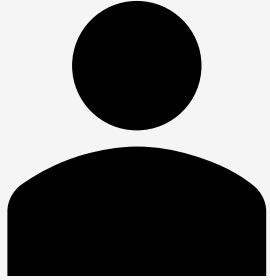


SECURING YOUR FUTURE

A Career Seminar for Graduating Students



MEET THE PRESENTERS



Patrick Brown

**Employment Resource Consultant
Resource & Information (RI) Services
YMCA GTA Etobicoke Location
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WEBINAR AGENDA



UNDERSTANDING THE JOB MARKET



RESUME AND COVER LETTER WRITING



NETWORKING STRATEGIES



INTERVIEW PREPARATION



JOB SEARCH STRATEGIES



CONCLUSION & RESOURCES



QUESTION & ANSWERS

UNDERSTANDING THE JOB MARKET



THE LABOUR MARKET



What is the Labour Market?

Labour is work being done by humans and the market is the number of people (workers) compared to the number of jobs available (employers).



Therefore, the labour market is the availability of employment and labour, in terms of supply and demand.

Employers compete to hire the best, and the workers compete for the best satisfying job

LABOUR MARKET INFORMATION (LMI)

Why is this Information Important?

Labour market information is important because it can help you make a good decision when choosing a career path.

LMI provides the following details:

- Job descriptions/requirements and salaries
- Information on industries/sectors
- Availability/location of jobs by city and province
- Future trends and conditions
- Statistics
- News and reports on the Economy
- National Occupation Codes (NOC)



HOW CAN THE LMI HELP NEW GRADUATES?

Identifying High-Demand Industries and Roles:

Figuring out which roles are in high demand, can help increase your chances of finding opportunities faster. Depending on which field you studied, you may need to consider alternatives.

Understanding Employer's Job Requirements:

This will help you prepare a resume and cover letter that matches the employer's job requirements. If you are missing the **mandatory/required qualifications**, consider taking courses to get the certifications or volunteering to develop the missing skills.

Learn the Salary Expectations Based on Level of Experience:

Given this knowledge, you can set realistic salary expectations if an employer does not disclose the compensation on the job posting.

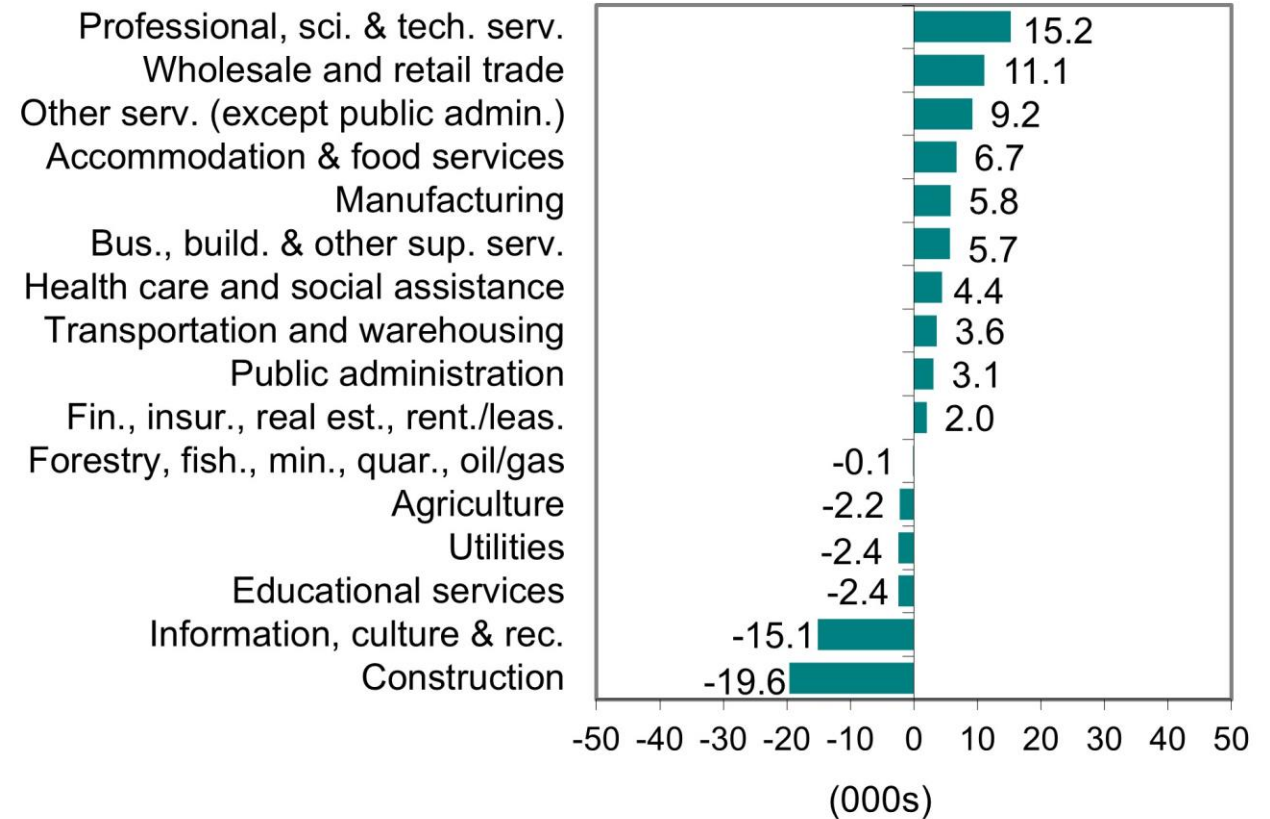
Job Trends and Stability:

Labour market news/reports can help you learn about future job creation and layoffs

A SNAPSHOT OF JOB GAINS & LOSSES

The chart to the right shows industries by employment change in Ontario between March 2024 and April 2024.

You can see which industries gained jobs and the ones that lost some between March and April 2024.



Source: Statistics Canada, Labour Force Survey, Table 14-10-0355-02, (seasonally adjusted data).

WHERE CAN I FIND ACCESS TO THE LMI?

ONTARIO'S LABOUR MARKET

<https://www.ontario.ca/page/labour-market>

LABOUR MARKET INFORMATION

<https://www.jobbank.gc.ca/trend-analysis>

LABOUR MARKET INFORMATION COUNCIL

<https://lmic-cimt.ca/>



RESUME & COVER LETTER WRITING



RESUME WRITING PROCESS

Research job postings

- Look at job postings to determine the most common qualifications and skills required.
- Identify keywords/phrases to improve your chances of passing the Application Tracking System (ATS).

Select a resume format

- **Chronological Resume:** Presents work experience/education history from most to least recent.
- **Functional Resume:** Focuses on a candidate's most relevant experience, training or skills.
- **Combination/Hybrid:** A combination of chronological and functional resume formats.

Tailor the resume to the job posting

- Make sure your resume aligns closely with the job posting and employer's expectations.

Focus on improving your resume statements

- Try to include more achievements as opposed to listing duties.
- Be honest about what you did.

Review and Edit

- Always double-check for grammar and spelling errors.
- Make sure your resume has keywords that apply to you.

ONLINE TOOLS THAT CAN HELP

Jobscan

<https://www.jobscan.co/>

- This tool can help you optimize your resume for ATS.
- Upload or paste your resume, then upload the job posting, and Jobscan will scan it and provide you with feedback.

ChatGPT

<https://chatgpt.com/>

- Your resume can be done in seconds with simple commands by you.
- You can express your ideas and ChatGPT can translate them into proper resume statements, including achievement-based ones.
- **NOTE: Always double-check the content afterwards for errors or information that may not relate to what you did.**

RESUME SAMPLE 1

JOHN DOE

1530 Albion Road, Unit 83 | Etobicoke, ON M9V 1B4 | (416) 741-8714 | j_doe@def.com

SOCIAL WORKER

A compassionate and driven individual with a BSW degree and a commitment to making a difference in the lives of individuals and communities with diverse barriers. Honed skills in case management, crisis intervention, and community outreach. An inspired person, who is motivated to empower clients by connecting them with essential resources, advocating for their needs, and supporting their journey toward a better quality of life.

KEY QUALIFICATIONS & SKILLS

- Holds a Bachelor of Social Work degree, First Aid & CPR Certificate, and Crisis Intervention Prevention certificate.
- Hands-on experience working with vulnerable or high-risk populations including mental health.
- Possesses knowledge of community resources, programs and services, and barriers affecting low-income communities.
- Excellent time management and organizational skills to manage caseloads effectively.
- Good counselling skills combined with strong problem-solving skills
- Exceptional verbal and written communication skills
- Proficient in using Microsoft Office applications, including Outlook, PowerPoint, and Word.

Abilities/Knowledge: Community Organization – Assessment/Intakes – Case Coordination
Case Management – Interpersonal Communication – Crisis Intervention

POST-SECONDARY EDUCATION & TRAINING

First Aid and CPR Certificate	Red Cross- Toronto, ON	Mar 2023
Crisis Intervention & Prevention	YMCA GTA- Etobicoke, ON	Feb 2023
Bachelor of Social Work Degree	York University- Toronto, ON	Sep 2020 – Jun 2024

SOCIAL WORK EXPERIENCE

Intern Jan 2024 – May 2024
Social Service Agency- Etobicoke, ON

- Assisted in client case management, including intake assessments and developing service plans.
- Conducted home visits to assess living conditions and provide support.
- Collaborated with community resources to coordinate services for clients.
- Maintained detailed and accurate records of client interactions and progress.

EMPLOYMENT HISTORY

Team Member	Tim Hortons- Etobicoke, ON	Jan 2018 – Jul 2020
Team Member	Walmart- Etobicoke, ON	May 2017 – Nov 2017

RESUME SAMPLE 2

JOHN DOE

1530 Albion Road, Unit 83 | Etobicoke, ON M9V 1B4 | (416) 741-8714 | j_doe@def.com

SOCIAL WORKER

A compassionate and driven individual with a BSW degree and a commitment to making a difference in the lives of individuals and communities with diverse barriers. Honed skills in case management, crisis intervention, and community outreach. An inspired person, who is motivated to empower clients by connecting them with essential resources, advocating for their needs, and supporting their journey toward a better quality of life.

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- Good counselling skills combined with strong problem-solving skills
- Exceptional verbal and written communication skills
- Proficient in using Microsoft Office applications, including Outlook, PowerPoint, and Word.

Abilities/Knowledge: Community Organization – Assessment/Intakes – Case Coordination
Case Management – Interpersonal Communication – Crisis Intervention

FORMAL EDUCATION & TRAINING

Bachelor of Social Work Degree **York University- Toronto, ON** **Sep 2020 – Jun 2024**

- Learned the fundamentals of client case management, including intake assessments and developing service plans.
- Received an 80% grade for demonstrating excellent counselling skills for a practical assignment
- Practiced making referrals, developing programs, coordinating services, and responding to different crisis scenarios
- Demonstrated the ability to advocate for clients experiencing homelessness in a presentation, earning 87% for the final grade.

EMPLOYMENT HISTORY

Team Member **Tim Hortons- Etobicoke, ON** **Jan 2018 – Jul 2020**

- Assisted over 50 customers during rush hour periods within 1 hour, utilizing a POS system to process payment transactions.
- Used good problem-solving skills to resolve customer concerns, resulting in positive outcomes.
- Received positive feedback from several customers for providing creating a pleasant experience.

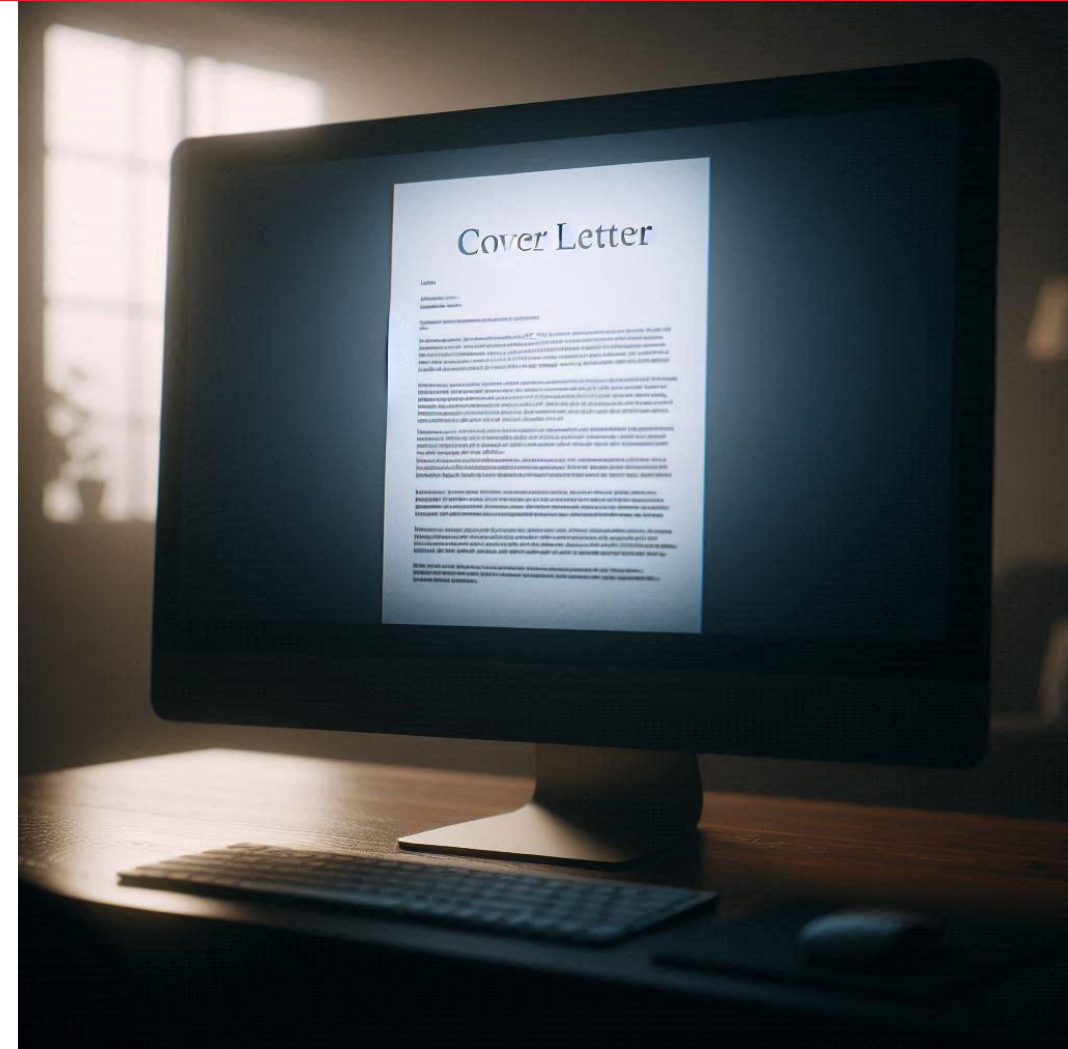
CERTIFICATIONS

First Aid and CPR Certificate Red Cross- Toronto, ON Mar 2023
Crisis Intervention & Prevention YMCA GTA- Etobicoke, ON Feb 2023

COVER LETTERS

What do cover letters do?

- Provide information about how you heard about the opportunity and why you are interested.
- Elaborate on some areas of the resume, including gaps in your employment history.
- Establish a connection with the employer.
- Explain how you can help the organization.
- Describe what you would like to accomplish.



HOW TO WRITE A COVER LETTER

How to Start It	Paragraph Structure	Dos & Don'ts	Creative Ideas
<ol style="list-style-type: none"> 1) Your contact information 2) The date 3) Name of the Hiring Manager 4) Hiring Manager's Job title 5) Company Name 6) Company Address 7) Salutation 	<p>Paragraph 1: How did you hear about the opportunity and why are you interested?</p> <p>Paragraph 2: Explain why you would be a great addition and how you can help.</p>	<p>Dos</p> <ul style="list-style-type: none"> • Research the company before writing the letter. • Try to personalize the letter. • Mention something you know about the employer. • Mention specific skills that fit with the job requirements. 	<ul style="list-style-type: none"> • Anecdote • Begin with a quote • Emphasize your passion • Storytelling
<p>NOTE: If you do not know the name or the Hiring Manager, address the letter to the "Hiring Manager"</p>	<p>Paragraph 3: Mention something you like about the employer. This can help build a connection.</p> <p>Paragraph 4: Reiterate why you are the best candidate and mention the best way for the employer to contact you.</p>	<p>Don'ts</p> <ul style="list-style-type: none"> • Do not summarize the resume. • Avoid submitting generic letters. • Do not exceed one page. • Don't start your cover letter with "To Whom It May Concern" 	<ul style="list-style-type: none"> • Add some personality • Lead with an accomplishment • Add light humor

COVER LETTER SAMPLE 1

JOHN DOE

1530 Albion Road, Unit 83 | Etobicoke, ON M9V 1B4 | (416) 635-9622 | j_doe@def.com

April 7, 2023

Ms. Jane Doe
Centre Coordinator
Childcare Centre
1111 Road
Toronto, Ontario, Z0Z 0Z0

Dear Ms. Doe,

I am writing to express my interest in the Early Childhood Assistant position advertised in the Ontario Job Watch. With my extensive experience in childcare and strong interpersonal and communication skills, I can contribute significantly to your team at Childcare Centre.

My approach to early childhood education focuses on fostering a love for art in children. Art allows children to express themselves and showcase their unique individuality. During group activities, children learn to socialize, while the physical activities involved in painting, drawing, and crafting help develop fine motor skills. In addition, arts and crafts teach children about sequencing, material manipulation, and the importance of following instructions, while nurturing their independence and creativity.

Throughout my career, I consistently demonstrated reliability, and preparedness, and took a proactive approach to embracing new responsibilities. These attributes, reflected in my professional development and employment history, will be a valuable asset to your team at the Childcare Centre.

My enclosed resume provides further details on my skills and accomplishments. I would welcome the opportunity to discuss in a personal interview how my background, skills, and enthusiasm can contribute to the success of the Childcare Centre. Thank you for considering my application. I look forward to speaking with you soon.

Sincerely,

John Doe
Enclosure: Resume

COVER LETTER SAMPLE 2

JOHN DOE

1530 Albion Road, Unit 83 | Etobicoke, ON M9V 1B4 | (416) 635-9622 | j_doe@def.com

April 7, 2023

Hiring Manager
No Name Accounting Firm
1111 Road, Unit #0000
Toronto, Ontario, Z0Z 0Z0

Dear Hiring Manager,

I am writing to express my interest in the Accounting position at No Name Accounting Firm as advertised on the Ontario Job Watch website. As a recent graduate with a Bachelor of Science in Accounting, I am excited to apply my skills and knowledge to an organization like yours.

During my academic career, I developed a solid foundation in accounting principles and practices, including financial reporting, auditing, tax preparation, and cost accounting. My coursework included hands-on projects that simulated real-world accounting scenarios, allowing me to gain practical experience and hone my analytical and problem-solving abilities. I practiced preparing financial statements, conducting variance analyses, and preparing for the month-end closing process.

My skills in using accounting software including QuickBooks, Excel, and SAP, with attention to detail and strong organizational skills, prepared me well for the challenges of an entry-level accounting role. I am particularly drawn to No Name Accounting Firm because of your commitment to the firm's values, and I am eager to contribute to your team's success.

I have enclosed my resume for your review and would welcome the opportunity to discuss how my background, skills, and certifications will be an asset to your team. Thank you for considering my application. I look forward to the possibility of contributing to the No Name Accounting Firm and am available at your earliest convenience for an interview.

Sincerely,

John Doe
Enclosure: Resume

NETWORKING STRATEGIES



WHY NETWORKING IS IMPORTANT



How can this help?

- Networking can help you make connections that will lead you to employment opportunities.



Who can be a part of your Network?

- Teachers and Principals
- Classmates
- Acquaintances
- Previous Supervisor



Why should I Network?

- Building the right network of people around you can widen your choice of resources.

NETWORKING IN-PERSON

Why this method is still important.

- This method allows you to establish a personal connection and credibility.
- You can establish a better rapport, and showcase personality in person more effectively than online.
- Easier to get immediate feedback



WHERE TO GO AND NETWORK

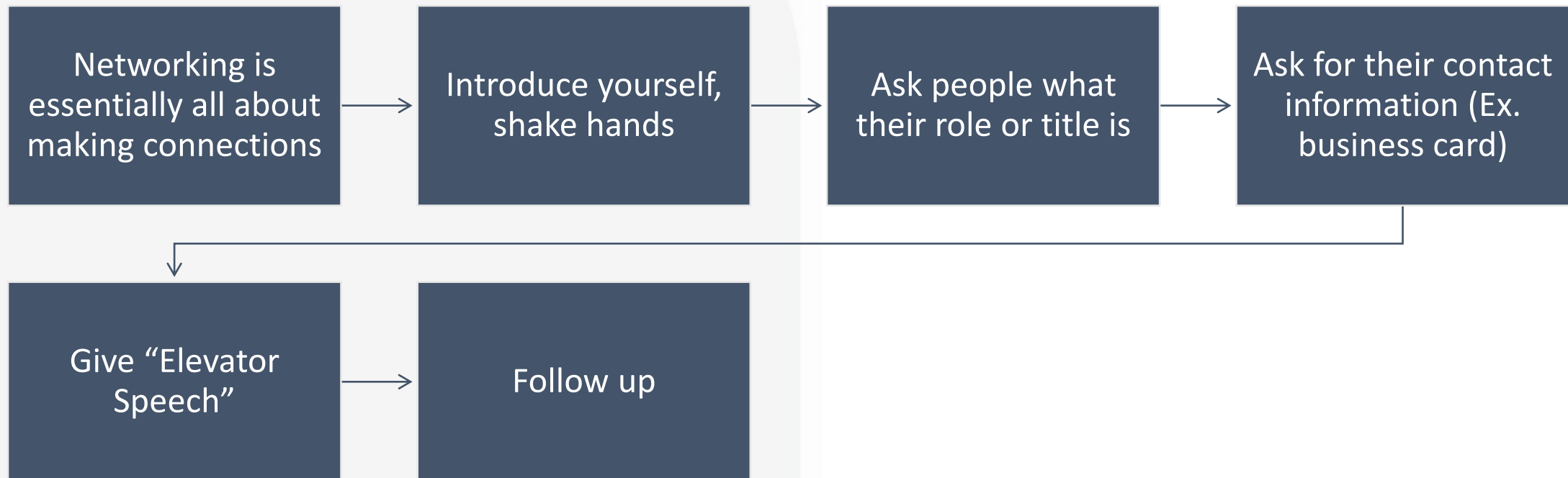
Here is a list of some events/places.

- Job Fair Events
- Conferences
- Seminars
- Industry Meetings
- Networking Events



HOW TO INTERACT WITH OTHERS

HOW TO MAKE CONNECTIONS IN PERSON



ELEVATOR PITCH SPEECH

What is it?

This is a 30–60-second long speech that informs listeners about you, what you do, and why it's relevant to them.

The goal is to introduce yourself, highlight your skills or achievements, express your career aspirations, and provide a call to action.



HOW TO CREATE AN ELEVATOR PITCH SPEECH

Writing process

Think about how you would like to be identified professionally.

Talk about relevant qualifications such as education/training, soft skills, hard skills, etc.

Mention some strengths or achievements that are captivating.

Finally, you can end it with a call to action or a value proposition.

Sample

Hi, I'm John Doe. I recently graduated from York University with a Bachelor of Science degree in Computer Science, specializing in software development. This specialization allowed me to develop strong coding skills in Java and Python.

During my studies, I implemented secure coding practices in various in-class projects and honed my troubleshooting abilities by analyzing, identifying, and correcting coding errors. I'm passionate about creating user-friendly software and am eager to start my career in software development.

I'm currently seeking opportunities for entry-level software developer positions. Do you know anyone who might be looking for a motivated new developer?

NETWORKING ONLINE

Benefits of Networking Online.

- This method is considered more convenient with the potential to reach a wider audience.
- A great way to access the hidden job market.
- You can follow companies through social media and reach recruiters directly.



WHERE TO GO ONLINE



SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- X (Formerly known as Twitter)
- YouTube



ACCESS TO EVENTS

Eventbrite

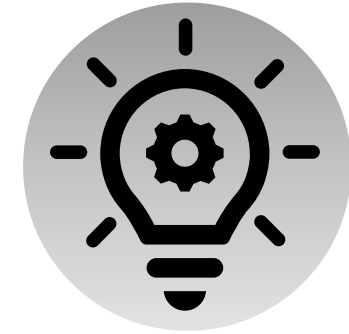
<https://www.eventbrite.ca/>

Meetup

<https://www.meetup.com/>

Destination Toronto

<https://www.destinationtoronto.com/>



OTHER METHODS

You can use Google or other search engines to look for other sources.

THE SOCIAL MEDIA APPROACH

How to approach other professionals on Social Media.

- Follow the person's page
- Join discussion groups or channels
- Comment on a post you can relate to



INTERVIEW PREPARATION



WHEN YOU GET THAT CALL

Don't forget to ask these questions.

- The date and the time of the Interview
- Who will I be meeting with and what is their job title?
- The address of the building
- What will the interview process be like
- Will there be any practical components to this interview
- Aside from the resume, cover letter and references would you like me to bring any other documents?



HOW TO PREPARE

What needs to be done

- Research information about the employer
- Prepare a list of 3 questions to ask the interviewer
- Practice saying your answers and your elevator pitch speech
- Plan your route and figure out what you want to wear in advance
- Remind your references that the interviewer might contact them



WHAT SHOULD YOU WEAR?

HERE ARE SOME IDEAS

Business Attire

- Full suit including a tie and dress shoes

Business Casual Attire

- Dress pants, khakis, slacks, chinos, skirts
- Dress shirt, polo shirt, or a blouse (a tie is optional)
- Blazer or sweater (to go with your top)
- Dress shoes or loafers



DOS & DON'TS

The things you should do



- Show 10 – 15 minutes before the interview
- Dress for success
- Make good eye contact
- Make sure you have a minimum of 3 references
- Speak with confidence and enthusiasm
- Practice good body language
- Use the S.T.A.R method for behavioural questions

The things you should not do



- Don't wait until the last minute to prepare
- Do not criticize your previous employer
- Do not ramble
- Don't forget to follow up after the interview
- Do not make gender, racial, or religious jokes
- Do not lie or exaggerate
- Do not forget to ask the employer questions

JOB SEARCHING STRATEGIES



JOB SEARCHING 101

Finding a job is like a job

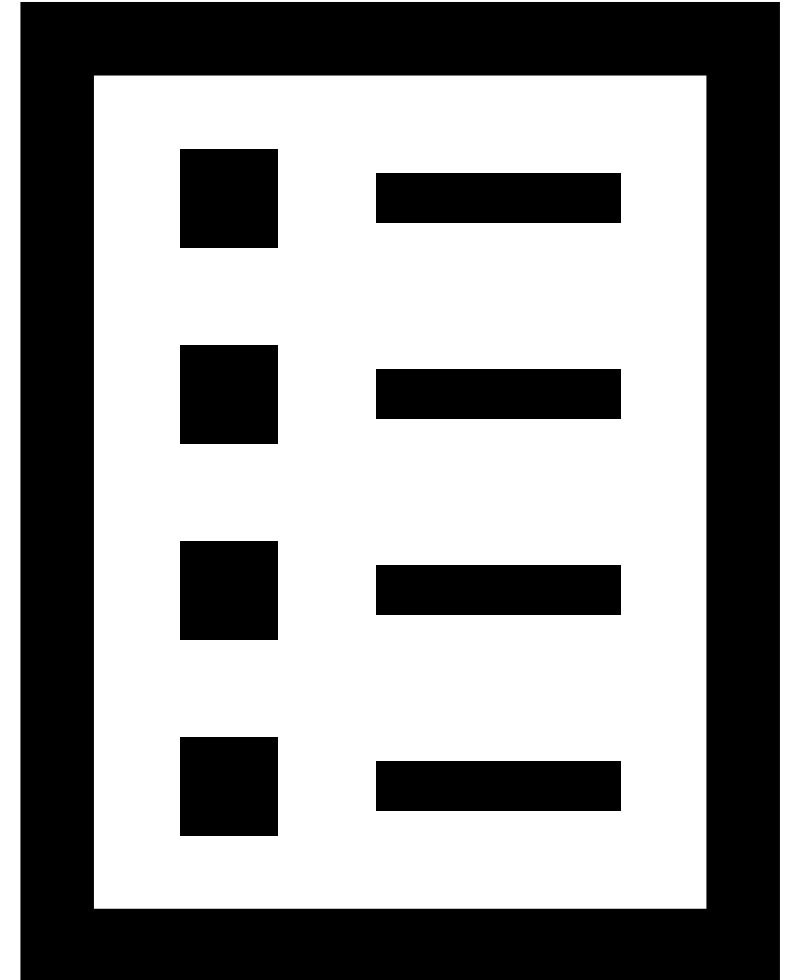
- Remember that finding a job is a full-time job!
- That means you should spend at least 6 – 8 hours per weekday job searching.
- Prepare a schedule and plan each day with a job searching activity.



JOB SEARCHING ACTIVITIES

HERE ARE SOME THINGS YOU CAN TRY

- Drop off resumes/cover letters in person
- Join employment service centres or agencies
- Volunteering/interning
- Checkout job boards (online/in-person)
- Go directly to company websites
- Attend job fairs, info sessions and network events
- Try to join groups or associations
- Marketing yourself online



WATCH OUT FOR SCAMS

LOOK OUT FOR THE FOLLOWING:

- **Upfront Payments:** Avoid postings that ask you to pay for training, software, or any other upfront costs.
- **No Company Information:** Job ad without a company website to visit, no phone, email or address.
- **Too Much Personal Information Required:** pay close attention to how much personal information is requested.
- **Pressure Tactics:** Pressure you to make quick decisions.
- **Too Good to Be True Offers:** Good pay for minimal work could be potentially a red flag.



STAYING MOTIVATED



It is important to try and stay motivated



Set up some goals and reward yourself for your progress



Work with a group or join an employment service centre



Its natural to feel discouraged sometimes, but don't quit

Thank You