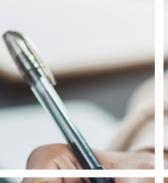
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JOB SEARCH STRATEGY EXERCISE WORKBOOK



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CAREER ADVISING | JOB SEARCH RESOURCES | RÉSUMÉ REVIEW NETWORKING OPPORTUNITIES | DIVERSITY COACHING | WORKSHOPS

Career Services Alberta

rategy Checkli

It takes more time to find work than to have work, and it is easy to find yourself stuck on how to start. You may feel your only option is sending out resumes to job postings. CPA Alberta supports your career success, and you can obtain further support from Career Services.

Action Verb

We offer free services, including:

Job Journal

Job Search Support, including one-on-one meetings:

- Help to develop your job search strategy
- Cover letter and resume reviews and coaching
- Interview coaching

Career Services

- LinkedIn profile reviews and tips on how to effectively use all platform options
- Tips on networking for job leads and informational interviews
- Guidance to become a Careerpreneur and build your brand
- Monthly job search networking events: Monday Meetups
- Free job search webinars and an archive of past webinars
- Job Board and Volunteer Opportunity Board
- Support on breaking through unconscious bias and barriers in your job search

Career Development Support, including one-on-one meetings:

- Career coaching
- Career mentorship annual program with mentorship training
- Webinars and an archive of past resumes
- Help in building your career capital and career intelligence
- Coaching on responding to an offer letter, promotions, and obtaining a salary increase
- Assistance in making career changes, mapping out your career path, and determining next steps in your career.
- Preparation for difficult conversations with role playing

Additional for-fee services:

Psychometric assessments

- Emotional Intelligence: EQi-2.0©
- Intercultural Effectiveness (Dealing with difference): IDI©

Additiona

Resources

• Intercultural Conflict Style: ICS©

Resume writing LinkedIn profile creation/writing Extended one-on-one services

Even if you're still working while searching for a job, you may experience various cycles of emotions: anger, sadness, elation, grief, and more. These emotions may become overwhelming and begin to impede your ability to function or maintain healthy relationships, or exacerbate mental illness triggers. If you need to access help, CPA Alberta provides CPAs, CPA PEP candidates, and their immediate family with health and wellness support through the CPA Assist Program. For more information, visit cpa-assist.ca or call 1-855-596-4222. If you find yourself in crisis, either please call 211. 211 is a free, confidential service that provides information and referrals to a wide range of community, social, health and government services. If 211 is not available in your area, call 780-482-4636.



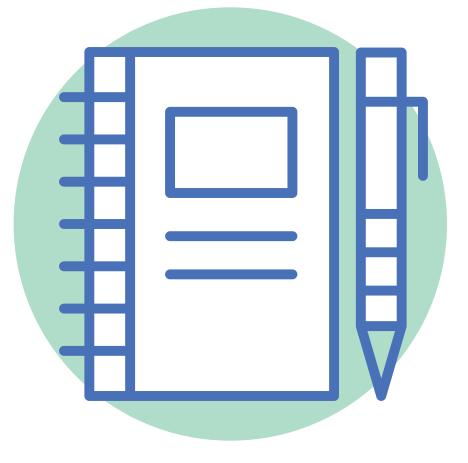


How to use this Workbook

This workbook has been created to support you in developing a strategic plan to obtain meaningful work. The information in this handbook reflects research and academic studies from Career Professionals Canada and CERIC, which advances Career Development in Canada by funding research with both the academic community as well as specialized organizational psychologists and other scientific research associations.

The following exercises build on each other, and you are advised to do them in order. You can write directly in the sheets; however, it will likely be easier to use a notebook or a document on your computer.

These exercises will occasionally require you to repeat yourself, but repetition will reinforce your answers in interviews and allow you a greater selection of ideas and scenarios to choose from. In addition, these exercises will help you gain confidence and ability and recognize the strengths that you do have.





Job Journal

Alberta

Exercise #1. Action Verb Exercise

Job Journal

Skip trying to write your job description on your resume and start here. Listing your work experience in bullets that start with strong action verbs is the best approach to putting together your resume. It will personalize your resume so it stands out amongst your peers. Follow these two steps:

rategy Che<u>ckli</u>

Action Verb

- 1. Look at the action verb list and highlight every action verb that applies to you.
- 2. Write notes on where you performed the action verbs, as well as a quick summary of outcomes.

Exercise #2. Accomplishments

Look at your action verb list and pick your biggest accomplishments out of your notes. Write them out in detail to include specific task, action, and result. You can also add any awards, key acknowledgements, projects, and other details.

Exercise #3. Likes and Dislikes

Write the details of what you liked and what you didn't like about past employment. By doing so, you are defining your own job description and ideal corporate culture. This will allow you to narrow your job search and ask effective questions in interviews.

Exercise #4. Gap Analysis

This is a good exercise to evaluate what you have been missing in past employment and what you may be missing to make a career change.

Job Search Accountability Tracking

It is very easy to be stuck spending your time exclusively looking on job boards and sending your resume to what eventually feels like a black hole. A Job Search Accountability Tracker helps you allocate your time to different activities and keep yourself accountable to various aspects you need to do to find work. Additiona

Resources

Marketing, Value Proposition

Your value proposition is the modern version of an elevator pitch. It serves as a way of portraying your value and what problems you can solve for the audience-those who are hiring, or can promote you to others. Your value proposition should be consistent and used in your LinkedIn, resume, interview, and networking—even your friends and family should be able to articulate it.

trategy Checklis

Action Verb

Job Journal

LinkedIn

Job Journal

Action Verb Exercise

Accomplishments

Likes Assessment

Gap Analysis

Weekly Planner

Application Tracker

Dislikes Assessment

Search Strategy

Labour Market Analysis **Competition Analysis** Target Company List Target Roles Assess Personal Network Information Interview List Self Marketing Development

Resume & Cover Letter

Professional Photo	What problem does the role solve?
Use Preferred Name	In what context are the skills needed?
Slogan, Brand, Value Proposition	Keyword search job description.
Join Relevant Groups	Open each bullet with action verbs
Increase Network	Branding statement at the top
Follow LinkedIn Best Practices	Personalise documents to role
Login Daily	Confirm References

Networking

Conferences, Chapter Event **Professional Development** Eventbrite, Meetup Social Media Information Interview List **Evaluate Current Network Business Cards**

Interviewing

Research Company Have important questions prepared Review your introspection notes Determine salary expectations Research Team Send Thank You Notes Other

Recommended Additional Resources

CPA Events: https://www.cpaalberta.ca/Events/Member-Events-Calendar Attend Monday Meetups PD Events https://www.cpaalberta.ca/Events/Public-Practitioner-Events CPA Career services or email: careerservices@cpaalberta.ca

Job Boards - CPA Job Board, Indeed.ca, Eluta.ca, Simplyhired.ca, Wowjobs.ca, LinkedIn.com Go to company websites and look at career section, not all companies post on job boards. Watch Interview Tip Videos on Youtube and other similar sites Superior grammar check https://app.grammarly.com/

Career Services Alberta	How to use this Workbook	Job Journal	Job Search Strategy Checklist	Action Verb Exercise	Powerful Action Verbs	Accomplishments	Likes	Dislikes	Gap Analysis	Job Search Accountability	Marketing	Value Proposition Exercise	Additional Resources
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Journal Exercise #1 – Action Verb Exercise

Action Verb Pr	actice		
Action Verb	Employer	What was Done?	Outcome?
LE Improved	Company ABC	Utilized system expertise to automate project costing	Saved Time

Tips

• Prepared, Managed, Planned are default verbs that are used in everyone's resume, choose other verbs when you can.

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- Do not repeat the verbs you use in your resume. Leverage this exercise to personalise your work.
- Use this exercise as a trigger to fill out the following tabs.

Powerful Action Verbs

rategy Checklis

Job Journal

Accounting Action Words

Accounted Acquired Adjusted Administered Aged Allocated Analyzed Answered Appraised Approved Assembled Assessed Audited Balanced Budgeted Calculated Capitalized Captured Cashed Categorized

Certified Charged Claimed Classified Closed Collected Coded Collected Compared Compiled Complied Conducted Condensed Configured Consolidated Controlled Constructed Converted Corrected

Action Verb

Depreciated Deducted Determined Directed Distributed Entered Estimated Examined Expended Evaluated Examined Experimented Explored Filed Financed Fixed Forecasted Generated

Credited

Identified Interpreted Inventoried Investigated Invoiced Justified Logged Maintained Managed Measured Merged Migrated Paid Posted Prepared Processed Projected Received Reconciled

Recorded Recovered Registered Reported Researched Reviewed Searched Setup Solved Specialized Standardized Studied Submitted Taxed Traced Tracked Updated Validated Verified

Project Related Action Words

Accelerated Appointed Arranged Assigned Began Benchmarked Brainstormed Built Chaired Championed Charted Conceptualized Controlled

Coordinated Crafted Created Deciphered Detected Differentiated Discovered Deployed Designed Developed Devised Drove Established Executed

Fabricated Focused Formalized Formed Formulated Gathered Headed Implemented Incorporated Initiated Innovated Installed Instituted

Introduced Launched Mapped Observed Operated Orchestrated Ordered Organized Oversaw Piloted Pioneered Planned Produced

Qualified Quantified Resolved Spearheaded Synthesized Targeted Tested Thwarted Tracked Troubleshot Visualized



Additional

ices How to use this	Job Search Acti	ion Verb Powerful Action		Job Search	Value Proposition
Workbook	Job Journal Strategy Checklist Ex	xercise Verbs Accompli	shments Likes Dislike	s Gap Analysis Accountability	y Marketing Exercise
You Saved the (Company Time or Money				
Combined	Diagnosed	Leveraged	Realigned	Retrieved	Yielded
Conserved	Exploited	Located	Rectified	Safeguarded	
Decreased	Fortified	Optimized	Reduced	Terminated	
Deducted	Lessened	Pinpointed	Reserved	Thwarted	
You Increased E	Efficiency, Sales, Revenue, or G	Customer Satisfaction			
Accelerated	Considered	Expedited	Improved	Outpaced	Unleashed
Achieved	Delivered	Focused	Incentivized	Seized	Won
Advanced	Elicited	Furthered	Lifted	Stimulated	
Amplified	Embraced	Gained	Maximized	Strategized	
Bolstered	Enhanced	Grew	Monetized	Surpassed	
Boosted	Expanded	Handled	Optimized	Sustained	
You Changed o	r Improved Something				
Adapted	Deployed	Modified	Refocused	Revamped	Strengthened
Catapulted	Eliminated	Normalized	Reinvented	Revised	Succeeded
Centralized	Embraced	Overhauled	Remodeled	Revitalized	Surpassed
Clarified	Fortified	Propelled	Renewed	Routed	Terminated
Constructed	Grew	Realigned	Reorganized	Simplified	Transformed
Converted	Influenced	Rectified	Replaced	Specialized	Transitioned
Customized	Integrated	Redesigned	Restored	Standardized	Upgraded
Decided	Intensified	Refined	Restructured	Streamlined	
Team and Stake	eholder Relations				
Advised	Conferred	Engaged	Leveraged	Proposed	Solicited
Advocated	Considered	Enlisted	Maintained	Provided	Supervised
Aided	Consulted	Facilitated	Mentored	Recommended	Taught
Aligned	Cooperated	Fielded	Mobilized	Recruited	Trained
Appointed	Contracted	Forged	Monetized	Rectified	Tutored
Arbitrated	Contributed	Fostered	Motivated	Referred	Unified
Arranged	Cultivated	Guided	Navigated	Reinforced	United
Assisted	Decided	Harnessed	Negotiated	Renewed	Utilized
Assigned	Directed	Hired	Originated	Restored	
Bolstered	Educated	Informed	Partnered	Reinforced	
	Empowered	Inspired	Presided	Regulated	
Coached			1 100101010	. togulated	
Coached Collaborated	Enabled	Instilled	Prioritized	Secured	



Career Services Alberta	How to use this Workbook	Job Journal	Job Search Strategy Checklist	Action Verb Exercise	Powerful Action Verbs	Accomplishments	Likes	Dislikes	Gap Analysis	Job Search Accountability	Marketing	Value Proposition Exercise	Additional Resources

You	Wrote	or C	ommun	icated
-----	-------	------	-------	--------

Addressed	Compelled	Debated	Emphasized	Persuaded	Spoke
Advised	Composed	Defined	Explained	Presented	Suggested
Articulated	Contacted	Described	Expressed	Promoted	Summarized
Authored	Conveyed	Differentiated	Formulated	Publicized	Targeted
Briefed	Convinced	Discussed	Illustrated	Responded	Transmitted
Campaigned	Corresponded	Documented	Judged	Reviewed	
Crafted	Counseled	Drafted	Lobbied	Showcased	
Co-authored	Critiqued	Edited	Outlined	Specified	
You Oversaw or Reg	gulated				
Approved	Dispatched	Intervened	Normalized	Strategized	
Authorized	Enforced	Itemized	Routed	Systematized	
Blocked	Ensured	Maintained	Scheduled Streamlined	Verified	
Considered	Inspected	Minimized	Screened		
Delegated	Instructed	Monitored	Scrutinized		
You Achieved Some	ething				
Attained	Earned	Outperformed			
Awarded	Elicited	Reached			
	Eveneded	Showcased			
Completed	Exceeded	SHOwcased			



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Journal Exercise # 2 - Accomplishments

				Quantifiable Outcome
	Employer	Problem/ Situation	Action	Increased/Saved Money
				Saved Time
EXAMPLE	ABC. Inc	Manual Financial Statements	Automated Financial Statements	Reduced month end by 5 days

Tips

- It is important to quantify your results in your resume and interview. If you are missing this information, go back and ask a colleague or boss for the information.
- This exercise will help you answer interview questions with the S.T.A.R. methodology.
- You will also be able to use this to solve the "Prove It or Lose It" issue in resumes.
- Treating this as an ongoing document can help you build a business case for a raise or a promotion.

S. T. A. R.
S ituation
Task
Action
Result



Career Services Alberta	How to use this Workbook	Job Journal	Job Search Strategy Checklist	Action Verb Exercise	Powerful Action Verbs	Accomplishments	Likes	Dislikes	Gap Analysis	Job Search Accountability	Marketing	Value Proposition Exercise	Additional Resources
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Journal Exercise # 3 – Likes

Likes	
Team	Company
E Enjoyed going for drinks on Friday	
Physical Environment	Company
Liked open concept and being able to freely communicate with team	
Leadership/ Boss	Company
Enjoyed open door policy and easy access to feedback	





Journal Exercise # 3 – Likes Continued

Tasks/ Duties	Company
30% of my time spent doing training and development	
Organisation	Company
Values, Benefits, Reputation	
Other	Company

Tips

- This exercise will help you be very specific in answering and individualizing questions in interviews.
- Will help you more effectively evaluate job offers.



Career Services Alberta	How to use this Workbook	Job Journal	Job Search Strategy Checklist	Action Verb Exercise	Powerful Action Verbs	Accomplishments	Likes	Dislikes	Gap Analysis	Job Search Accountability	Marketing	Value Proposition Exercise	Additional Resources
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Journal Exercise # 3 – Dislikes

Likes		
Team		Company
LE Too chatty, no	t enough commitment to getting work done	
Physical Envir	onment	Company
Too dark and	solating	
Leadership/ E		Company
Never followe	a through on promises	





Journal Exercise # 3 - Dislikes Continued

Tasks/ Duties	Company
30% of my time spent doing administrative duties like filing and answering phones	
Organisation	Company
Values, Benefits, Reputation	
Other	Company

Tips

- This is a good method to privately unload your baggage regarding your work dislikes.
- Writing out your dislikes/likes can help you frame things more positively.
- You can interview more effectively by focusing on what you like and less negativity.

Gratitude

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To interview more effectively take a look at your list of dislikes and pick out the opposite value. Then acknowledge with gratitude the fact that this dislike has demonstrated to you the importance of the value you didn't have. For Example:

- *Dislike:* Too chatty, not enough commitment to getting work done
- Value: Dedication, accountability, results oriented.
- *Gratitude:* I am grateful that ABC Inc taught me just how much I value commitment, dedication and accountability.

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Journal Exercise # 4 – Gap Analysis

Task Description (Liked)	Task Description (Not Liked)	Task Description (Would Like)	Other	Notes
Project Management	Human Resources	Lead a large system implementation	Saved Time	

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Tips

- Use the tasks you like and what you discover in your gap analysis to determine the right job description for you.
- Flag what you feel is missing in your career and incorporate that into your interview.
- Once you identify what you feel has been missing, you can start to participate in targeted networking.

	Additional Resources
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Job Search Accountability

Weekly Activity Plan	nner				
Activity	Start Date	Duration	Actual Start	Actual Duration	Percentage Complete
Complete Job Journal Exercises					
Prepare Resume					
Prepare LinkedIn Profile					
Develop Target List					
Perform Market Research					
Informational Interviews					
Targeted Networking					
Practice Interviewing					
Perform Self-Marketing					
Respond to Postings					
Perform Cold Calls					
Perform Warm Calls					

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Tips

• Tracking your activity allows you to determine if you are investing too much time in "Busy Work" or work that is not generating sufficient positive outcomes.

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Job Search Accountability

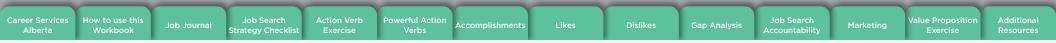
List Alternative

JS (Job Search) or NJS (Not Job Search) Date: Morning JS/NJS Activity Number of Hours Afternoon Number of Hours JS/NJS Activity Evening JS/NJS Number of Hours Activity



er Service Iberta	s How to use this Workbook	Job Journal	Job Search Strategy Checklist	Action Verb Exercise	Powerful Ver		Accomplishments	Likes		Dislikes		Gap Analysis	Job Search Accountability	Marketing	Value Proposition Exercise	Additiona Resource
	Application	and Inter	rview Trackei	r												
	Company			Sourc	ce	Pre-sc	reen	In	tervi	iew	Thank yo	u note sent	Outcome			
AMPLE	ABV Inc.		Senior Financia	al Analyst		Linke	dIn	Yes		Ye	es		Yes Unknown			
															_	
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	Resources (S	Search th	e suggested	ı for r	more inforn	nation)										
	Job Boards			Top Employ							Ne	tworking				
	CPA Job Board	b		Alberta's To	p Empl	e Magazine Ev rnal - 2019 Me						CP	CPA Alberta Member Events Eventbrite			
	SimplyHired			Alberta Ven	iture Ma							Ev				
	Indeed			Edmonton J	Journal							Meetup LinkedIn				
	Google															
-	Eluta				p Emp										_	
H	LinkedIn			Glassdoor										_		
	Workopolis															
	Recruitment	: Agencie	S													
	Company Cor						ontact						Outcome			
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Marketing

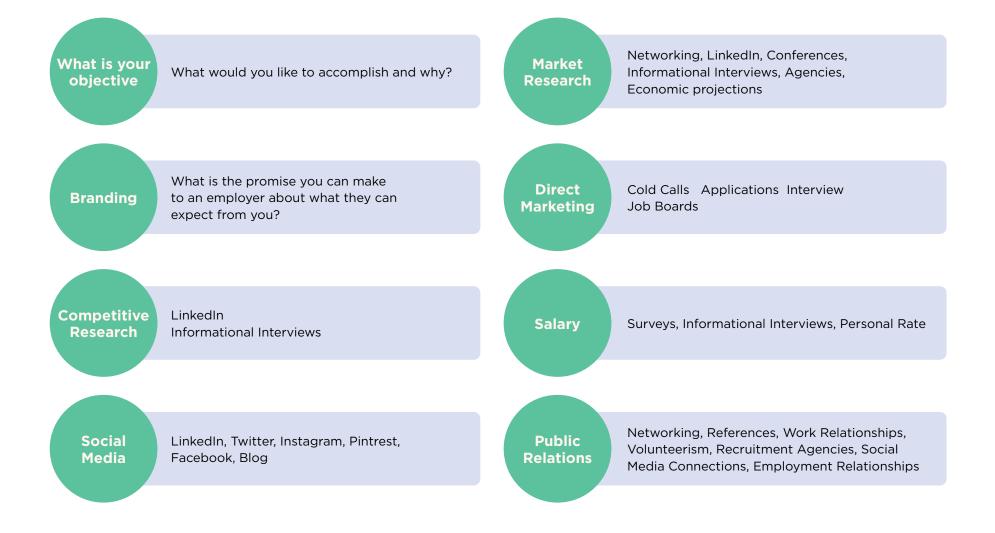


Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. *Kotler and Armstrong (2010)*

The CIM definition looks not only at identifying customer needs, but also satisfying them (short-term) and anticipating them in the future (long-term retention). THE CHARTERED INSTITUTE OF MARKETING (CIM). ACCESSED 2012 www.marketingteacher.com/what-is-marketing-2



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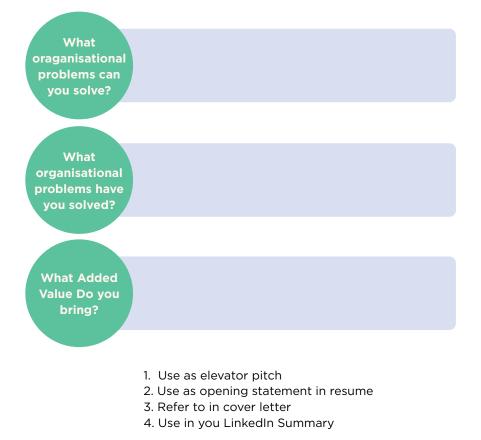
Value Proposition Exercise

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Buying Motivators

Job Journal

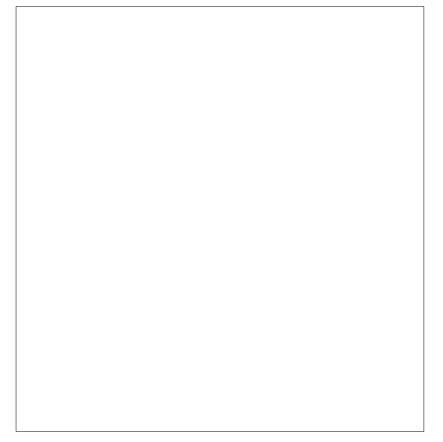
Buying motivators address why an employer wants to hire you. Every role exists to solve a problem. How can you solve their problem? What qualifications do you have that demonstrate you have the background to solve the problem? What previous examples can you advertise that you have previously solved the problem? What makes you stand out amongst your peers? Think about what employer problems you can solve. How can you support that? What are your supporting qualifications? Where is the added value?



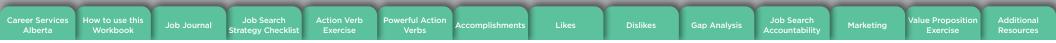
Your positioning statement should go something like...

Additiona

I offer [PRODUCT/SERVICE] for [TARGET MARKET] to [VALUE PROPOSITION]



https://www.shopify.ca/blog/how-to-build-a-brand https://freshsparks.com/successful-brand-building-process/ https://www.forbes.com/sites/dailymuse/2012/02/14/the-first-step-tobuilding-your-personal-brand/#31c273f06201



Recommended Additional Resources

CPA Alberta Events: <u>www.cpaalberta.ca/Events/Member-Events-Calendar</u>

Attend Monday Meetups

- PD Events: www.cpaalberta.ca/Events/Public-Practitioner-Events
- CPA Career services or email: careerservices@cpaalberta.ca
- Job Boards: CPA Job Board, Indeed.ca, Eluta.ca, Simplyhired.ca, Wowjobs.ca, LinkedIn.com
- Go to company websites and look at the career section; not all companies post on job boards.
- Watch Interview Tip Videos on <u>YouTube</u> and other similar sites
- Superior grammar check app.grammarly.com
- www.shopify.ca/blog/how-to-build-a-brand
- freshsparks.com/successful-brand-building-process
- www.forbes.com/sites/dailymuse/2012/02/14/the-first-step-to-building-your-personal-brand/#31c273f06201

