections with people that you will remain in contact with.

Who do you network with?

Start close to home by making a list of people that you know and can reach out to. You want to spread the word that you are actively looking for full-time or part-time employment opportunities. **Remember: Your network can not help you unless they are aware of your job search.**

Potential contacts include:

- Family
- Friends
- Colleagues
- Classmates
- Professors
- Contacts from volunteer work
- Peers from extracurricular activities
- Interest group connections
- Acquaintances
- Friends of friends

When reaching out to a contact, avoid general requests like, “I’m looking for a full-time job in my field. Do you know of anything?” Give people a better sense of your job target by stating core skills that you would like to use, and indicating areas of interest within your industry.

Example: *“I’m looking for a full-time software engineering position where I can apply my strong problem solving skills and computer programming knowledge. I’m very interested in startups and mobile app development. Who would you suggest that I get in touch with about potential opportunities in this area?”*

After going through your existing network, brainstorm other contacts that would be able to provide you with tips, leads, and suggestions for your job search. Managers, professionals working in roles of interest, and other industry contacts are a good starting point for job seekers looking to expand their network.

However, do not exclude other contacts that you might meet through general interest groups and events. You never know who might know someone that can assist you with your career development.

Where do you network?

Networking is happening all around you, and is not limited to professional or industry events. Consider the following networking opportunities:

- Full-time, part-time, or temporary jobs
- Volunteer work
- Professional associations
- Conferences
- Career or job fairs
- Trade shows
- Workshops
- Classes
- Alumni events
- Guest speakers and talks
- Social media
- Hobby or interest groups (e.g. Toastmasters, sports)
- Ethnic or gender-based groups
- Religious events
- Retreats
- Coffee shops

You might also **look into networking opportunities on websites such as:** Eventbrite.ca, Meetup.com or 10000coffees.com

Research and Prepare

Boost your confidence and stand out by preparing for networking opportunities in advance, especially for in person meetings. **Before each networking session or event:**

- **Confirm the location and time**
- **Look up contacts, presenters and/or attendees** — Who are you aiming to connect with? Find out more about them by reviewing their bio, company website, and social media activity.
- For networking events, **consider introducing yourself in advance** by sending a brief e-mail to confirmed attendees of interest. You can mention that you look forward to meeting them in person at the event that you will both be attending.
- **Prepare open-ended questions and discussion topics** —
 - Brainstorm 4-5 questions and/or topics that you can default to, when conversation is dwindling and you want to continue the discussion.
 - For ideas, think about areas within your industry that you would like more information about or refer to the event topic.
 - In addition, read the news before your networking session – you can also bring up major local or global events to encourage conversation.

- **Decide on what you are going to wear** — If you are unsure of what to wear for a networking event, consider following-up with the event organizer and asking if there is a dress code. Unless otherwise noted, business casual attire is usually a safe bet for networking events.
- **Practice your elevator pitch** — When you meet someone new, how do you respond to questions like, “Tell me about yourself” or “What do you do/study?” Prepare and rehearse your self-introduction until your delivery feels natural.
- **Have your business cards ready** — At the end of a meeting or interaction, ask new contacts if you can exchange business cards. Use the contact information on the card to follow-up, or send a post-event “nice to meet you” message to your new connection.

You can usually get your business cards printed in stores specializing in print and/or office supplies. Low-cost printing options also exist online. For instance:

Moo: <http://ca.moo.com>

VistaPrint: <http://www.vistaprint.ca>

Jukebox: <http://www.jukeboxprint.com>

Your Business Card

Business cards invite employers and other industry professionals to get in touch with you. As a student or recent alumnus/alumna looking for work, you can include the following contact information on your business card:

REQUIRED

- Name
- Phone number
- E-mail address

OPTIONAL

- Title / role
- Areas of expertise
- Personalized LinkedIn URL
- Photo
- Company website
- Work address
- Personal website / blog
- Quote
- Logo / design
- QR code

Your Elevator Pitch

Your elevator pitch or self-introduction is a **concise way of highlighting your background, strengths, and career goals/interests**. It closes with an “ask” at the end related to your next step, and should be no longer than 30 seconds.

The elevator pitch has two main purposes – to inform and persuade. When speaking with a potential employer for the first time or introducing yourself in a networking situation (either in person or through online correspondence), you need to:

- be able to clearly express who you are;
- what your core strengths, skills and experiences are; and
- how you can make a positive difference in the organization.

A prospective employer should be able to see a connection between you and their organizational needs.

Despite its brevity, **your elevator pitch conveys your personal brand** and requires thought and practice. You need to be able to tailor your pitch to your listener and their interests, and your delivery should be as smooth as saying your own name. The elements of an elevator pitch include:

1. Who you are

- Your first and last name
- Current role or academic status (program, year)

2. What you have to offer

- Area of interest or specialty
- Brief statement highlighting your relevant skills, experience, and/or accomplishments (work, internship, volunteer, academic). You do not need to touch on all of these areas, focus on 2-3 of your strongest points.

3. Call to action (i.e. next steps)

- What information would you like from this person?
- E.g.) Contact’s business card, permission to connect on LinkedIn, informational interview request, or question about current job opportunities

Elevator Pitch Example

“Hi, my name is Dale Jones. I’m a third year Nutrition and Food student at Ryerson University, and have a passion for creating healthy diet plans for diabetic clients. I recently completed over 200 volunteer hours at the Diabetes Clinic at ABC Hospital, and am interested in exploring clinical nutrition further. Would I be able to send you a copy of my resume for consideration of a summer position?”

Conversation Starters

How do you approach someone at a networking event?

What do you say? Here are a few tips to get you talking to and meeting new people at your next networking function:

- **Introduce yourself to an attendee who is alone** — Look for someone who is standing or sitting by him/herself, and say “hello”. If you feel uncomfortable at networking events, chances are you are not the only one.

Many people are often unsure of how to break the ice at networking gatherings, and will welcome your willingness to engage in conversation. e.g.:

“Hi! May I join you? My name is Irene Smith. What brings you to this event today?”

- **Get introduced** — When you attend a networking event with a colleague or friend, ask if they can introduce you to someone that they know. Return the favour, and everyone involved will soon be meeting new people and expanding their circle of contacts:

e.g.) “Hi there, I’m Trevor’s colleague, Brian Wong. We work on the same production team for a drama series that’s scheduled to air this fall on Canadian television. Trevor tells me that you met on the set of ABC production. What was the most memorable part of that shoot for you?”

- **Join conversations** — If you overhear a group discussing a topic of interest, consider adding to the conversation. e.g.:

e.g.) “I couldn’t help but hear you say that the research from your psychology lab is suggesting a positive correlation between education level and health. My current research is centred around a similar topic, but involves participants from South America. I would love to hear more about your sample group. My name is Anaya Chopra, by the way... Nice to meet you!”

- **Talk about the event topic** — Networking functions with a specific theme can provide you with conversation material; it is usually safe to assume that most attendees will have an interest in and/or existing knowledge of the topic.

e.g.) “I don’t think we’ve met yet. I’m Rob Schmidt, a fourth year biomedical engineering student at Ryerson University. What are you looking forward to the most from tonight’s guest lecture on enzyme engineering?”

- **Mention the location, venue, or food** — Start your conversation by asking someone if they have ever been to the networking venue before, or comment on the food (if applicable).

e.g.) “Hi, I’m Francis McLean. Is this your first time at the Roy Thomson Hall?”

“Wow, they have an amazing selection of appetizers here! Anything you would recommend?... My name is Roma Kowalski. What’s yours?”

- **Ask how someone is doing** — Networking is all about being genuine and sincere, during your interactions with other people.

Sometimes, a simple “check-in” with another attendee can help you develop rapport and lead to great conversation.

e.g.) “Good morning, I’m Veronica Herneau. How are you?”

Smile, ask open-ended questions, and get to know individuals at your next networking event.

Remember and say peoples’ names throughout your initial conversation to add a personalized touch.

Conversation Closers

Whether you want to “work the room” and meet other attendees at a networking event, or the discussion is starting to slow down, it is important to be able to politely leave a conversation. You can tactfully wrap up a discussion by:

- **Asking for a business card:**

“I’ve really enjoyed learning more about your tech startup in Waterloo. I would love to exchange business cards, and stay in touch.”

- **Excusing yourself** — Maybe you spot someone else that you are aiming to connect with, need to use the washroom, or just want some fresh air — you can leave a conversation by briefly mentioning one of these reasons.

“Chad, I’m happy we had the chance to connect. I just noticed a few more people that I want to speak with, before the panel discussion begins. I hope you enjoy the rest of the evening.”
“I’m going to get another bite from the buffet. It was a pleasure meeting you, Bernice!”

- **Introducing your new contact to another acquaintance** — Look for an opportunity to connect people with similar interests or goals. Not only is this a useful exit strategy, but your contacts will appreciate your willingness to help them meet other networkers:

“Your passion for investment banking is really inspiring. Have you met Ben Hunt? He’s the Business Development Manager at GHD Investments. Let me introduce you to him.”

Stay courteous and respectful, when leaving a conversation. You want to maintain the rapport that you have developed, and end the networking interaction on a positive note.

Voices of Experience

Q&A



NAME Dr. Rumeet Billan

JOB TITLE, COMPANY President, Jobs in Education
Partner, Viewpoint Leadership
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EDUCATION PhD, Higher Education (University of Toronto)
BA, Industrial Relations & Sociology (University of Toronto)

WEBSITE www.rumeetbillan.com

TWITTER www.twitter.com/RumeetBillan

HOW DID YOU START OUT IN YOUR CAREER? I distinctly remember the conversation I had at the age of 21 about being an entrepreneur which changed the course of my life. Then I **did a lot of research, found support and worked very long hours**. But it started with a conversation and sometimes that's all it takes to begin.

HOW DO YOU DEVELOP YOUR SKILLS, SUCH AS PUBLIC SPEAKING, TO BECOME A STRONGER PROFESSIONAL? Interestingly, I used to shy away from public speaking, until I became an educator. **I love being in the classroom and value the exchange that occurs**. So I decided to view public speaking in the same way – as a larger classroom where I can help facilitate an exchange. This has helped me become a better teacher and speaker.

WHAT ADVICE DO YOU HAVE FOR SOON TO BE INDUSTRY PROFESSIONALS? We've all been told to network. **Instead of handing out and/or collecting business cards, take the time to learn about someone's story** – their struggles and their successes. It's here where we can find and create value with the connections we make.

WHAT IS A FAVORITE QUOTE OF YOURS? **"Treat people as if they were what they ought to be and help them become what they are capable of being."**
– Goethe

I love this quote because it emphasizes the importance of how we treat one another in all that we do – personally and professionally. It brings to light our ability to help others not only see their true potential, but also become who they are meant to be. That is a beautiful thing.



Voices of Experience Speaker Series

Voices of Experience Speakers Panel & Networking Series

Attend our on-campus interactive series to hear first-hand from professionals about the career journeys they took and lessons learned along the way.

Check out our annual program at: ryerson.ca/career

Informational Interviews

You can gather insider knowledge about a potential career path and increase your network by scheduling informational interviews with industry professionals.

Informational interviews provide you with the opportunity to:

- **Ask questions** about a particular company, industry, and/or role
- **Explore different career paths** and workplace environments that might be a strong fit for your skills, interests, and values
- **Gain advice from professionals** that can help you with your career decision-making
- **Demonstrate your professionalism**, communication skills, motivation, and reliability
- **Grow your personal contacts** and potentially generate job leads

During an informational interview, do not ask for a job.

Instead, focus on developing rapport and obtaining useful career insights from the individual that has agreed to meet with you.

Scheduling an Informational Interview

- **Determine the organization and individual you want to contact**, through networking, company research, and cold calling. You can also check out websites, like Ten Thousand Coffees (tenthousandcoffees.com), that allow users to connect with other individuals who are open to informational interviews or coffee meetings
- **Research the company and person** that you are aiming to interview
- **Introduce yourself by phone or e-mail**, and request a meeting. State the purpose of your meeting, and the amount of time the interview would take (i.e. 20-30 minutes). e.g.:

"Hi, my name is Rick Kontos. A mutual acquaintance of ours, Loretta Austin, suggested I give you a call. I'm currently in my final year of urban planning studies, and I'm very interested in the City of Toronto's most recent transportation proposal. Loretta said you would be a great person to talk to about this project. I was wondering if we would be able to meet for 20-30 minutes to discuss it further."

Preparing for an Informational Interview

- If a contact accepts your request, prepare the questions that you want to ask and list them in priority sequence in case you do not get through them all
- Confirm the meeting location and time
- Plan to dress as you would for a job interview with that company

Conducting an Informational Interview

- Arrive at least 10 minutes early
- Introduce yourself and briefly explain why you are conducting the interview. For example: you are currently exploring career options, you want to find out more about their company, you want to gather industry insights from professionals in the field.
- Ask your prepared questions, but allow for spontaneous discussion
- Carry a small notebook and pen, and take notes
- Respect the individual's time, and end your meeting within the time frame that you originally agreed upon
- Thank the person for meeting with you

After an Informational Interview

- Send a thank you letter, card, or e-mail within 24 hours of your meeting
- Evaluate the interview. How did it go? What did you learn? What will you do differently or the same for your next informational interview?

Additional Tips

- **A broad information base is important**, avoid making major career decisions or conclusions from information gathered from just 1 or 2 people
- Although you are not being interviewed for a job, **first impressions are lasting** — show interest in what your contact has to say and be enthusiastic, polite, and professional
- **If you learn about a job that you want to apply for** during the interview, wait until the informational interview is over. The next day, inform your contact that the interview not only confirmed your interest in the field, but also made you aware of a position that you would like to formally apply for
- **Ask concise questions**, avoid rambling, and give your contact the opportunity to speak
- **Maintain good eye contact and posture**, during in-person meetings
- **Bring a copy of your resume with you** — you are not asking for a job; however, your contact might request to see your resume to get an overview of your background

Seeking more tips on securing an informational interview? Join a Career Chat Tutorial on Informational Interviews

Book at: ryerson.ca/career

Informational Interviews sample questions to ask:

Contact Person

- How did you find your current role?
- Describe a typical work week for you.
- What kind of training or education is required for your position?
- What is the most satisfying part of your job? The most challenging?
- What opportunities helped you advance in your career?
- Would you mind taking a look at my resume, and giving me feedback on areas that I can improve on or gain experience in to better prepare for a role in this field?

Company

- What are the various roles in this organization? What are typical entry-level job titles and functions?
- What is the salary range for entry, mid-, and senior level positions?
- How does your company differ from its competitors?
- What is a typical career path within your organization?
- How is employee performance measured within your company?
- Who is the department head or supervisor for this job?

Work Environment

- How would you describe your workplace culture and the people that you work with?
- How much emphasis is there on teamwork? Independent projects?
- Describe your supervisor's management style.
- What is the dress code?
- What are your work hours like?
- Tell me about your office space.

Industry / Field

- What skills and personal attributes are essential for success in this field?
- What are upward and downward trends in the field right now?
- How do you see jobs in this field changing in the future?
- What is the employment outlook like for this occupational field? Is there a demand for people in this occupation?
- What kinds of experience, paid or volunteer, would you recommend for someone pursuing a career in this field? Can you suggest ways to obtain this experience?
- What professional associations would you suggest that I join? In your opinion, what industry publications are worth reading?

Informational Interview Request:

Handling a Negative Response

Although many industry professionals are open to meeting for an informational interview, you will also encounter individuals who are less willing to assist people that they do not know well. If your meeting request is declined, ask for a referral or follow-up with a request to meet at a more convenient time.

| Scenario 1

Industry Professional: "Sorry, I can't take your questions right now. I'm very busy."

You: "Thank you for your time. As an alternative, who would you recommend that I speak to?"

| Scenario 2

Industry Professional: "I would like to help, but I have a very heavy workload at the moment."

You: "I appreciate your response, and understand that you're busy. When would it be more convenient for us to talk?"

Maintaining Connections

Staying in touch with a contact is a crucial part of networking. Avoid waiting until you "need something," before you reach out.

Regularly check in with your network to ensure that your connections remember who you are, and what you have to offer. **You can maintain a dialogue with your contacts by:**

- **Sending** professional development and job search updates (e.g. if you completed extra training, attended an interesting workshop or class, received a job search referral)
- **Forwarding** relevant articles, videos, industry event invitations, or news
- **Following up** with additional informational interview-type questions
- **Commenting** on new projects that your contact is involved in, especially if their company/project has recently been featured in the news
- **Congratulating** an individual on their new role or work anniversary (LinkedIn makes this easy to do)
- **Sending** birthday or holiday greetings

Voices of Experience

Q&A



NAME

Cher Jones

JOB TITLE, COMPANY

Social Media Trainer & Personal Branding Coach, Socially Active

EDUCATION

Journalism Diploma, Humber College

LINKEDIN

www.linkedin.com/in/itscherjones

TWITTER

www.twitter.com/itscherjones

WHAT WOULD YOU TELL YOURSELF AT 21 ABOUT BEING A PROFESSIONAL AND HOW TO BUILD YOUR CAREER?

Give yourself permission to fail. **Not everything will work out the first time, and that's okay.** The last part is key... It's okay to fail as long as you learn from it and try again with a new and improved approach.

WHAT DO YOU ENJOY MOST ABOUT WHAT YOU DO DAY TO DAY?

(That) everyday is different. Each day I network, speak, create, share and sell online. Ultimately, I am socially active. I live what I teach and I love it.

WHAT ADVICE WOULD YOU GIVE TO STUDENTS ON BUILDING THEIR PROFESSIONAL DIGITAL IDENTITY?

Social media has changed everything. Use your digital footprint to attract opportunities not chase them away. Invest your time in creating and maintaining your LinkedIn profile. Build your network intentionally. Create and share content that reflects your knowledge, skills and the career path you are currently on.

HOW DID YOU MANAGE YOUR TRANSITION FROM BEING AN EMPLOYEE TO BEING SELF EMPLOYED?

I was open and honest about my business; however, I made sure my job performance was better than ever to ensure there were no questions about how I spent my time at work. My nights, weekends and vacation days were dedicated to building my business. It was hard but worth it.

WHAT RESOURCES WOULD YOU RECOMMEND TO SOMEONE THINKING OF BEING SELF EMPLOYED AND WHO DOESN'T KNOW WHERE TO START?

Google and Youtube have literally been my best friends through this journey. Search your question and you will find the answer. **Remember, everything is "figure-out-able".** Fiverr.com and Odesk are also great resources if you're on a shoestring budget and need to get your website, business cards or promotional material done.

WHAT CAREER ADVICE DO YOU WISH SOMEONE HAD TOLD YOU EARLY IN YOUR CAREER?

Networking maybe the key to new opportunities, but you must master the art of the follow-up to open those doors. When you meet somebody, take the time to connect with them again. Ask the right questions to find out how you can help them. Remember to give, give, give, before you take.

Social Media & the Job Hunt

Social media has influenced how employers and job candidates communicate, share information, generate content, and interact online. According to Jobvite's 2014 Social Recruiting Survey, 93% of recruiters use or plan to use social media.

To tap into this online recruitment activity, savvy job seekers can use social media for:

- Research
- Networking
- Spreading the word
- Staying up-to-date
- Accessing job postings
- Personal Branding

The following sections will provide examples of how you can maximize social media for your job search. Although different social media platforms are highlighted below, brainstorm how you can apply these strategies to other online accounts that you may have.

You do not need to be on every social media platform — think quality over quantity. For job seekers who are new to social media, creating and maintaining an active LinkedIn account is highly recommended.

Research

Top employers and 81% of small and medium-sized businesses have a presence on social media (LinkedIn & TNS, 2014). **You can use social media platforms to learn more about different organizations within your target industry**, and to help identify the ones that you want to work for.



Top Social Networks Used by Recruiters

- Jobvite, 2014

66%



21%



94%



52%



Networking Online

Leverage your existing network, and aim to make new connections in your field. Join / follow / connect with industry-related groups and individuals on social media. Find employees that are working at your target companies, introduce yourself, and reach out to them for informational interviews — this is a great way to expand your industry contacts.

When introducing yourself to a potential new contact:

- be polite and always tailor your message
- reference something that you share in common (e.g. you are both alumni of a university or college, share a mutual contact, etc.)
- demonstrate that you have done your research.

For an introduction/networking message, **keep the focus on developing rapport** and request general information or advice. **Avoid asking for a job right away** or asking to submit a resume, during an introductory message.

Example: LinkedIn

It was a pleasure meeting you at the Open House for the new Design and Fabrication Zone yesterday. I enjoyed learning about your 10+ years of experience as an entrepreneur. I look forward to connecting on LinkedIn and staying in touch.

Regards,
Hilary Cheevers

Remember: A LinkedIn connection request has a limit of 300 characters and the platform will automatically include a salutation for you (i.e. there is no need to add “Hi [name]” to your introductory message). **Always customize your request** and avoid sending the default message, “I’d like to add you to my professional network on LinkedIn.”

Spreading the Word

Let your network know that you are searching for a job and showcase your core skills, interests, and personality by posting status updates, relevant links/articles, media (i.e. videos, photos), information on networking events, and/or presentations that you have created.

Engage with your network by commenting on and liking other individuals’ posts. **When posting updates, remember to include industry keywords and keep the 80/20 rule in mind:**

- 80% of your posts should be beneficial to your community
- 20% of posts can be self promotional (e.g. that you are still looking for opportunities in a certain industry, that you just completed a certification/degree/course, etc.)

Staying Up-To-Date

Use social media to learn about the latest developments in your field – sometimes, as soon as it happens. Once you have your social media accounts set-up, spend at least 15 minutes a day checking the activity on your accounts and engaging with your network.

Consider downloading mobile apps to get push notifications and stay connected on your phone. Look up and, when applicable, **use hashtags to track messages with specific themes** and event backchannel conversations.

Accessing Job Postings

Follow recruiters, company employees, and organizations that you want to work for to learn about job openings through social media. Some social media platforms also have embedded job banks.

Read on (p.47 - 49) to learn how to maximize each social media platform in your job search

Platform

Job Search Strategies

LINKEDIN



Research

- **Review profiles** of people in industries or roles of interest to get ideas of different jobs titles, duties/responsibilities, and hiring companies
- **Use LinkedIn to track the career paths** of employees before they started working at the company that you are interested in
- **Look up professionals** in your field by conducting a “People” search or reviewing other industry professionals’ connections
- **Search for and follow companies of interest** to learn more about the organization’s values, services/products, culture, and job opportunities

Networking

- **Ask first degree connections** to facilitate warm introductions to second degree connections
- **Join up to 50 LinkedIn groups and participate in discussions.** Group members can message each other for free, without being connected (unless the member has selected otherwise)
- **Access information** about other graduates from your alma mater (where they live and work, what they do), using the Find Alumni tool
- **Visit the “Relationship” tab** under a connection’s profile to indicate how you met, set reminders for yourself, and add notes and tags
- **Stay connected with mobile apps:** LinkedIn, LinkedIn Connected, LinkedIn Job Search, LinkedIn Pulse

Spreading the Word

- **Post** professional status updates and **share resources** - you can link to your Twitter account
- **Upload** supporting videos, documents, photos, links or presentations under your “Summary” or “Experience” section
- **Demonstrate** your expertise in your field by publishing a long-form post on LinkedIn (similar to a blog post)

Staying Up-To-Date

- **Follow** influential individuals and leaders on LinkedIn by selecting “Pulse” under the “Interests” section in the main header

Accessing Job Postings

- **When reviewing jobs on LinkedIn,** see if you know the poster or someone who can introduce you so you can learn more about the role

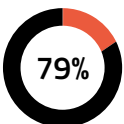


Hiring through LinkedIn



IT SHOULD NOT COME AS A SURPRISE THAT OVER 50% OF RECRUITERS PLAN TO INCREASE THEIR EFFORTS IN MOBILE RECRUITING (JOBVITE, 2014).

- JobVite Job Seeker Survey 2014



79% OF RECRUITERS HAVE HIRED THROUGH LINKEDIN.

- JobVite Job Seeker Survey 2014

Platform

Job Search Strategies

TWITTER



Research

- **Review company profiles** to learn more about the organization's values, services/products, culture, and job opportunities

Networking

- **Interact** with people working at organizations of interest - ask questions, respond to their questions, favourite their posts, or retweet
- **Use hashtags** to track and look up discussion topics, especially at live events or conferences
- **Join weekly Twitter chats.** For a list of scheduled chats: twubs.com/twitter-chats or tweetreports.com/twitter-chat-schedule

Spreading the Word

- **Share media and tweet** interesting articles, information, and thoughts

Staying Up-To-Date

- **Follow recruiters,** employees, and organizations on Twitter for updates and news
- **Create Twitter lists** to organize the accounts you are following, and ensure you can quickly access and stay up-to-date with the latest posts from accounts of interest
- **Favourite tweets to "bookmark"** articles to read later (re-access these tweets by viewing your "Favourites" list)

FACEBOOK



- **Complete your Facebook profile** - include a profile and cover image; fill out your education, location, contact information, and about section
- **Follow company pages** on Facebook to learn more about the organization's values, services/products, culture, and job opportunities
- **Join Facebook groups** and **interact with group members** by responding to posts, asking questions, and sharing information
- **Search** people, keywords, or location and message friends who are working in industries or roles of interest
- **Post periodic status updates** about looking for job opportunities

Who to follow - Refresh - View all

MercerCanada @MercerCa...

Follow

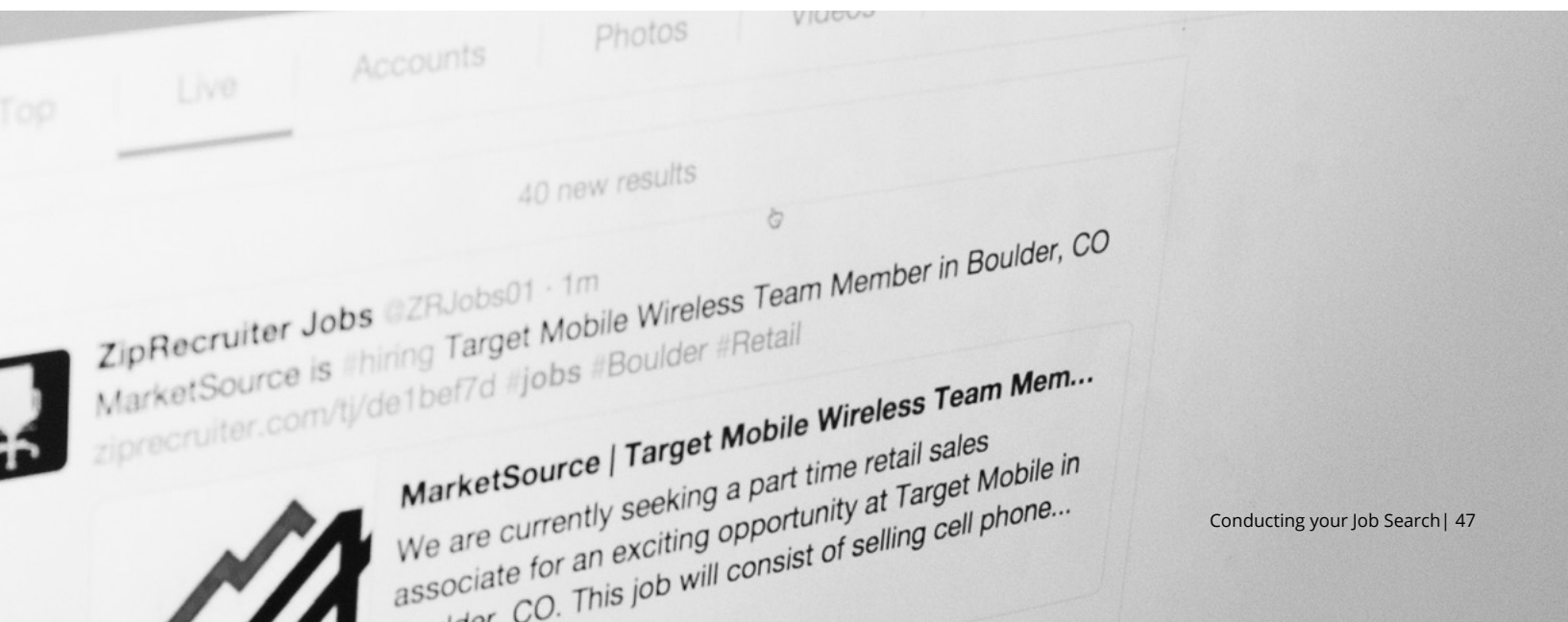
Promoted

@TEDxRyer...

Platform

Job Search Strategies

INSTAGRAM 	<ul style="list-style-type: none">• Follow companies of interest and comment on posts• Post images that represent your personal brand, interests, personality, and/or showcase your work
PINTEREST 	<ul style="list-style-type: none">• Follow companies of interest and career services boards• Not sure what to wear for professional functions or networking events? Type in pieces of clothing that you own for outfit ideas• Bookmark and organize content/resources related to your profession• Pin your resume or create a board highlighting your work
YOUTUBE 	<ul style="list-style-type: none">• Consider creating and uploading a video resume of 2 minutes or less• Review “how to” videos for interview tips
SLIDESHARE / PREZI 	<ul style="list-style-type: none">• Demonstrate your knowledge by posting presentations you have created - share your presentation links on other social platforms• Consider creating and sharing a Prezume: prezi.com/prezume
BLOGS  (E.G. WORDPRESS, BLOGGER)	<ul style="list-style-type: none">• Learn more about an organization and its workplace culture by reading its blog posts• Subscribe to company or employee blogs and leave comments (few do this; this helps you stand out)• Create your own personal blog where you can share your industry knowledge, insights, and work





Interviewing & the Job Offer

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6

Interviews - Core Points & Common Questions

The Trilogy of the Interview

The Interview. You have done your job search and submitted your resume and now you find yourself here. In one sense it may seem like the end to a long race, but in reality it can be one of the more confusing and intimidating parts of the job search process.

For many, they believe the interview is just about one part, the face to face meeting with the employer. But the interview is actually three key sections: The Before, The During and The After. To help you stand out and connect with the employer you need to focus on all three areas.

Part 1: The Before

A lack of preparation can end the interview before it really begins. So to help with preparation it is good to create a "foundation" of research. That foundation can be made by understanding, researching and answering three very important questions.

Question 1 - The Company: Who Are They?

What do you know about the company you are applying to? Researching them thoroughly can not only help you understand them, but help you stand out from the other candidates.

Research before the interview:

Research the company and its management. If anyone in your network has knowledge of the organization, speak with them. In your research, look to get a feel for:

- The company culture and philosophy
- The nature of the business
- Current projects the organization is working on
- The dress code - see the Professional Dress section page
- The management style
- The name(s) of the interviewer(s) and their background
- The workplace-the physical setting

Ask the interviewer organizers who and how many individuals will be interviewing you. Research their backgrounds via the company website, Google and LinkedIn. Your willingness and effort to know about them can help you stand out from the crowd and focus your answers to better match who they are. There are two types of candidates, ones who are looking for a job and ones who are looking for a job with them. You want to be the latter.

Question 2 - The Candidate: Who do they want?

Don't assume that the same job title means the same thing to each company. Each organization is unique and so is who they are looking for. Read over the job advertisement very thoroughly and not only pick out the keywords of what they are looking for, but also look at how they want those skills and qualifications used. See if you can describe to yourself who you think the idea candidate is for them.

Question 3: Who are you and how does this match the role?

Now you need to look at yourself. What are your skills, abilities and personality traits? And here is the important part, how does that all fit together with questions 1 and 2? Create a holistic focus that combines and integrates all three parts together. One exercise you can do is, for every skill and qualification they list in the job description, think of how you match this.

And remember to practice with someone, a friend or family member. Additionally, book a mock interview with your Career Centre. It's a great way to not only hone your skills, but increase your confidence level. Preparation is key here.

Interview Preparation - Key Points:

Research the location and how to get there .

Arrive 15 minutes early to give yourself time to settle down and relax.

Call if you will be detained despite your best efforts.

Be professional and courteous with everyone you meet in the office, from the intern to the receptionist to the head of the company. The interview begins from the moment you enter the building.

What to bring to interview:

- The name(s) of the interviewer(s) and their job titles
- The company address and phone number, directions to get there
- Enough copies of your resume for everyone on the interview panel.
- Make sure it's the same version you submitted with your application
- If unsure how many people are on the panel, three copies is a good rule of thumb
- A pen and notebook to take notes during the interview
- A portfolio or samples of your work (if applicable)
- A list of questions on the company and role to ask at interview



Part 2: During the Interview

Introduction and First Impressions

- Many employers will base how they feel about a candidate within the first few moments of meeting them. **To make a great first impression remember:**
- **Professional and firm handshake** - not too soft, not too hard, just right
- **SMILE!** And do so before you even enter the office. You will sound friendlier and more confident.
- **Positive attitude and confidence** - even if it's a bad day, it's a good day to be interviewed
- **Wait** to be asked to be seated, don't presume.
- **Enthusiasm and good posture.** Avoid crossing your arms (which may signify boredom or defensiveness) or sitting too casually (which could indicate a lack of care or interest in the role).

3 ways in which we communicate: It's not just the answers that matter.

1) What is said: Be precise. Make sure your answers are detailed, but not overbearing. A good length (depending on the question) is 1-2 minutes. You want to be prepared, but not have the answers memorized so much so that they seem "robotic".

Be positive. Don't make negative comments about previous employers. If asked about a project that didn't go to plan, talk about what you learned from this experience and how you would handle it differently next time.

2) How it is said: Clarity - 38% of a person's first impression is determined by tone of voice.

Speak clearly and pause for breath. Take your time answering. Avoid monotones and use the gestures you would in a normal conversation. This is a dialogue between yourself and the employer.

Always remain professional in your responses, don't let a friendly and casual environment lull you into a false sense of security.

Bring a pen and notebook with you to take notes on the questions being asked. And don't be afraid to ask for a question to be clarified or repeated. Better than to give the wrong answer!

3) How you act - Body language: Remember to always smile and maintain eye contact with each member of the panel, this is the easiest and best way to create a connection. Avoid fidgeting and excessive movement, but relax, be yourself!

Preparing for Interview Questions

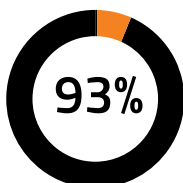
Many of the questions asked will be 'behavioural' and 'situational' type questions. Employers will be looking for your responses to include a specific example from your



First Impressions & Body Language



STUDIES SHOW THAT FIRST IMPRESSIONS ARE FORMED WITHIN JUST 7 TO 17 SECONDS OF MEETING SOMEONE. MAKE YOUR'S COUNT.



STUDIES HAVE SHOWN THAT AS MUCH AS 93% OF PEOPLE'S JUDGMENTS OF OTHERS ARE BASED ON NON-VERBAL INPUT LIKE BODY LANGUAGE.

own experience to demonstrate how you would address a certain situation or responsibility within the role.

To prepare for this, ahead of the interview, outline four to six examples of how your experience fits the role. This will help you recognize the skills and expertise you bring to the table and help you to be more comfortable answering 'on the spot' at interview.

It will also avoid you using the same one to two examples throughout the interview. As this can create the impression of limited experiences.

You may also use the examples from your resume and application. Don't assume the employer will have had read these in-depth.

To help frame your examples and match them to the employer's needs, the S.T.A.R. method is a helpful tool:

S - Situation: Describe a specific situation, can be paid or volunteer work or school projects

T - Task: Why did you have to do this, what were you hoping to achieve

A - Action: What did you specifically do

R - Result: What was the outcome of your action. Mention accomplishments or improvements resulting from your action.

Remember to quantify you stories. Instead of saying "I lead a team" try "I lead a team of four". Numbers matter, they provide a fuller picture of you, the candidate and how you fit with the role.

Closing the Interview:

"Do you have any questions for me?"

At the end of the interview, the employer will normally ask if you have any questions for them.

Always have questions. Having no questions ready demonstrates both a lack of preparation and a lack of interest, neither of which is the impression you want to leave.

Often times, a number of questions you wanted to ask, will have been answered throughout the course of the interview, as the employer speaks. That's why **it's best to prepare about six questions**, expecting 2-4 to be answered during the interview. It can be difficult to remember all you wanted to ask, so type your questions out beforehand and bring them with you.

It is not advisable to ask about salary until the employer brings it up, as this can be misinterpreted as being focused on getting just any job versus this specific job.

Sample questions for the interviewer(s):

- What would be a typical day in this position?
- What are your expectations for the successful candidate in their first three (or six) months in the role?

- Could you describe recent projects on which a person in my position has worked?
- Where does the company see itself in three years' time?
- How would you describe the work environment?
- What attracted you to this organization? / What do you enjoy most about your role?
- What are the next steps in the recruitment process?

And finally, take this as an opportunity to reiterate your interest in the job and the organization, and how your experience will benefit the role.

Part 3: The After

The interview is not over once you shake hands and leave the employer. There is still a very important part, the follow-up. The majority of candidates don't perform a form of follow-up. By doing follow-up you can:

Why Follow-Up?

- **Differentiate yourself** from other candidates
- **Reiterate your skills** and interest in the job
- **Show appreciation** for the interview
- **Mention** anything relevant that you forgot to state during the interview

The typical form of follow-up is a thank you email. It should be in the hands/inbox of the employer no later than 48 hours after the interview.

Thank you email format - four paragraphs:

1. Thanking them for the interview
2. Specifically mentioning why you are a good fit
3. Specifically mentioning why you want to work for them
4. Closing positively mentioning how you look forward to joining their team/company

To follow-up phone call or not to follow-up phone call?

One suggestion is to ask the employer if that is acceptable during your questions to them and follow what they say.

By taking the time to understand and prepare yourself for the interview, you will not only feel more confident in your presentation, but you can also show the employer of why you should be taken as a serious candidate.

After the Interview

Lessons Learned As soon as you are able to after the interview, take down notes of what was discussed. What questions were asked, where you felt you could improve on your responses. This will both assist you with interview prep for a second interview and for interviews for future roles.

Asking for Feedback With large companies, feedback may not be provided as part of company policy or it may be very general. However, always ask for feedback as sometimes it can be extremely helpful. Remember to view each interview as an experience to perfect your skills and get you one step closer to the right role.

Other Interview Formats

Group or Carousel Interviews

As part of their screening process, employers may have candidates go through a group interview initially, and from here, screening a smaller number of candidates to proceed to an individual interview.

This format was initially drawn from medical, law school and federal government recruitment models and is now used by an increasing number of large, multinational firms to support graduate recruitment. Some post-secondary institutions already use this format for hiring work study students on campus.

The format: Can run from a half day to a full day and will involve several group activities. The type of activities will vary dependent on the role and normally run for up to one hour each.

The activities are intended to reveal how candidates perform in a team, their decision-making and consensus skills as well as management and leadership. The employer is also looking to see how candidates handle stress and cope under pressure, all of which are determined through group-related exercises.

How to prepare: It is not possible to prepare for a group or carousel activity in the traditional sense. Rather, use the same pre-arrival tips in 'The Before' section of the interview and dress professionally. Key tips to remember are to be sure to contribute to group discussions, whilst not overtaking the conversation and to remember that just as with a 'traditional' interview, the whole day and not just the actual exercise are part of the decision-making process.

Telephone Interviews

Some employers will conduct a phone interview as a screening process to determine who is invited to a face-to-face interview. Much of what you need to prepare is similar to a 'live' interview.

Additional points to bear in mind:

- Have a **copy of your resume and application** in front of you.
- Have a **pen and paper to make notes** during the call.
- **Ensure you are in a quiet area.** Ideally a closed room. Avoid locations with street noise and make sure you can not be interrupted during the interview.
- **Use a land line where possible.** If a cell, make sure it is fully charged, in full credit and in an area with good reception.
- **Sit up straight or stand,** to help project your voice effectively.
- **Use gestures** as you would in a normal conversation, it will help you be more lively.
- **Take advantage of the situation!** Have crib sheets or post-it notes with e.g. your three major strengths relevant to this role
- If there is a long pause after you answer a question, **feel comfortable asking,** 'would you like me to expand on that?'

Know Your Rights

Questions which can not be legally asked at interview:

Age
Disabilities
Ethnicity, ancestry, race
Membership in organizations
Religion
Sexuality and / or family status

Illegal questions may be asked unintentionally:

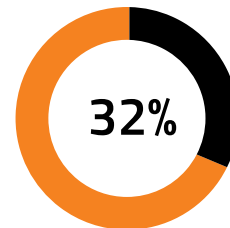
If you feel a question is inappropriate, you can legitimately, but politely, decline to answer. For instance, respond with:

"I'm not sure of the relevance of the question to the role, could you tell me how it relates specifically to the job?"

For further information, please consult the Ontario Human Rights Commission: www.ohrc.on.ca

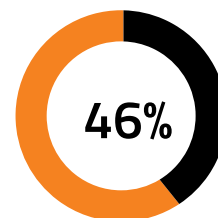


Questions & Following Up



32% OF HIRING MANAGERS REPORTED THAT NOT ASKING GOOD QUESTIONS IS ONE OF THE MOST DETRIMENTAL MISTAKES JOB CANDIDATES MAKE DURING INTERVIEWS.

- CareerBuilder survey of more than 2,500 employers, December 2012,

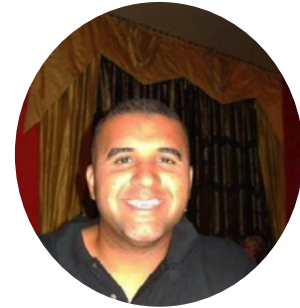


46% OF JOB APPLICANTS DO NOT FOLLOW-UP AT ALL AFTER A JOB INTERVIEW - MISSING THIS CRUCIAL STEP REMOVES YOU FROM THE GROUP OF TOP, SAVVY CANDIDATES.

- Workopolis survey, 2014

Voices of Experience

Q&A



NAME Rick Bilkhu

JOB TITLE, COMPANY Sr. Recruitment Consultant, Rogers Communications

EDUCATION BComm (University of Windsor)

LINKEDIN Learn more about my career on LinkedIn

TWITTER www.twitter.com/RBilkhu_79

ON A DAY TO DAY BASIS, WHAT DO YOU ENJOY MOST ABOUT YOUR JOB? WHAT DO YOU FIND MOST CHALLENGING?

I enjoy the positive impact I have on people, whether it is in their personal or professional development. In addition, my job is never the same. My work days never go as planned. **Working in an evolving environment that changes rapidly, helps me become more agile in the work I do.**

WHAT 3 THINGS DO YOU LOOK FOR IN JOB SEEKERS AT THE INTERVIEW? WHY?

- 1. Be prepared:** The job seeker should show they understand the role, the organization
- 2. Have questions for the interviewer.** Thinking of questions about the organization, role expectations and the department shows interest and initiative.
- 3. Be on time.** Being late for an interview is a bad first impression.

WHAT'S THE BIGGEST MISTAKE MADE BY THOSE YOU HAVE INTERVIEWED?

The biggest mistake one can make is being over-confident. Some might feel that technically they are a good fit for the role but they fail to realize that it is more than just technical ability. The interviewer also looks at: fit within the department, organization, and candidate alignment with the organization's core values.

WHEN YOU GRADUATED, HOW DID YOU ENVISION YOUR CAREER? WHAT DO YOU WISH YOU'D KNOWN THEN?

At graduation, I said "what now? I knew I had to make money, but doing what? I took on a few roles within various industries and eventually started as a recruiter in a search firm.

While working as a recruiter I was able to see rewards both personally and professionally. Most rewarding was that I had the ability to make a difference in people's lives.

I was looking to make a difference and help people, just never knew what or how. Eventually, I knew that this is the how.



Received an interview? Congrats! Looking for pointers?

- Book an Interview Career Chat Tutorial (limited to 6 students)

- Schedule a mock interview with your Faculty Career Consultant

Visit ryerson.ca/career/students/faculty-career-communities

Typical Questions & Top Tips for Answers

Following is a list of typical questions the employer may ask you. Please note that the answers are guidelines and should be customized to the particular job you are applying to.

Although the exact questions you may be asked will vary, those listed below cover a range of information an employer can be expected to look for.

Self Knowledge Questions

These types of questions are the employers way of learning more about you, the skills and interests you bring to the table and how this connects to the job and organization.

"Tell me about yourself"

Employer wants to know: Why Should I hire you? Can you do the job, will you do the job and will you fit in? What makes you stand out compared to everyone else?

RESPONSE: Although speaking about your program and year of study are good points, remember that other candidates may have similar qualifications. To stand out, also place a focus on your transferable skills, interest and passion in the industry. Think about what makes you unique.

"What are your strengths?"

Employer wants to know: Do you actually know what your skills are? Do you have anything that makes you outstanding? How confident are you?

RESPONSE: Think of and provide 2 to 3 skills that are connected to the position you are applying for. Don't just list the skills, expand your answer, provide examples which demonstrate your skills and put them into context in relation to the role.

"Where do you see yourself in five years?"

Employer wants to know: What are your career goals or ambitions? Do you know where this job can take you professionally?

RESPONSE: Have a realistic plan of how this job can evolve you professionally. Describe areas where you can see it maturing and preparing you for where you ideally see yourself in a few years' time.

Self Improvement Questions

Although these types of questions may seem intimidating, it allows the employer to see what your areas for improvement are and how you are handling them.

"What are your weaknesses?"

Employer wants to know: Can you be honest about your shortcomings? What type of training or development might you require, what skills do you need to work on?

RESPONSE: It is important to be honest and open about your areas for development. However, make sure the weakness is not detrimental to the job (e.g. an accountant who struggles with math). Always finish off positively by outlining the active steps you have taken to improve yourself in this area.

"Describe a time when you had a conflict with a co-worker and how you handled it"

Employer wants to know: How do you handle difficult situations? How well do you work with a team?

RESPONSE: Conflicts do happen in the workplace and your example is about demonstrating how you handle a difference of opinion, how you are able to work with different personalities. Be honest and professional in describing the situation, focusing on your desire to resolve the issue and how you went about achieving a solution.

I look forward to

Knowledge of the company, position and industry

Employer wants to know: If you understand the position and its responsibilities; what attracts you to the organization and the industry; how up to date you are on industry developments.

What do you know about our company?

Employer wants to know: Do you actually know who they are and what they do. Employers look for candidates who understand the goals and business of the company they have applied to.

RESPONSE: Conduct detailed research about the company. Look at their history, their mission and vision statement, projects currently being worked on, what they are known for and any achievements they have done. Remember to check their social media profiles to see what they are saying about themselves. Talk about them in a positive, informed manner and express why you want to work for them and feel you would be a good fit.

What experience do you have in this field?

Employer wants to know: Have you actually done this type of work before? Do you really know what this job/industry is about and can you explain your background in detail?

RESPONSE: If you have direct experience, talk about it in detail, matching it to the position, this also includes internships, co-op and work experience in general. However as a student you may not have direct “working” experience.

In this case, we suggest talking about relevant projects you have done where the skills you built or utilized here, match with the position. Describe the project as you would work experience, but be accurate in calling it a project. Refer to your program and any relevant courses and how your coursework has prepared you for this position.



Tips: Answering

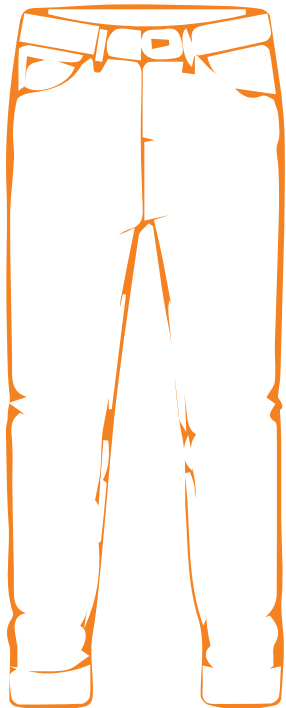
- **BE CONCISE**
On average, your response should be between 1-2 minutes long
- **REMEMBER**
It's ok to take a short pause and think before you answer
- **CLARIFY PLEASE**
If you are unclear on what the interviewer said or what the question means, it's alright to ask for it to be repeated
- **BRIDGE YOUR EXPERIENCE**
If you don't have the exact experience/skill the question is asking for, focus on what you do know that is similar and bridge them together
- **BE REAL**
It is never acceptable to lie or misrepresent yourself when answering. An employer would prefer you to be honest, even if it means you may not have exactly what they are asking for
- **BE PRECISE**
Try to be as clear in your response as possible, practice to minimize on-the-day interview nerves
- **BE ACTIVE**
The interview is a dialogue between you and the employer, help them to learn about you and your fit for the role by providing as much relevant information as possible

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Style Tips for Job Interviews & the Workplace

Dress for the job you want, not the job you have or the job you are interviewing for - a golden rule for professionals going to a job interview or starting a new job. Before you go to an interview or your first day at work, research and / or reach out to the organization to learn if their dress code is formal, business casual or casual. Here are some additional tips to take with you to your next job interview and your first day on the job.



Dressing for a Casual Environment

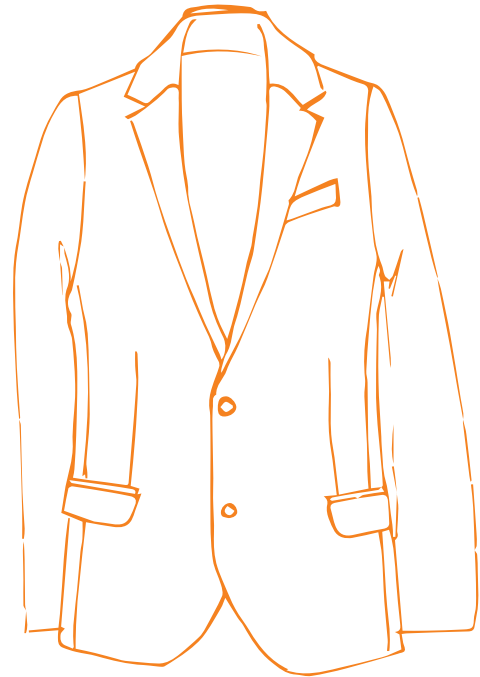
First, be certain that the work environment is casual, and always wear clothes that fit properly.

For an interview, dress in at least business casual style.

In the workplace, dark denim jeans and t-shirts or polo shirts are usually okay. However, avoid wearing shirts with slogans, logos or images that could be considered offensive.

For women, avoid wearing skirts or dresses shorter than 2 inches above the knee, and blouses that are too low in the front.

Unless the work environment is very casual or trendy, flip flops, running shoes, tank or crop tops, torn or ripped clothing are not items to wear to interview or to work - ever!



Dressing for a Formal Work Environment

A formal environment is most likely to also be conservative in nature.

For a formal workplace, and interview, include:

- suit (pants and jackets) made of good quality and natural fabric blends in a neutral colour and pattern
- clean closed toed formal shoes in a neutral colour such as black or brown
- long sleeve button down shirts/blouses in light colours/patterns

Women: a good rule of thumb, if you want to wear a skirt or dress with your suit jacket, remember to keep the length to one to two inches above the knee.

Men: in most formal environments, a tie is a must for a job interview. Once you are on the job, take a look at your colleagues and managers to learn if it's a must for the workplace too.

Some formal environments, have 'casual Fridays.' In this scenario, as a new professional your aim will be somewhere between a business casual and formal style of dress.



Dressing for a Business Casual Environment

In this environment, the same rule applies: always wear clothes that fit properly.

For interviews and the workplace, you have the opportunity to mix and match your pants, suit jackets, shirts, cardigans, sweaters, skirts and or dresses.

Jackets are optional for this work environment but are a good idea for dressing up any outfit you worry may be too casual, or for an important meeting.

For women:

- pair a sleeveless top or dress with a cardigan, sweater or jacket for the office
- skirts and dresses should be at least knee length
- open toe shoes are debatable for a job interview and the workplace - err on the safe side and wear only closed toed shoes with heels no more than mid-height (one to two inches) to interviews. Observe your supervisor and leader for on the job attire.

For men:

- ties are not necessary in the business casual workplace
- a clean, crisp, and belted pant, with a collared shirt is good
- for extra polish, add a pullover sweater or sports coat
- aim for clean, relaxed shoes

Interviewing for a job at a trendy or creative company? Good news - you have discretion to inject some colour into your footwear and clothing.

More Tips for All

Reduce Your Interview Anxiety

Choose one interview outfit you are most confident and comfortable in. Two days ahead of your interview, be sure to put your outfit on to make sure it still fits and set it aside.

Save Money on the New Suit

There are organizations that help students and new professionals find interview and work appropriate clothes for free. Examples include Suit Up for Success and Dress for Success.

Alternatively:

- visit a thrift store, discount store or outlet store to find suitable attire
- drop a few hints with family that you really need to go shopping for a tailored suit or quality dress shoes for upcoming job interviews ;)

Play Nice with Colour and Pattern

Choose a neutral colour of black, grey, blue, beige or brown for suits, jackets, pants and or skirts. Add coordinating light colours and or patterns in your shirt, blouse, sweater or tie.

Bright, neon, or fluorescent colours act as a distraction. Avoid these colours when going to a job interview and the workplace.

Entering a creative environment? Working with creative clients/customers? The 'rules' of colour are more relaxed; however, be sure that you select colours and patterns that coordinate and don't distract.

Easy on the Jewelry and Accessories

Don't be a distraction at your job interview, or at meetings, do a check before you leave the house. Remove any jewelry or accessories that make noise with the movement of your body or limbs.

Carry one bag / tote that will fit your personal items, extra flat shoes, and or your portfolio.

Smell So Fresh & So Clean

Use good hygiene and go scent free to your job interview and workplace. Too much cologne or perfume, and a strong body odor, can negatively impact your employer, colleagues, and clients' impressions of you.

Keep your breath minty fresh and maintain your oral hygiene. Drink water and avoid coffee, smoking, and foods including onions and garlic.

If you are a smoker, know that the smell of cigarettes clings to fabric and often lingers long after you've left a room. Keep in mind: no lighting up before your interview or meeting, or when in your interview clothes. Do otherwise and you risk leaving a lasting negative impression.

If It Doesn't Fit, You Must Resist.

Ill fitting clothes reflects on you poorly as a professional. Properly fitted clothes will boost your confidence and sharpen your appearance.



Evaluating the Job Offer

You hear back from an employer and find out that you are the successful job candidate for a role that you interviewed for. Better yet, you find yourself in the fortunate position of receiving two or more job offers around the same time - how do you decide if a position is right for you?

To effectively evaluate a job offer, consider your career goals, needs, wants, and non-negotiables. **Make a list to help you decide** on a position and/or set personal parameters for salary negotiations. **Ask yourself:**

- **What do I want out of the job?** — E.g. Are you looking to gain or enhance a particular skill, advance in your industry, transition to a new field, expand your network, or increase your salary?
- **What will make the job more enjoyable and fulfilling?** — E.g. Are you interested in a role that will encourage more autonomy, allow you to use a certain skill set, give you flexible hours, let you travel, or provide more opportunities for decision making within your organization?
- **Is there anything about the job or company that you are not willing to compromise on?** — What are your “must-haves” for a job, before you will even consider applying or accepting a position? Think about aspects from your current or past job(s) that you value the most.

Multiple Job Interviews

If you have been offered a position with one employer but are waiting to hear back about another position you interviewed for, consider asking for an extension for your job offer response.

With that said, watch your timelines - depending on your circumstances, you might not want to sacrifice an offer while you wait on another position.

Request time to review the job offer, and ask the employer when they need a decision by.

Job Offer Considerations

Use your needs and wants list to weigh each job and company, when deciding whether or not to accept a role. Think about your desired lifestyle and career goals. Below are points you might want to consider when evaluating a job offer:

Job

- *Position title*
- *Skill requirements*
- *Job responsibilities*
- *Amount of decision making authority*
- *Level of challenge, creativity, or responsibility*
- *Foreseen enjoyment of the role*
- *Areas/opportunity for skill development*
- *Starting salary*
- *Contribution to/ fit with long-term career plan*
- *Opportunities for advancement/lateral movement*

Organization

- *Growth and stability within the industry*
- *Values, beliefs, goals, or social responsibility*
- *Size and staffing*
- *Management, corporate culture and atmosphere*
- *Dress code*

Working Conditions

- *Immediate supervisor*
- *Work environment*
- *Working hours, overtime and flexibility*
- *Location - city, province, country*
- *Commuting distance and transportation*
- *Travel requirements*
- *Accessibility*
- *Foreseen enjoyment*

Benefits/Perks

- *Additional education and professional development opportunities*
- *Tuition assistance*
- *Professional membership/association dues*
- *Vacation days*
- *Dental, health care, life insurance coverage*
- *Daycare or health club membership*
- *RRSP contributions*
- *Performance bonuses, commission, or incentive pay*
- *Profit sharing/stock options*

Accepting a Job Offer

Employers will usually call a successful job candidate to offer a position. Before accepting a job over the phone, thank the employer for the job offer and politely ask for 2-3 days to review the offer in writing first.

Once you have gone over the written job offer and are ready to accept the terms of the position, you can confirm your decision through a phone call and email to the hiring organization (i.e. the representative you have been in touch with).

In your acceptance letter, you will want to:

- **Thank** the employer for the job offer
- **Indicate** that you are accepting the position with the organization
- **Reference** any attachments (i.e. signed job offer) that you are including
- **Confirm** your start date
- **Conclude** with a final thank you, closing, and your signature

Declining a Job Offer

When declining a job offer, respect the organization's time by responding promptly, expressing your appreciation for the offer, and keeping your correspondence courteous and concise. You can politely decline a role by:

- **Thanking the employer** for the job offer as part of maintaining good relations, mention something you appreciated or enjoyed about the recruitment process.
- **Stating your regret** that you will not be accepting the position, and briefly mentioning why. (e.g.) You have accepted another role, you have decided to explore another position that will be a better match for your interests in [a skill or two you would like to use or enhance], you would like to look into a position that is more suited to your career goals at this time, etc.
- **Reiterating your appreciation** and offering your best wishes for the employer's job candidate search
- **Closing** and your signature

You do not want to sever your existing relationship with the employer; however, at the same time, you do not need to explain your decision in great detail. You can politely and professionally confirm your decision through a phone call and email to the hiring organization.



Interviews

Interviewing for a summer internship or graduate role? Book a mock interview with your Faculty Career Consultant:

Visit ryerson.ca/career/students/faculty-career-communities

Salary Negotiation

The range for starting salaries is wide and heavily dependent on what the market will bear for the sector you are entering.

For individuals returning to home countries with a lower Gross Domestic Product (GDP) than Canada, salaries may be lower as average salary is related to the average cost of living.

In an ideal situation, an employer will mention the topic of salary first. To avoid leaving the impression that you are “only in it for the money”, refrain from asking about salary until you receive a job offer. However, because salary discussions can come up at any point of the job search process, you want to be prepared to answer an employer’s questions around salary.

To determine the pay scale for an individual with your education and qualifications, you will need to research salary ranges in your target industry and role. You can do this by looking at labour market information and similar job postings.

When researching, remember that salary ranges can be quite significant and depend on a variety of factors, including company location and level of the candidate’s experience.

Online salary information resources:

- www.jobbank.gc.ca
- www.careercruising.com
- www.payscale.com

As part of your research, consider speaking to industry professionals who are already in that position.

Below are common scenarios for salary discussions:

A salary range is requested by the employer in your cover letter and/or during the interview.

- If the employer asks for your salary expectation, **give a salary range**. The range will depend on your experience, the position and the sector.
- **Avoid under- or over-valuing yourself**; justify your range based on your salary research
- **Express your interest** in working for the company and highlight key ways you can contribute to its growth and success

The employer discusses the salary during the interview or at the time of the job offer.

- If the employer offers a salary that is lower than what you expected, you can try negotiating your salary as long as you provide sound reasons for the higher figure
- Use salary information gathered from your labour market research, and consider your financial needs and wants

Due to operating budgets and salary caps, not all employers will be able to negotiate your salary. If you are unable to obtain your ideal salary, you might want to try negotiating other concessions such as vacation time, the possibility of a performance bonus, or dental or health benefits.

To decide on your salary negotiation strategy, remember to look at the whole picture.

Evaluate all aspects of the job offer.

Some positions may start at a lower salary, but offer a great benefits package and provide stronger future development opportunities.



Salaries and Negotiations



THE AVERAGE SALARY TWO YEARS AFTER GRADUATION FOR UNIVERSITY GRADUATES IS \$45,000 AND \$35,000 FOR COLLEGE GRADUATES

- Statistics Canada, 2013

4x

MEN INITIATE NEGOTIATIONS ABOUT FOUR TIMES AS OFTEN AS WOMEN.

- The Atlantic, 2013

Voices of Experience

Q&A



NAME Janet Claudia Rodas

JOB TITLE, COMPANY Senior HR Consultant, Aon Canada Inc.

EDUCATION MBA (Ivey Business School at Western University) (Candidate)
Post Graduate Certificate, Human Resource Management (Sheridan College)
BSc (University of Toronto)

LINKEDIN Learn more about my career on LinkedIn

TWITTER www.twitter.com/janetrodas

WHAT IS THE BEST PART OF WHAT YOU DO ON A DAY-TO-DAY BASIS? The best part of what I do daily is being able to solve business problems with leaders that make a positive impact on the company and the colleague experience.

WHAT SHOULD JOB SEEKERS THINK OF WHEN NEGOTIATING A SALARY? **Job seekers should consider:** the learning opportunity that they can gain from the role, the potential growth opportunity within the company, and not just the salary but the total compensation package (salary, performance bonus, benefits, RRSP contributions, company discounts, and tuition/education reimbursement).

WHAT DO YOU CONSIDER WHEN DETERMINING A SALARY FOR A POSITION? **The biggest drivers that I consider when determining a salary for a position:** the scope & responsibility associated with the role, will the role manage or lead a team of direct reports and/or indirect reports, and does the role have financial accountability for profit & loss.

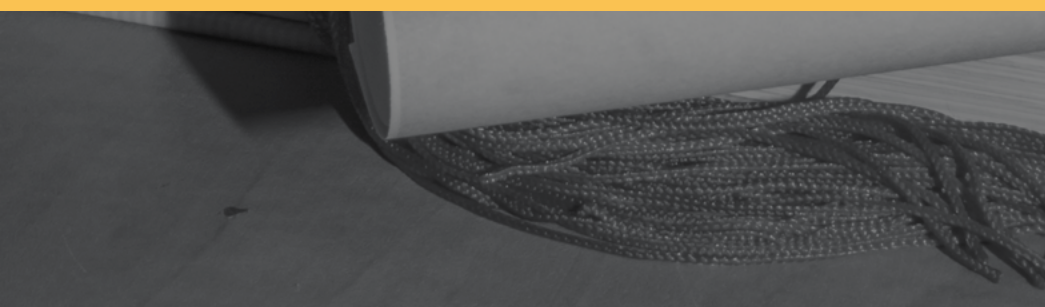
HOW SHOULD A JOB SEEKER RESPOND TO A SALARY QUESTION DURING A JOB INTERVIEW? **A job seeker should be 100% honest with their salary expectations,** but also express that they are looking for the opportunity to learn and grow from the role and the opportunity if that is one of their goals.

IF SALARY IS NOT BROUGHT UP BY THE EMPLOYER DURING THE INTERVIEW, WHEN SHOULD A JOB SEEKER INQUIRE ABOUT THE SALARY? Any best in class organization, will have their Recruitment Consultant or HR Professional share with a candidate the target hiring salary or ask a candidate for their salary expectations before an interview. If this information is not discussed before or during the interview, a job seeker should circle back with the Recruitment Consultant or HR Professional after their interview to understand salary and not with the hiring manager.



Other Roads to Take

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Graduate School

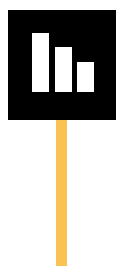
A graduate degree is an advanced degree, such as a masters or PhD. In order to be accepted into a masters program, you need to hold an undergraduate degree and a masters is generally a prerequisite for entry into a PhD program.

Graduate degrees often have a strong emphasis on research and include a thesis and dissertation component at the end of the program. While some masters programs are focused on preparing you for a specific profession, PhD programs are often geared towards preparing candidates for positions in research and academia.

Out of close to 1.3 million students enrolled in university in Canada in 2014, over 200,000 were graduate students (about 15%). Graduate student tuition fees are on average higher than undergraduate fees, with domestic students in Ontario paying just under \$9,000 in 2014/15, as compared to about \$7,500 for undergraduate students.

Please note that some programs are considerably more expensive, with fees for an executive master of business administration program in Canada averaging \$40,000 in 2014/15.

One attraction to graduate study is that university graduates with a masters degree, earn an average of 35% more than those with only a bachelor's. Secondly, most who chose graduate studies ended up in careers tied to their areas of study. For master's graduates, 92% reported their job was 'closely' or 'somewhat' related to their education, while for doctorate holders, it was 96%.



Graduate Studies



ALMOST 50% OF BACHELOR GRADUATES PURSUED FURTHER STUDIES.

- Statistics Canada, 2013



Grad Applications

Graduate Application Advisory: Visit ryerson.ca/career

- Sign up to the 'Graduate School Applications 101' workshop
- Book an appointment for 'CV/Graduate School Applications'

Making the Decision

If you are considering pursuing your graduate studies, then before starting the application process, make sure you understand what is motivating you to make this decision.

Are you unsure about what you want to do after you graduate and are hoping the extra time in school will give you that answer?

If so, going to graduate school may not be the right choice for you at this time. The individuals who have a clear idea of how that additional degree will help them reach their career goal are the most able to take advantage of the opportunities that present themselves during their studies and beyond.

Some professions - such as those of a doctor, lawyer, or teacher - require you to pursue further studies beyond your undergraduate degree, but others do not.

If your chosen profession does not require further education, you may benefit more from securing an entry-level position after graduation and acquiring hands-on experience in your field.

However, pursuing further education may be beneficial, especially if:

You have been in your field for a while and are looking to move on to more challenging positions and/or to give your income a boost:

Master's degree holders earn more income throughout their careers than do individuals with a bachelor's degree (and those with a doctorate out-earn master's degree holders).

You feel you have reached a plateau in your career and wish to increase your earning potential and qualify for positions that demand an advanced level of skill, then a graduate degree may be a good choice for you.

You are passionate about a specific field and a master's or a doctorate degree will give you the advanced knowledge that you want.

Pursuing an advanced degree will allow you to delve deep into an area of interest to you and can open the doors to high-level positions within industry and research institutions, including academic positions.

Graduate School Application - Key Requirements

The application package for graduate level studies will vary depending on the nature of the program and the school, so check the specific requirements and timelines with your school and program of interest.

When applying, most graduate programs require:

- Undergraduate degree
- Completion of certain prerequisite courses
- Minimum “B” or “B+” GPA or higher
- Relevant work and academic experience
- Admissions exam, if applicable
- Grad school application

Graduate School Application - Key Elements

Curriculum Vitae (CV)

A CV is a summary of your academic background, applied experience, achievements and interests. In Canada, the name ‘CV’ is typically used for a ‘resume’ written for academic or research environments, fellowships or grants. Unlike a resume, a CV does not have a page limit and the content is chosen to highlight your fit for an academic or research role.

See the CV template in Resources Section, p. 88

Personal Statement/ Letter of Intent

A personal statement serves a similar purpose to a cover letter, in that it highlights your interest and fit for the role. In this case, it is an essay that provides graduate admissions committees with insight about your personality, motivation for entering a particular program, and fit for their school. It also allows evaluators to assess if you can articulate your thoughts in a clear and concise manner.

The topics usually addressed in a personal statement include:

- Your fit for the program: Why the committee should choose you over other candidates
- A highlight of your academic background
- A highlight of your relevant experience, skills, qualifications and achievements
- Your particular research interests
- Reasons for choosing that particular program and school
- Short and long-term career goals
- How you will be an asset to the program

Letters of Reference/ Letter of Recommendation

Letters of reference are what allow the selection committee to go beyond your grades on a transcript and gain a picture of you as a person. These letters should ideally be from academic referees – former professors or research supervisors familiar with your abilities.

Reference letters could also be from other individuals who can speak to your fit for the program and area of study you are pursuing. Take care and choose appropriate references – a great reference can make your application stand out.

In Summary

Overall, keep in mind that all of the above elements are meant to show the admissions committee that you are intellectually curious, hard working and passionate about your field. They are looking for candidates that will do well in their program of study and then positively contribute to the field post graduation.

So before choosing to go to graduate school and putting together your application, make sure that you know what you want to study and how that program of study will help you meet your career goals.

Voices of Experience

Q&A



NAME

Nicholas Joscelyne

JOB TITLE, COMPANY

Aerospace Engineer, Objex Unlimited Student, Chang Course - Project Management

EDUCATION

Bsc. Aerospace Engineering, University of Southampton, UK

LINKEDIN

Learn more about my career on LinkedIn

TWITTER

[www.twitter.com/ Nick1080](http://www.twitter.com/Nick1080)

WHY HAVE YOU CHOSEN TO TAKE CONTINUING EDUCATION COURSE?

For a couple of reasons: As a new Canadian, I was looking to understand the typical theories, lingo and approaches to project management, which I knew would be different from the UK, where I built my career. Also as an aerospace engineer, I wanted to broaden my expertise into an area which, while not traditionally part of the degree program, is an increasingly expected skill-set in our field.

WHAT IMPACT HAS TAKING A COURSE/ CERTIFICATE AT THE CHANG SCHOOL HAD ON ON YOUR CAREER PATH?

I began the course in the midst of a career change and secured my next job while doing it. It gave me exposure to a new culture, broadened my mindset on how I approach project management in my current role and embedded further confidence as sought to take a new path in my career.

ARE THERE DIFFERENCES BETWEEN TAKING FULL TIME DEGREE COURSES AND CONTINUING EDUCATION COURSES? IF SO, WHAT WERE THEY? (OR, WHAT STRATEGIES DID YOU USE TO HELP YOU SUCCEED IN THE PROGRAM...?)

Continuing education is much more about your own initiative because you are adding this to your day job or day degree program. Because you can take just a course versus the whole degree, it's a great taster to explore areas of interest. It also exposes you to a more diverse group of students, my course was a real mix of undergraduates, career changers and new Canadians like myself plus individuals doing this for their 'personal' professional development.

Continuing Education

Completing a Masters or Doctorate Degree is not the only option for getting ahead in your career. Taking a certificate program can also give you the skills and knowledge to progress in your chosen field.

If you are looking to make a transition to a different career path, a certificate program can send a signal to a potential employer that you are a viable candidate for their position - it shows them that you are serious about your career move and that you have the skills that you need to do the job.

Finally, continuing education courses offer a key opportunity to try out an area of interest, without the commitment of a full-time degree. Their flexible nature also enables you to fit a program around existing family and employment commitments.

You can continue your education through various institutions and organizations and most universities have schools focused specifically on continuing education. For instance, the Chang School of Continuing Education at Ryerson offers close to 90 different certificate programs, as well as multiple courses that be taken individually, or towards degree programs.

Many of the courses offered count towards professional designations in areas such as Project Management and Human Resources Management, amongst many others.

With so many choices available, making a decision on what educational path to take can be a daunting process. Take the time to ask yourself how the option you are considering will help you to achieve your career goal.

Review the expected learning outcomes of the continuing education program you are considering and see how they match your goals and the needs of the market. Also, take the time to liaise with people who have taken the course or program before you for feedback. Speak to those already in the field and positions you are targeting for their opinion on the value of investing in a particular program or course.

Taking these steps will help prepare yourself for the program, set expectations and determine which program is right for you and the next step you are looking to take in your career.

To learn more about the courses and programs offered by the Chang School of Continuing Education, please visit:

<http://ce-online.ryerson.ca/ce/default.aspx>

Voices of Experience



Q&A

NAME Zohair Khan

JOB TITLE, COMPANY Manager, Student Relations & Development, Ryerson University

EDUCATION B.Eng, Aerospace Engineering (Ryerson University)

LINKEDIN Find me on LinkedIn to learn more about my career & education.

WHAT IS THE COOLEST THING YOU'VE BEEN ABLE TO DO IN YOUR CAREER? Working with students is a never-ending train of "cool things". Just when you think you're as awed as can be, something comes along to trump it. For example, recently, I had a day where I was with a group of students at the Discovery Channel studios filming a basketball playing robot they created; while we're there, we ran into Grevais Vasquez from the Raptors who couldn't believe what he was seeing. Over the last several months, these students are now working to create a specialized robotics solution provider.

SINCE LEAVING UNIVERSITY, WHAT IS ONE IMPORTANT THING THAT YOU HAVE LEARNED? Working full-time, working on a start-up, having time for family, and doing your Master's part-time is a balancing act that no amount of training or education will get you through. **It simply comes down to experience in managing your time effectively.** Things don't always go as planned (especially if you have that many facets to your day) and **you have to be ready to pivot and adapt to ensure your most important tasks and responsibilities are being taken care of.**

WHAT HAS BEEN THE BEST CAREER ADVICE THAT YOU HAVE RECEIVED? **The best advice I ever received was quite simple: ASK FOR HELP.** It's surprising how many people will shy away from asking for help when in reality you have nothing to lose and everything to gain from doing so.



Voices of Experience Speaker Series

Voices of Experience Speakers Panel & Networking Series

Attend our on-campus interactive series to hear first-hand from professionals about the career journeys they took and lessons learned along the way.

Check out our annual program at: ryerson.ca/career



Working Abroad

With globalization, economies have become more interconnected and communities more diverse. To remain competitive and relevant in this climate, employers in Canada and abroad in many industries and sectors are looking for employees who can bring an international perspective and skills to the table.

Benefits of working abroad:

International skills: Develop a multitude of skills, including: your adaptability, openness to learn, independence, maturity, cross-cultural interpersonal and critical thinking skills.

Communication skills: Employers want candidates who can communicate clearly and concisely. Time spent abroad expressing yourself to people from other cultures who may speak another language will be a prime opportunity to heighten both your communication and language skills.

Knowledge and professional network: Connect your employer to your professional contacts from abroad, and be the cultural bridge between your organization and its potential clients.

Personal development: Experience the world and learn from new perspectives from its cultures and people, and increase awareness of your personal boundaries and preferences. Heighten your ability to put all scenarios, no matter how local, into a wider perspective.

Challenges of working abroad:

Logistical challenges: Costs related to the initial settlement (e.g. housing, health care) can be high, and it can be difficult to find information on these matters from abroad. Navigating local policy nuances can be a challenge - but one that can be overcome.

Culture shock: Adjusting to new cultural practices can be challenging, especially once the initial excitement of moving abroad has waned. Returning home after living abroad can also be a transition. Stay in touch with family and friends in Canada, keep up to date on Canadian news, to help bridge the gap on the return home.

Potential biases and discrimination: Some groups (e.g. women, members of the LGBTQ2SQQIA community, ethnic and/or religious minorities) may face discrimination, depending on your work-abroad destination.

Steps to take to overcome these challenges:

Research your destination thoroughly: Use multiple sources (e.g. travel guides, social media forums, personal connections) in learning about your destination to help manage expectations. Find local 'expat' groups online - most destinations will have an informal group of Canadians like yourself that can be tapped into for local knowledge.

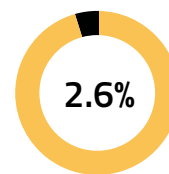
Utilize services/resources on campus: Attend the next pre-departure info sessions organized by your university's international office to find out what you need to consider and prepare for before leaving Canada. Placement offices, student groups (e.g. AIESEC) and your fellow international students are also great sources of advice and support when you are doing your research and trying to establish local connections.

Start your planning early: Destination research, job/funding application and visa/work permit application can all be time-consuming. Make sure you leave ample time to complete these steps ahead of deadlines.

Get covered: Get adequate insurance coverage in all essential areas: medical care, travel, and loss/damage to properties, etc. It is also advisable to have sufficient funds readily available in case you need to come home early.



Experience Abroad



2.6% OF FULL-TIME UNDERGRADUATE STUDENTS IN CANADA PARTICIPATE IN EXPERIENCE ABROAD



9 IN 10 STUDY-ABROAD ALUM SAID THEIR EXPERIENCE HAS SUPPORTED THEIR CAREER ACHIEVEMENTS



LAUNCH ZONE

The Entrepreneurial Route

Entrepreneurship isn't a trend; it's key to Canada's future economic prosperity. Global changes in technology and education are favoring the creation of new small businesses as we realize our future lies in our ability to think, question, adapt, and forge new paths.

If you are wondering whether this may be the path for you, read on to hear from five individuals who dared to go it alone. Each had a personal area of interest, saw an opportunity, and found success in working for themselves. Let their experience and business tips kindle a fire in you!

Voices of Entrepreneurs

Q&A



NAME Diana Olsen

JOB TITLE, COMPANY Founder & President, Balzac's Coffee Inc.

EDUCATION BA, French Literature (University of British Columbia)

WEBSITE www.balzacs.com

TWITTER USERNAME @Balzacs

WHAT FROM YOUR UNIVERSITY DEGREE DID YOU LEARN / EXPERIENCE THAT YOU USE TODAY IN RUNNING YOUR BUSINESS?

My degree gave me confidence. It proved that I could set a goal and achieve it. A Bachelor of Arts, with its broad range of courses to choose from, allowed me to test drive so many possible career paths and discover what interested me or not. I discovered that I loved to write, I loved History and travel, I loved to communicate through design and branding and that my personality was not suited to a 9 to 5 job.

My major in French Literature also introduced me to 19th century French novelist, Honore de Balzac. I had read a lot about his passion for coffee, hence the name of my business.

WHAT HARD LESSON HAVE YOU LEARNED ABOUT STARTING/ RUNNING YOUR OWN BUSINESS?

Don't get too confident. Temper your enthusiasm for your business when you are forecasting revenues and costs. Be brutally realistic and slightly pessimistic and if the numbers do not work on paper, then perhaps you should re-strategize. I still struggle with this one. I get blinders on when I think I have a great idea and once those creative juices start flowing it is like a drug, and it's very hard for me to step back and take a more conservative view.

WHAT DO YOU LOOK FOR IN PEOPLE WHEN HIRING STAFF TO JOIN YOUR MANAGEMENT TEAM?

Je ne sais quoi. We have such a wide range of personalities, backgrounds and levels of experience with our managers. **There is no formula, it is just a serendipitous thing that happens when we find someone that fits in with our quirky culture which changes constantly and might not be for everyone.** Most of our managers were hired from within, they started as baristas and we recognised maturity and leadership qualities that were worthy of a larger role in the company.

WHAT IS YOUR ATTITUDE TOWARDS AND COMFORT WITH, RISK AND FAILURE?

I wish I could say that I am better at recognising risk with all of my experience, but I can't. That is the funny thing about business, in particular selecting retail locations, **you never really know what will work well and what won't.** You can make assumptions based on experience, and you can provide all of the right tools and people to give it the best shot, but ultimately it's like they (the cafes) have a life of their own and a will to live or die which is beyond my control.

ANY ADDITIONAL ADVICE FOR BUDDING ENTREPRENEURS IN UNIVERSITY/ COLLEGE?

You need to start exercising your entrepreneurial skills like intuition, creativity, and perseverance right now. Don't rely too much on mentors, advisors and other support systems. They are there to offer some assistance, but you may not be honing these vital skills if you expect them to provide all of your answers. **You need the guts to get the glory.**

Voices of Entrepreneurs

Q&A



NAME Lauren Rihimaki

JOB TITLE, COMPANY Content Creator for Youtube, LaurDIY

EDUCATION BTech, Graphic Communications Management (Ryerson University)

WEBSITE www.desireandinspire.com

TWITTER USERNAME www.twitter.com/LaurDIY

LINKEDIN Find me on LinkedIn to learn more about my career & education.

WHAT INSPIRED YOU? WHAT WAS THE MOMENT, OR PERIOD IN YOUR LIFE, WHEN YOU REALIZED THAT STARTING YOUTUBE/ YOUR OWN BUSINESS WAS THE BEST OPTION FOR YOU?

I actually started YouTube by accident! I made a blog in my first year at Ryerson because I was feeling the need to express myself via a creative outlet and I was strictly using YouTube as a platform to upload my videos. Eventually I realized that my channel had started growing and that there was a niche market on YouTube for content like mine. **I made the decision to really devote all my spare time to my YouTube channel** the summer after my first year and haven't looked back!

WHAT HAS BEEN YOUR #1 CHALLENGE RUNNING YOUR OWN BUSINESS?

Time management is hands down the biggest challenge. When I graduate I can finally put all my time and energy into growing my channel but it's definitely been a struggle to come to terms with dividing my time between school and my career. I guess the biggest motivator for me has really just been to get to the end of school so I can really give my channel the TLC it deserves!

WHAT HAVE YOU LEARNED FROM RUNNING YOUR BUSINESS?

As I navigate through this whole YouTube as a business thing, **I've learned how important it is to be easy to work with.** I've been offered some incredible opportunities based on previous positive collaborations with companies, so I've really learned how important being timely, responsible, professional and bringing positive vibes to jobs can be.

WHAT DO YOU THINK IS NEEDED FOR SUCCESS IN RUNNING YOUR OWN BUSINESS?

Drive and passion for the trade. It's absolutely necessary that you're passionate about what you're doing or else all nighters and long hours will be torturous. **You want what you're doing to make time fly,** be rewarding, and overall satisfying when you go to sleep at the end of the day.

NAME 3 RESOURCES THAT YOU WOULD RECOMMEND TO PROSPECTIVE ENTREPRENEURS TO LOOK INTO?

The Canada Revenue Agency website has a ton of great resources for getting yourself set up as an official business. There's lots of helpful information to get you started.

I use websites like Social Blade and VidIQ to learn more about the analytics side of my channel and the YouTube industry, and I also spend a lot of time on websites that will up my editing game.

Voices of Entrepreneurs

Q&A



NAME	Mauricio Meza
JOB TITLE, COMPANY	Co-Founder & CEO, Komodo OpenLab Inc.
EDUCATION	MBA, Management of Technology & Innovation (Ryerson University) BSc, Biomedical Engineering (Ibero-American University)
WEBSITE	http://gettecla.com
TWITTER USERNAME	www.twitter.com/sqr_m
LINKEDIN	Find me on LinkedIn to learn more about my career & education.
WHAT CAREER DID YOU WANT WHEN YOU WERE IN UNIVERSITY?	In my undergrad degree I thought I'd be designing medical equipment but before my MBA I was more interested in technology commercialization and product development.
HOW DID YOU AND YOUR PARTNER ARRIVE AT THE IDEA OF STARTING KOMODO OPEN LAB INC.?	Both of us, me and my business partner had worked in the field of assistive technology and were frustrated in the state of technology available for individuals with disabilities and thought we could change this by making mainstream technology inclusive.
AN EXAMPLE OF A CHALLENGE YOU'VE FACED WHILE RUNNING YOUR COMPANY?	The main challenge is our limited resources, human and financial. There are many things that we could be doing but we have to focus on what would bring the most value, short and in the long term. Establishing those priorities is never easy.
WHAT INFLUENCES THE DIRECTION OF YOUR COMPANY?	Because we have been on the receiving end of the assistive technology industry, as designer and developers of technology we want to make it very user, and clinician, friendly. We also make sure that users are included in our development process.
BEST ADVICE YOU'VE RECEIVED FOR MANAGING YOUR CAREER AND YOUR COMPANY?	Networking is very important , I've heard once that you should take almost any meeting because you never know when you are going to find an opportunity and that has been the case for us too. Also: talk about your idea or venture as much as you can to get feedback. You want to learn as fast as you can about your product/ industry.



Further Reading and Programs for Entrepreneurs & Leaders

- How to Win Friends & Influence People by Dale Carnegie
- The Four Hour Work Week by Timothy Ferriss
- BDC.ca
- Futurpreneur.ca
- Inc.com
- Youth.gc.ca
- Profit Magazine

Voices of Entrepreneurs

Q&A



NAME Ben Peterson

JOB TITLE, COMPANY CEO/Co-Founder, Newsana Inc. and Journalists for Human Rights (JHR)

EDUCATION BA, Economics and Political Science (Queen's University)
Masters, Political Theory (London School of Economics)

WEBSITE <http://www.newsana.com> ; www.jhr.ca

TWITTER USERNAME www.twitter.com/benpetey

LINKEDIN Find me on LinkedIn to learn more about my career & education.

WHEN YOU WERE A STUDENT,, WHAT CAREER DID YOU THINK YOU WANTED TO PURSUE? Truthfully, during my studies I had no conception of a career; I was focused on pursuing the degree that A) sparked my intellectual curiosity, and B) gave me the widest range of options coming out of school. **Unless you 100% know what you want to do** for the rest of your life at an early age, I believe **it is wise to keep learning and exploring as much as possible** when you're young.

WHAT LED YOU TO START YOUR OWN ORGANIZATIONS INSTEAD OF TAKING ON A ROLE WITHIN AN EXISTING MEDIA / COMMUNICATIONS OUTLET? In both cases (JHR and Newsana) the missions underlying each would not have been supported well within a pre-existing organization – so I had little choice but to start each myself.
There are pro's and con's of starting your own shop or joining another; I recommend anyone who is weighing their options to consider this decision carefully. Factors at play here include your own personal risk tolerance and ambition, the sector as a whole, the capital required to start a particular project and your ability to access that capital, among others.

WHAT WAS THE BIGGEST DIFFERENCE YOU EXPERIENCED IN STARTING JHR IN 2002 AND NEWSANA IN 2012? Everything was different. That being said, the fundamentals underlying each were remarkably similar: build a business plan, raise money, hire and build a team, continually improve your product to find the right product-market fit. **If anyone thinks that experience in the nonprofit world doesn't prepare you for the for-profit world, they're wrong.**

ANY KEY RESOURCE OR GUIDES YOU RECOMMEND FOR NEW ENTREPRENEURS? There are endless resources available and it really just depends on the specifics of what you're doing. **Two pieces of advice. One:** read as much as humanly possible about your sector, leaders within it, your competitors, etc. **Two:** talk to as many people as possible and be as open to criticism as possible. **In short: learn and be open to changing your mind based on the info you've gathered.**

KEY PIECE OF ADVICE FOR BUDDING ENTREPRENEURS CURRENTLY ENROLLED IN UNIVERSITY OR COLLEGE? **Don't sit on an idea – deploy it immediately.** The online tools available today make it super easy to start a little business within a few hours. Don't wait until you have a perfectly finished product – test your idea early and often. You'll quickly see if it has traction. If it does, improve and refine it. If not, then move on to your next idea. You'll learn more in the process of executing a small business than you'll learn any other way.

Voices of Entrepreneurs

Q&A

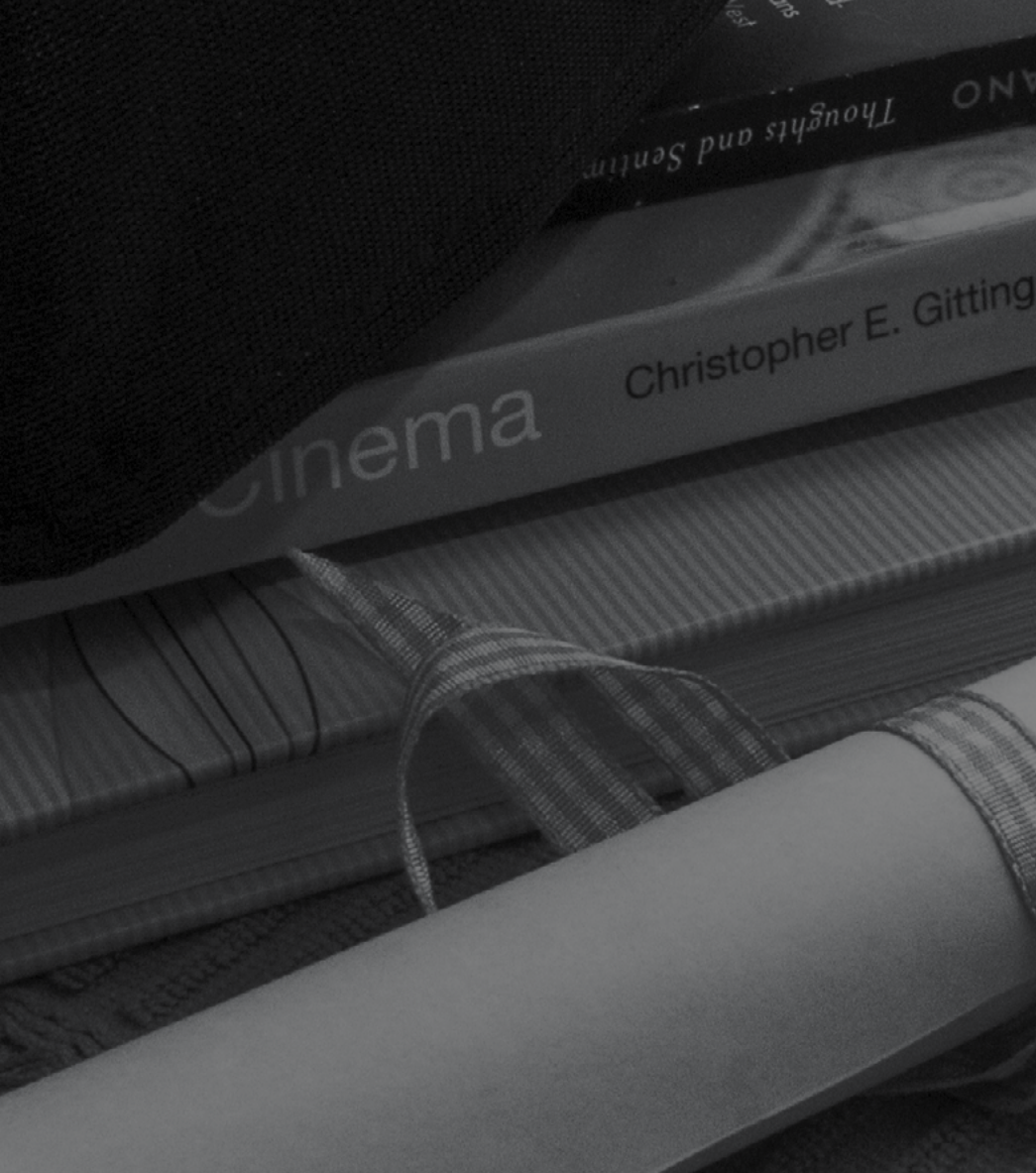


NAME	Ryan Coelho
JOB TITLE, COMPANY	Performance Coach, Trainer & Speaker, RyanCoelho.com
EDUCATION	Aerospace Engineering w/ Honours (Ryerson University)
LINKEDIN	Learn more about my career on LinkedIn
TWITTER	www.twitter.com/ryancjcoelho
WHAT IS THE COOLEST THING YOU'VE BEEN ABLE TO DO IN YOUR CAREER?	It's hard to pinpoint. Since I love my career so much, everyday is exciting and unique. For example, I've been able to impact over 8,500 people across the country; speak on the stage of TEDx; get a standing ovation from 1000 students, and travelled across Canada as an MC for events during the world cup. Best of all, I know this is all just the beginning for what's in store.
WHAT IS THE HARDEST OR MOST CHALLENGING PART OF BEING SELF EMPLOYED?	It really comes down to mindset. When you are self-employed, change truly is the only constant. Every day is different with no logical guarantees. Therefore, it's important entrepreneurs learn about their mind, how it works and, most importantly, how it can help them or hurt them. I've been lucky enough to learn about the mind as part of my career and owe all my success to learning how to master it.
HOW DID YOUR UNIVERSITY EDUCATION INFLUENCE YOUR CAREER PATH?	While my degree doesn't directly affect the work I do, the skills I have definitely played a big part. My education taught me how to solve problems related to developing planes, and now I've just transferred those skills to solve problems related to developing people. My background in engineering gives me a unique perspective in my industry and allows me to create personal development and leadership approaches that stand out.
WHAT ADVICE WOULD YOU GIVE A STUDENT THINKING OF STARTING THEIR OWN BUSINESS?	It's actually more simple than you think: 1) Find a challenge you are passionate about solving 2) Start taking actions in solving it 3) Learn about your mind and how it will affect your progress.



Further Reading and Programs for Entrepreneurs & Leaders

- The Start-Up Playbook by David S. Kidder
- Start with Why by Simon Sinek
- Creativity Inc. by Ed Catmull and Amy Wallace
- Made to Stick by Chip Heath and Dan Heath



Transitioning to Employment

8

Career Transitions

#RoadFromRyerson

Transitions are a time for both self-reflection and action. Here are ten tips to guide this process and maintain motivation, patience, and mental and physical well-being while building your career.

1. Maintain a positive attitude

Job searching takes work. Maintaining a positive attitude means giving yourself a break and managing expectations. Making an appointment with a career consultant can help clear any cobwebs and provide clarity on next steps. Graduates of Ryerson can access all career services for up to five years following graduation.

2. Network - socially and professionally

Don't limit yourself! For example, using your Twitter or LinkedIn account to make connections with others based on interests, and attending events and staying engaged will help you keep your networks fresh and alive. A network can only survive with your dedication.

3. Stay physically active

It is equally as important to **maintain a healthy lifestyle.** Take frequent breaks to get outside, move around, and engage with your environment. When you return back to the task at hand you will feel refreshed, focused, and able to take a new perspective.

4. Reflect and learn from experiences

There is a lot of information to absorb when job searching. **Take your own time to reflect** on what you learn, hear, see, and do. All activities play an important part in building yourself personally and professionally. What can you learn about yourself from your experiences?

5. Stay up-to-date

Stay current with what is going on in the industry you wish to work in while you are in university and after you graduate. Let others know how you are keeping up-to-date through social media channels. This is sure to impress employers and industry leaders.

6. Pursue your interests

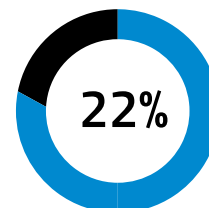
What do you want to do when you wake up in the morning? **What excites you?** In pursuing your interests, you will find that employment and volunteer opportunities emerge that are more closely aligned to what you are passionate about.

7. Note your transferable skills

In learning about the transferability of your skill set, consider the volunteer positions and jobs you are applying to. Take the time to research these positions and the kinds of hard and soft skills you possess that would make you an ideal fit. **The transferability of your skills is not only a factor in the responsibilities of the job, but also the culture of the workplace.**



Graduate Employment



COLLEGE AND UNIVERSITY GRADUATES ARE UP TO 22% MORE LIKELY TO BE EMPLOYED THAN THOSE WITH ONLY A HIGH SCHOOL DIPLOMA.

- StatsCan, May 2014



RCC Alumni Offer

Ryerson Career Centre Alumni Offer to Graduates

Alumni can access all Ryerson Career Centre services for up to 5 years after graduating, free of charge. Includes career advising, job search and interview coaching, resume and LinkedIn advising and photography services.

Not able to visit us in person for an appointment? *Book a Skype appointment at www.ryerson.ca/career*



Career Resources

Websites & Books
Action Words by Skill Set
Templates

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Websites & Books

For further reading, please find a list of websites and books our experts and clients have found to be valuable resources to map out your careers and navigate your job hunt.

Books

Career Planning / Assessment

- Do What You Are: Discover the Perfect Career for You Through the Secrets of Personality Type - Paul D. Tieger
- Linchpin: Are You Indispensable? - Seth Godin
- The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need - Daniel Pink
- The Art of Work: A Proven Path to Discovering What You Were Meant to Do - Jeff Goins
- The Defining Decade: Why Your Twenties Matter--And How to Make the Most of Them Now - Meg Jay
- The Element: How Finding Your Passion Changes Everything - Sir Ken Robinson with Lou Aronica
- What Colour is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers - Richard Bolles

International Careers

- How to Find a Job in Canada: Common Problems & Effective Solutions - Efim Cheinis
- You're Hired... Now What? An Immigrant's Guide to Success in the Canadian Workplace - Lynda Goldman

Resumes

- Resume Winners from the Pros - Wendy S. Enelow

Transition & Change

- The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change - Stephen R. Covey
- Transitions: Making sense of life's changes: - William Bridges
- Who Moved My Cheese?: An A-Mazing Way to Deal with Change in Your Work and in Your Life - Dr. Spencer Johnson

Websites

Government Programs/Resources

Job Bank
Government of Canada
<http://www.jobbank.gc.ca>

National Occupational Classification
Human Resource Skills Development Canada
www.hrsdc.gc.ca/noc

Ready, Set, Work.
Employment programs for people under 30. Government of Ontario
<http://www.ontario.ca/jobs-and-employment/employment-programs-people-under-30>

Services for Youth
Government of Canada
<http://www.youth.gc.ca/eng/home.shtml>

Career & Job Search Advice

Brazen Careerist
<http://www.brazencareerist.com/>

CAREEREALISM
<http://www.careerealism.com/>

Career Options
<http://www.careeroptionsmagazine.com/>

Graduates in Transition
<http://www.graduatesintransition.com/>

JobStart 101
<http://www.jobstart101.org/>

My Career Info
<http://mycareerinfo.ca/>

The Muse
<https://www.themuse.com/>

Career Options

Canadian Careers
<http://www.canadiancareers.com>

Career Cruising
www.careercruising.com

CTS Inspired Minds Career 2030
<http://careers2030.cst.org/>

Glassdoor
<http://www.glassdoor.ca/about/>

Ontario WorkInfoNET (OnWIN)
<http://onwin.ca/en/>



RCC Website Resources

Ryerson Career Centre - Catch us online to:

- meet your Faculty Career Consultant in our Faculty Communities section
- get an indepth review of services and events
- find more top tips in career planning

And much more: ryerson.ca/career

International Careers

AIESEC Canada
The international, not-for-profit organization providing university students with leadership development, internship and volunteer exchange experiences across the globe.
AIESEC.ca

Going Global
Providing an overview by country of job search factors, employment and industry trends.
<http://www.goinglobal.com/>

The Hofstede Centre
Provides a country by country comparison of cultural differences in the workplace.
<http://geert-hofstede.com/countries.html>

My World Abroad
Career planning for the international career.
<http://myworldabroad.com/>

Action Words by Skill Set

What no resume or cover letter should be without!

Action verbs specifically describe what you are doing. In a resume and cover letter, these verbs add great impact and begin to concisely paint a picture of your skills, achievements and or results of your work.

When describing your successes and the responsibilities you held in a particular role, best practice recommends starting each line of your resume with an action word as opposed to the personal 'I'.

Using action verbs increases the strength of your writing, the description of what you as the candidate bring to the table, and overall makes it easier for readers to understand what you have done.

When building your next resume, use the list below to help you get started thinking about action words to describe your experience and accomplishments.

ANALYTICAL SKILLS

Analyzed

Ascertained

Assessed

Compared

Computed

Concluded

Confirmed

Critiqued

Deciphered

Deliberated

Determined

Devised

Estimated

Evaluated

Examined

Forecasted

Formulated

Integrated

Investigated

Justified

Measured

Negotiated

Prescribed

Projected

Questioned

Rated

Recommended

Researched

Scrutinized

Studied

Synthesized

Validated

Verified

COMMUNICATION SKILLS

Addressed

Advertised

Authored

Collaborated

Communicated

Condensed

Consulted

Contacted

Convinced

Corresponded

Developed

Directed

Drafted

Edited

Enlisted

Explained

Expressed

Influenced

Interpreted

Joined

Listened

Moderated

Negotiated

Outlined

Presented

Promoted

Reported

Summarized

Translated

Wrote

DIGITAL / TECHNICAL SKILLS

Adapted

Assembled

Built

Calculated

Computed

Constructed

Converted

Debugged

Designed

Determined

Engineered

Fabricated	Directed	Enriched	Controlled
Installed	Displayed	Established	Coordinated
Maintained	Drew	Expanded	Decided
Operated	Engineered	Implemented	Delegated
Overhauled	Entertained	Improved	Demonstrated
Printed	Fashioned	Initiated	Developed
Programmed	Illustrated	Inspired	Directed
Remodeled	Initiated	Introduced	Eliminated
Repaired	Integrated	Launched	Emphasized
Replaced	Introduced	Mobilized	Empowered
Solved	Invented	Modernized	Enhanced
Specialized	Modeled	Overhauled	Established
Strengthened	Modified	Pioneered	Executed
Studied	Performed	Presented	Facilitated
Upgraded	Photographed	Revamped	Handled
Utilized	Planned	Revised	Headed
CREATIVE SKILLS	Revised	Spearheaded	Hired
Acted	Shaped	Suggested	Hosted
Adapted	Visualized	Upgraded	Improved
Brainstormed	INITIATIVE	LEADERSHIP / MANAGEMENT SKILLS	Incorporated
Combined	Accomplished		Initiated
Composted	Achieved	Advised	Increased
Conceptualized	Acquired	Advocated	Instituted
Constructed	Boosted	Appointed	Led
Created	Built	Assigned	Managed
Customized	Coordinated	Authorized	Motivated
Designed	Created	Attained	Organized
Developed	Dedicated	Chaired	Oversaw
	Demonstrated	Coached	Planned

Produced

Recommended

Recruited

Revamped

Reviewed

Scheduled

Secured

Supervised

Trained

ORGANIZATIONAL SKILLS

Approved

Arranged

Assembled

Budgeted

Calculated

Centralized

Charted

Collected

Compiled

Correlated

Distributed

Executed

Generated

Implemented

Maintained

Monitored

Organized

Oriented

Planned

Processed

Purchased

Recorded

Reserved

Scheduled

Tabulated

Updated

PROBLEM SOLVING SKILLS

Alleviated

Augmented

Counseled

Customized

Debugged

Eased

Elevated

Enlarged

Extended

Diagnosed

Finalized

Fulfilled

Generated

Identified

Invented

Lightened

Procured

Reconciled

Rectified

Reduced

Refined

Rehabilitated

Repaired

Relieved

Restored

Revitalized

Settled

Solved

Streamlined

Strengthened

Transformed

RESEARCH SKILLS

Compared

Detected

Examined

Experimented

Explored

Gathered

Identified

Interpreted

Interviewed

Investigated

Researched

Searched

Summarized

Surveyed

Tested

Measured

Standardized

TEAMWORK / COLLABORATION SKILLS

Acknowledged

Amassed

Assisted

Balanced

Collaborated

Combined

Contributed

Cooperated

Cultivated

Encouraged

Energized

Enlisted

Forged

Fostered

Gathered

Harmonized

Helped

Ignited

Interacted

Joined

Mediated

Negotiated

Participated

Partnered

Supported

Templates

Cover Letters - T Style (Interior Design)

Sarah Chen

350 Victoria Street • Toronto, ON, M5H 4H9
(416) 979-5177 • schen11design@gmail.com • Portfolio: schen11design.com

July 3, 2015

Tom Sato
Adelaide Designs
596 Adelaide St.
Toronto, ON M8V 6T9

RE: Junior Interior Designer

Dear Mr. Sato:

As a graduate of Ryerson University's Interior Design program, I have a passion for residential and mixed-use design. Your unique and progressive designs in residential settings have been an inspiration for my own projects in the past, and I would love the opportunity to work as a Junior Interior Designer at Adelaide Designs. My design experience and education match your requirements for the role:

YOUR NEEDS

Knowledge of AutoCAD and SketchUp

Strong communication skills for interaction with fabricators and suppliers

Ideal candidate will be well organized, creative, and motivated

MY QUALIFICATIONS

Created 40+ designs for clients using AutoCAD, Photoshop, Illustrator, or SketchUp, as intern at Luxe Interiors. Rendered mockups of spaces based on client specifications.

Developed excellent working relationship with fabricators and suppliers across the Greater Toronto Area; able to quickly source materials and offer competitive pricing to clients.

Self-motivated and innovative designer with experience contributing to home design projects with budgets up to \$50,000. Maintained design portfolio at Viva Designs Ltd., and coordinated lead designer's appointments and meetings.

My résumé highlights additional details that demonstrate my fit for the Junior Interior Designer role. I look forward to discussing my qualifications further during an interview, and will follow up with you the week of July 13th to arrange a meeting. Thank you for your consideration.

Sincerely,



Sarah Chen

Cover Letters - (Marketing)

Teddy Rogers

350 Victoria Street • Toronto, ON, M5H 4H9
(416) 979-5177 • trogers@ryerson.ca • linkedin.com/in/trogers • Twitter: @trogers

April 28, 2015

Angela Stirotikos
Director of Marketing
Bolt Communications Inc.
280 Stephen St.
Toronto, ON M1K 9L1

RE: Marketing Assistant Position

Dear Ms. Stirotikos:

With Bolt Communications' recent service model restructuring, you need an innovative Marketing Assistant that can help you boost client-reach and revenue generation. I have over 2 years of experience developing strategic marketing campaigns, and have successfully used social media to increase organizational awareness. I am confident that my creative approach to marketing will be an asset to your team.

As a Marketing Coordinator, I collaborated with the Ryerson Students' Union (RSU) to raise event attendance by 55% within one semester. I closed communication gaps by identifying key student leaders and staff members at Ryerson University, listening to stakeholder needs, and effectively pitching relevant RSU services and/or events. In addition, I used Twitter, Facebook, Instagram and Snapchat to relate to and connect with 10,000+ RSU followers. My knack for tailored messaging will help Bolt extend its reach and grow its client base.

The Ryerson Commerce Society (RCS) hosted its first-ever fundraising gala this past March, and raised \$25,658 for SickKids. As team lead for the RCS Marketing Committee, I suggested a low-cost e-mail and social media marketing campaign that featured a 30 second video clip of a patient from SickKids. The video was picked up by media outlets across the city, such as the Toronto Star and Global News Toronto, and the event exceeded initial fundraising targets. RCS was commended by Ryerson's President for "making change happen".

I have a Bachelor of Commerce degree in Marketing and my ability to think outside-of-the-box will benefit Bolt Communications as it re-establishes its brand under a new service model. I welcome the opportunity to meet with you to further discuss my qualifications, and have attached a copy of my résumé. I can be reached at (416) 979-5177. Thank you for your consideration.

Sincerely,



Teddy Rogers

Resume - Combination Style (BEng Aerospace)

Mary Garg

25 Church St. ♦ Toronto, ON, M5B 2K3

(416) 979-5177 ♦ mgarg18@ryerson.ca ♦ linkedin.com/in/mgarg18 ♦ Twitter: @mgarg18

PROFILE

Detail-oriented Aerospace Engineering student with excellent research and design skills, programming knowledge, and 2+ years of customer service experience. Fluent in English and Hindi.

Design

- Ranked top 3 at CanSat 2015 Design Competition for design and construction of miniature satellite simulating delivery of a payload sensor to the surface of another planet
- Developed and implemented lock-in mechanism for flight attendant food dolly; increased dolly stability and safety by 10% compared to current models being used by Air Canada
- Worked with team of 4 to outline mass-production assembly plan for dolly lock-in mechanism; design was commended by professor for cost-effectiveness and best use of human capital

Project Management

- Maximized team productivity by delegating and matching responsibilities to colleagues' strengths; facilitating communication; and maintaining a positive work environment
- Guided team goals and efforts by consistently monitoring project milestones to make informed decisions about quality improvement strategies
- Designed within budget by reviewing scope of project, researching materials and design options, evaluating use of resources, and negotiating with vendors to reduce costs

Technical Skills

- Programming languages: MATLAB, Simulink, C++, Pascal, HASS
- Engineering design and analysis: CATIA V5, ANSYS, Fluent, spatialNet, AutoCAD, SprinkCAD, Fluent, Ansys Sapphire, Mathematica
- Document control: SharePoint, AeroPDM, Serena
- Other: MS Office (Word, Excel, PowerPoint, Access, Project, Visio), social media, e-mail

EDUCATION

Bachelor of Engineering, Aerospace Engineering

June 2016

Ryerson University, Toronto, ON

RELEVANT EXPERIENCE

CanSat 2015 Design Competition: Sensor Delivery System

January 2015 – April 2015

Team Leader

- Collaborated with 6 engineering students to build an autonomous miniature satellite with a payload sensor and re-entry container that can be safely delivered to planet Mars
- Contributed to design and physical construction of satellite's two parts, and programmed ground control software using C++ to automate operations such as re-entry of payload
- Helped prepare 20 page final report by compiling project data to support the Preliminary Design Review, Critical Design Review, and Post Flight Review

Stabilizing Flight Attendant Food Dolly Project

September 2014 – December 2014

Team Member & Analyst

- Researched and brainstormed innovative solutions for development of lock-in mechanism that will maximize food dolly stability; used CATIA V5 to create CAD drawings of mechanism

WORK EXPERIENCE

A-Z Tech Support, Customer Service Representative, Toronto, ON

August 2013 – Present

Resume - Chronological Style (BAsc Nutrition & Food)

Brad Cambridge, BAsc

280 Victoria St. • Toronto, ON, M6H 4H1
(416) 979-5177 • bcambridge55@ryerson.ca • linkedin.com/in/bcambridge55

Summary of Qualifications

- Bilingual nutrition and food specialist with experience conducting assessments and designing customized diets for clients; able to communicate nutrition plans in English or French
- Passionate about sharing nutrition information and motivating individuals or groups to maintain healthy lifestyles, 80% of clients successfully followed recommended care plans
- Excellent understanding of diabetes and chronic disease management; delivered self-management tips during bi-weekly presentations at Ryerson University Health Network
- Strong ability to establish and maintain collaborative relationships with clients, dietitians, and healthcare professional teams in clinical and community settings
- Active member of Dietitians of Canada and College of Dietitians of Ontario

Education

Bachelor of Applied Science - Nutrition and Food June 2015

Ryerson University, Toronto, ON

- CGPA: 4.13/4.33
- Ryerson Entrance Scholarship (value \$16,000)

Work Experience

Dietetic Intern June 2014 – May 2015

Ryerson University Health Network (RUHN), Toronto, ON

- Completed RUHN research project on Type 1 and 2 diabetes, resulting in published report
- Assessed and counselled 126 patients, while providing dietary education and developing outpatient care plans
- Implemented care plans for wide range of patient populations, including those requiring geriatric, diabetic, pediatric, renal and critical care
- Prepared nutritional education materials and presented to groups of 15-20 patients twice a week, totalling nearly 90 presentations

Sports Nutrition Assistant Sept. 2013 – April 2014

Ryerson Rams, Toronto, ON

- Measured athletes' body compositions by weighing them and using BOD POD to ensure they maintained healthy BMI, provided key information to nutritionist developing care plans
- Formulated meal plans for body fat loss and muscle/weight gain for 17 athletes
- Created nutrition education materials to be distributed to 30,000 undergraduate students

Community Involvement

Executive Committee Member Sept. 2013 – April 2015

Ryerson Nutrition Association (RNA), Toronto, ON

- Advocated on behalf of university students to help gain access to healthier, low-cost food options on campus
- Surveyed 1500 students to assess on campus meal plan preferences, and assist with improving quality of food services
- Represented RNA during meetings and negotiations with vendors to ensure students were offered better and more affordable nutritional options

Academic CV

Main Header: It can look the same as a resume and include the following:

Your name: Bold, 2-3 pts. larger than the rest of the font in the main body.

Contact Details: As with a resume, list your postal address, contact phone and email address at the top of the CV.

SECTION HEADERS:

Throughout the CV, your headers should be in bold font and a font size larger than the supporting text. A list of the most pertinent sections and expected content is outlined below.

Education (list in reverse chronological order)

Doctor of ... Discipline, University, City, Province, Date of completion (include awaiting defense date if not yet complete)

- Thesis title, supervisor and committee

Master of ...Discipline, University, City, Province, Date of completion

- Thesis title and supervisor
- Academic honours or distinctions

Bachelor of ...Discipline, University, City, Province, Date of completion

- Academic honours or distinctions, GPA
- relevant courses

The following sections are typically (but not always) included. However their order can change depending on the focus of the program or position you are applying to. Place the most relevant sections first. For example, if the position/education being applied to is research based, then the "Research" section could be listed first.

Research Interests or Profile

Provide an overview, no longer than a paragraph, that outlines what areas of research you will be conducting. This area is meant to give a quick summary to the committee for them to see if your profile fits with the selected area applied for. If you are going into a more technical area you can use industry specific technical language and examples.

Research Experience

Use this section to list your research experience. This can be both actual "positions" or academic work that you have conducted. Be sure to provide a good but concise level of detail of what research was done and what methodologies were used.

Research Assistant, Department, University, City, Province, Date(s)

- Use bullets to describe the experience. Try to avoid overly long statements. Breaking it up will make it easier to read.
- Focus on outcomes of either what was concluded or what you learned.
- Keep your examples concrete and quantify your results.

Awards and Fellowships

List awards and fellowships in reverse chronological order. If the award or distinction has a major relevance to the position, provide a more detailed explanation on why it was given.

Publications and Presentations

Here you can list your various publications. These can be done as a bulleted, properly cited list, or you can go into further detail if relevant Presentations may go under their own section if you: 1) Have a large number of them or 2) The presentations you did are relevant to what you are applying to. Remember to expand and quantify the content of your presentation.

Teaching Experience

This section includes the courses taught and assistant positions. Emphasis should be placed on areas that are relevant and quantify the experiences. Although it may not be requested, it is a good idea to create a teaching portfolio that can be shown to the hiring committee.

Teaching Assistant: Course Name, Department, University, City, Province, Date(s)

- Outline the content of the course, audience and any significant information.

Teaching Proficiency

In this area you can have a bulleted list of the areas that you can confidently teach. Remember to speak to your actual teaching experience and completed coursework. Look at what courses the institution you are applying to uses and match your list accordingly.

Community and Administrative Activity

This section allows you to show that you have been active outside of your academic pursuits. Having a list here of your extra involvement can add value to your candidacy. Don't only speak about memberships, but describe actual activities or initiatives you have done. This can help separate you from the other candidates by showing your willingness to do more.

References

This section is usually at the end of the CV and will normally include 3 references, unless otherwise specified. Include their titles, affiliations, contact information and their relationship to you. You should have a reference from your current supervisor, but can also include faculty members, scholars you have worked with and committee members. It is important to notify your references that you have applied for a position and they may be contacted. Let them know the nature of the position so they can provide the most appropriate overview of your skill set and candidacy.

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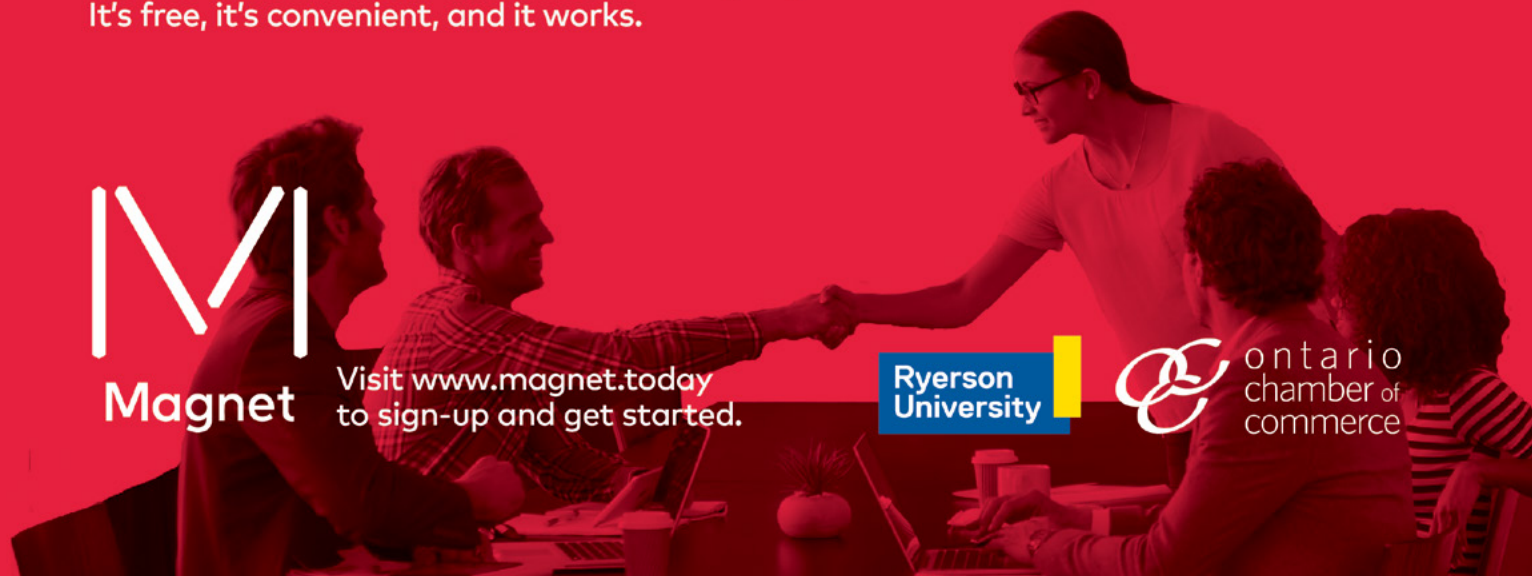
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