

Internet Job Search - Part II

Continued from Vol.1 No.31

Last week I listed some of the websites that are useful to job seekers. Unfortunately the formatting of the columns made the information difficult to read. I will list those sites on the www.pepjob.com website in case you had a hard time reading them. This week I will focus on the elements that go into a job search that uses online resources. Generally speaking a job search is built on the following themes:

1. Evaluate the product (yourself)
2. Research the market
3. Develop a strategy
4. Market the product
5. Evaluate the results

1. EVALUATE: An internet job search can help in all areas of this phase. While evaluating yourself you can take online quizzes to help get a better understanding of your strengths, interests and personality as it relates to the workplace.

2. RESEARCH: The research part of a job search is greatly aided by the Internet. There are now more documents online than all the printed paper on the planet. In 1999 there were approximately 800 million web pages on the Internet with over 6 terabytes of text content (A terabyte is a 1000 gigabytes). A lot of labour market information and job search resources are located online. The biggest difference between printed information and online information is the speed that online data can be updated and modified. I personally find many books and manuals to be out of date even a few months after they are published.

3. STRATEGIZE: Job search planning is key to any successful job search. Without a clear "plan of action" it is difficult to see the challenges and obstacles that need to be overcome in reaching your goal of employment. There are several websites that offer different models to help in the process of goal setting. One can summarize action planning in the following manner:

- (a) Choose a realistic goal
- (b) Choose steps to reach that goal
- (c) Find the obstacles to those steps
- (d) See who or what can help you overcome those obstacles
- (e) Choose a completion date for each step
- (f) Evaluate your progress

4. EVALUATION: Evaluation is one of the most crucial phases of the process of job searching. Without knowing how to interpret the results a job seeker can find

themselves becoming frustrated with the entire process. There are many websites that offer information to help job seekers properly evaluate their progress.

TIP: Consulting with an Employment Counsellor during every phase of job searching is very useful. Employment Counsellors are trained to help in every aspect of the job search and are instrumental in speeding up the process. Their training and experience provides a resource that cannot be replaced by the power of Internet.

As more and more resources and services are offered online and job seekers take charge of their careers, Employment Counsellors are acting more as "information brokers", introducing people to resources, and empowering and supporting people to reach their goals. An old proverb comes to mind when I think of my responsibilities: "Give a man a fish and you feed him for one day, teach a man to fish and you have fed him for life". This same proverb fully applies to introducing people to online resources. Once a job seeker is familiar with the tools and the concepts, they are better able to continue their search without the need for guidance. I recommend that job seekers always speak to an Employment Counsellor or attend job search workshops prior developing their action plans or job searching.