

# The Job of Job Hunting



*The Christian Working Woman* has collaborated with Julie Bechtold to provide [The Job of Job Hunting](#) materials. We thank her for allowing us to print and distribute this information and we are happy to introduce her to you.

## Julie Bechtold – Career Bio

Julie Bechtold is a recognized speaker and expert in the area of career management, job search and transition. She brings over 10 years of experience working with individuals and groups on how to effectively plan and implement a results-oriented career transition plan. Julie has coached professionals at all organizational levels in both the non-profit and for-profit sectors representing numerous industries and occupations. Currently she is the National Director of Career Services for an education system.



On a personal side, Julie experienced the trauma of losing a job and having no idea the next steps she would take or what career she desired. Having survived and learned to thrive through this experience, she brings lessons learned and practical how to's for anyone struggling in this kind of situation. Discovering her passion and reinventing herself mid-career, Julie knows everyone is capable of succeeding at finding their passion and doing work they love. It is this belief that empowers her to inspire and motivate professionals to dream again and believe they can have a fulfilling and thriving career.

To that end, Julie continues to build her expertise and knowledge by staying up to date on the latest job search techniques, technology and talent management topics. Her particular areas of interest are the impact of globalization on careers, future trends of talent needs and skill sets, and marketability.

Prior to joining TCS Education System, Julie was with Lee Hecht Harrison where she served in the roles of Regional Operations Manager for the global leadership and consulting practice; and as a Senior Consultant in the Career Transition Practice where she provided individual consulting, team facilitation and job search training to professionals at all organizational levels. Julie also worked in the public service sector managing a major career resource center for the Illinois Department of Employment Security. Her responsibilities included implementing and delivering a wide range of career transition programs. She is an entrepreneur and additional professional experience includes human resources and recruiting roles for professional consulting firms. Julie is a Licensed Professional Counselor in the State of Illinois and a past board member of the Illinois Mental Health Counselors Association.

## Inventory Your Accomplishments

Resumes have much more impact and demonstrate your value to potential employers when written in a S.T.A.R formula. Too often we get caught up in writing what we were responsible for in each position rather than what we accomplished.

Using the S.T.A.R. formula, begin to capture and demonstrate how you stand out from the competition.

**S** = Situation

**T** = Task or obstacle you over came

**A** = Action - what is the action you took

**R** = Results that came from your action(s)

**Situation #1** –Describe the situation

**Tasks** – What were the tasks or obstacles you needed to overcome

**Actions** – List the actions did you take to resolve or solve the problem

**Results** – Describe the outcome or success from your actions above

**Situation #2** –Describe the situation

**Tasks** – What were the tasks or obstacles you needed to overcome

**Actions** – List the actions did you take to resolve or solve the problem

**Results** – Describe the outcome or success from your actions above

*Repeat the STAR formula until you have a sufficient number for your resume and interviewing.*

## Functional Skills & Competencies: Identifying Your Strengths

Functional skills are competencies that are transferable to many different work settings. Developing a list of the functional skills you have and most enjoy using can help you focus on positions that would fit your talents and provide more satisfaction. Underline all those skills you have, and then circle the top 10 underlined skills you would enjoy using most. After completing this section, proceed to the next page.

### **Communication**

Writing  
Editing  
Summarizing  
Listening  
Facilitating discussion  
Promoting  
Negotiating  
Conversing  
Public speaking  
Interviewing

### **Developing People**

Teaching  
Train  
Coaching  
Counseling  
Team Building  
Assessing performance  
Motivating

### **Information Management**

Analyzing data  
Organizing information  
Managing information  
Keeping records  
Gathering data  
Measuring  
Logical thinking  
Developing systems  
Categorizing  
Streamlining systems  
Assessing quality

### **Design & Planning**

Anticipating problems  
Planning  
Conceptualizing  
Designing  
Formatting  
Anticipating  
Brainstorming

Reviewing  
Improvising  
Surveying

### **Research & Investigation**

Analyzing ideas/ data  
Interviewing for information  
Gathering data  
Evaluating  
Critical thinking  
Synthesizing information  
Observing  
Formulating hypotheses  
Calculating/Comparing

### **Managing/Directing**

Solving problems  
Decision making  
Meeting deadlines  
Supervising  
Motivating  
Recruiting  
Resolving conflicts  
Mediating  
Managing people  
Interpreting policy  
Managing projects  
Managing tasks  
Setting priorities  
Strategizing

### **Human Service**

Interpersonal skills  
Group process  
Sensitivity to needs  
Empathizing  
Counseling  
Advocating  
Coaching  
Providing care

Intermediating  
Listening

### **Selling & Marketing**

Advertising  
Social Media  
Analyzing markets  
Consumer relations  
Managing sales  
Forecasting  
Goal setting  
Pricing  
Marketing  
Selling  
Writing proposals  
Relating to clients

### **Financial Management**

Auditing  
Budgeting  
Forecasting  
Controlling  
Cost Accounting  
Analyzing  
Financial Planning  
Fund raising  
Managing finance

### **Technical Skills**

Graphic designing  
Computer literate  
Designing  
Social Media  
Developing products  
Engineering  
Inventing  
Scientific research  
Manufacturing  
Programming  
Repairing  
Inquisitive

## Functional Skills continued

Write your top 10 skills identified from page one in the space below. Provide a brief example of how you have used this skill in a job, volunteer, internship, or some other kind of activity. This provides a central theme for focusing your job search, preparing for writing accomplishment statements on your resume and preparing for interviews. Use an additional sheet of paper if needed.

**Functional Skill**

**Describe the skill in action**



## Competencies

Functional skills comprise key areas of expertise or strength, also known as competencies. Go back to page 1 of this exercise and identify the headings with the most underlined functional skills. You should have three or four headings. Highlight each competency or write them below. These headings are your core competencies also known as strengths. You will use these competencies when evaluating job opportunities, talk about them in interviews, and demonstrate them in your resume.

Action Verbs

# The Job of Job Hunting



Action verbs are those words that lead off each bulleted accomplishment statement in your resume. They successfully grab the reader's attention and help you focus on demonstrating your competencies and skills. Use this list of action verbs as a reference when constructing or editing your resume. TIP! Try not to use an action verb more than two or three times and if you do use it more than once, keep each use far apart from each other.

## **Detailed Skills**

Approved  
Validated  
Retained  
Executed  
Dispatched  
Responded  
Followed through  
Implemented  
Enforced  
Met deadlines  
Arranged  
Managed time  
Judged  
Compiled  
Purchased  
Systematized  
Tabulated  
Compared  
Inspected  
Organized  
Classified  
Operated  
Collated  
Copied  
Retrieved  
Recorded  
Processed

## **Teaching Skills**

Influenced  
Persuaded  
Briefed  
Informed  
Encouraged  
Communicated  
Advised  
Guided  
Coached  
Instructed  
Explained  
Enlightened  
Stimulated  
Invented  
Expressed  
Enthusiasm  
Adapted  
Adopted  
Facilitated  
Coordinated  
Developed  
Enabled  
Clarified  
Evaluated  
Set Goals  
Decided  
Initiated

## **Research Skills**

Recognized  
Clarified  
Surveyed  
Interviewed  
Investigated  
Inspected  
Gathered  
Synthesized  
Examined  
Diagnosed  
Reviewed  
Organized  
Evaluated  
Critiqued  
Perceived  
Collected  
Wrote  
Interpreted  
Extrapolated  
Isolated  
Extracted  
Decided

## **Helping Skills**

Related  
Guided/Led  
Adjusted  
Serviced  
Referred  
Rendered  
Attended

## **Counseling Skills**

Listened  
Guided  
Communicated  
Diagnosed  
Assessed  
Tested  
Developed  
Discussed  
Critiqued  
Reported  
Wrote  
Conducted  
Motivated  
Helped  
Assisted  
Interviewed  
Supervised  
Integrated  
Treated  
Observed  
Measured  
Classified  
Evaluated  
Consulted  
Interned  
Facilitated  
Supported

**Communication Skills**

Influenced  
Persuaded  
Helped  
Directed  
Lead  
Reasoned  
Developed  
Sold  
Recruited  
Created  
Negotiated  
Arbitrated  
Arranged  
Meditated  
Reconciled  
Merged  
Obtained  
Wrote  
Interpreted  
Enlisted  
Motivated  
Manipulated  
Read  
Spoke

**Financial Skills**

Calculated  
Computed  
Planned  
Managed  
Budgeted  
Kept books  
Audited  
Appraised  
Researched  
Analyzed  
Kept records  
Detailed  
Allocated

**Creative Skills**

Innovated  
Developed  
Created  
Imagined  
Designed  
Planned  
Conceptualized  
Synthesized  
Integrated  
Abstracted  
Generated  
Perceived  
Memorized  
Discriminated  
Visualized  
Fashioned  
Shaped  
Wrote  
Directed  
Painted  
Performed  
Acted  
Played  
Shared

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## Building Your Brand

We all recognize marketing slogans such as “Just Do It!”, “Thirst Quencher”, and “I’m Lovin’ It” for their special ability to make a product’s image stand out in our minds. You can use the same techniques to capture the essence of what you can contribute to an organization.

A branding statement is the foundation for marketing your unique set of skills, knowledge areas, experiences, and accomplishments. It can be used as a summary in your resume, sprinkled throughout the cover letter, how you begin a networking conversation, or when answering the interview question “Tell me about yourself”.

It is best to craft a branding statement AFTER you have written your resume content as the details of your background will be fresh in your mind.

Complete these sections to identify the four key components of your branding statement:

**Who Are You?** State who you are presently by identifying yourself by title or function. This begins to communicate why you as a job candidate are **relevant** to an employer’s need.

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**What Are Your Professional Areas of Focus?** Describe your skills areas and/or competencies that you have or are acquiring. Through this information, you are aiming to **interest** the reader in you further.

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**What experiences or training do you have? What are the work environments in which you have gained experience?** List the areas in which you are working or studying presently or have in the past that align with your current career goals. With this information, you are building **credibility** in yourself as a future or new practitioner.

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## Building Your Brand

### Page 2

**What are your Professional Strengths?** Reflect on what you do that adds value and how you contribute positively to a work environment. This is where you set yourself apart from others by listing your **unique** characteristics as a professional—attributes that follow you wherever you go.

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When you have completed these four areas, use them to compose one concise branding statement below:

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Here are some examples:

- Marketing and Communications professional with expertise in the areas of public relations, business communications and company branding. Successful in working for profits and non profits in mid-sized markets. Creative and enterprising at B2B solutions in both print and electronic media. Strengths include social media, project management and strategic planning.
- Highly competent Administrative professional with experience supporting senior level executives in the insurance and financial industries. Known for ability to be flexible and to respond to problems and issues quickly and adeptly. Professional manner at all times and relied upon for confidentiality and handling sensitive materials. Strengths include dependability, strong interpersonal skills and attentiveness to details.



## Setting Job Search Goals

Have you given thought about the goals and outcomes of your job search? As an employee, you are accustomed to setting and working towards performance goals or meeting goals given to you. Companies use these goals to measure productivity and effectiveness of work outcomes.

The job search needs the same structure in order to keep you productive and effective in reaching the desired outcome – a new job! By defining your goals and writing them down, you have taken the first step to success in your job search. Use the sections below to define your job search goals.

**My job search goals overall are to:**

*Example: Dedicate 25 hours a week to my search*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**I am most interested in obtaining one of these types of positions:**

*Example: Responsibilities directly impact the customer*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**I would most like to work in one of these work settings:**

*Example: Fast-paced in a cutting edge environment*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**When looking at job descriptions, the responsibilities that are of most interest to me are:**

## Recommended Websites & Resources

### **Career Search**

[www.job-hunt.org](http://www.job-hunt.org)  
[www.careerjournal.com](http://www.careerjournal.com)  
[www.metrochicagojobs.com](http://www.metrochicagojobs.com)\*  
[www.simplyhired.com](http://www.simplyhired.com)  
[www.linkedin.com](http://www.linkedin.com)  
[www.careeronestop.org](http://www.careeronestop.org)  
[www.indeed.com](http://www.indeed.com)

### **Career Exploration**

[www.bls.gov/oco/](http://www.bls.gov/oco/)  
<http://online.onetcenter.org>  
[www.vault.com](http://www.vault.com)  
[www.wetfeet.com](http://www.wetfeet.com)  
[www.chicagobusiness.com](http://www.chicagobusiness.com)\*

### **General Career Help**

[www.careerjournal.com](http://www.careerjournal.com)  
<http://www.pwc.com/us/en/careers/pwctv/pbw/personal-brand-week-ebook.pdf> -  
How to Build Your Brand – Brought to you by PriceWaterhouseCoopers  
[www.salary.com](http://www.salary.com)

\*Do a Google search using your city/town to see what local resources are available

### **Recommended Books:**

*Highly Effective Networking: Meet the Right People, Get a Great Job* – Orville Pearson

*The Unwritten Rules of a Highly Effective Job Search* – Orville Pearson

*The 'Magic Series'* - Susan B. Whitcomb

- *Resume Magic*
- *Cover Letter Magic*
- *Interviewing Magic*
- *Job Search Magic*

*Today Matters* – John Maxwell

*Three Signs of a Miserable Job* – Patrick Lencioni

*Do What You Are : Discover the Perfect Career for You Through the Secrets of Personality Type* – Paul Tieger & Barbara Barron-Tieger