



YOUR GUIDE TO THRIVING DURING CHALLENGING TIMES

SECURE YOUR IDEAL JOB & ACHIEVE YOUR GOALS

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WHAT YOU NEED TO KNOW...



- Unemployment numbers may fluctuate throughout the end of 2020 and into 2021.
- Employers are hiring!
- Your résumé and LinkedIn are two critical components to helping you stand out in a competitive market.
- While the pandemic might be new, seeking work in a competitive job market is not.
- Lots of trends are impacting the labour market:
 - Health and safety / wellness is a top priority and impacts business practices.
 - Remote hiring is on the rise and remote jobs are becoming a trend as well.
 - New technologies are a driver of innovation and are opening up new possibilities.
 - Virtual interviewing is also very common in hiring practices.
 - Diversity, equity, and inclusion are an important part of recruitment practices.
 - Work-life integration has replaced work-life balance.
 - Networking can be done virtually. There are a lot of opportunities to stay connected.



REMEMBER SELF-CARE AND SAFETY FIRST!

Staying ahead of the game and committing to your backup plan will save you stress in case of the unexpected. Remain proactive!

✓ **Take great care.**

Make health and safety a priority. Wash your hands, practice social distancing, and wear a mask in public or when necessary. Get enough rest and exercise. Eat healthy and take care of yourself. Take time for meditation and yoga.

✓ **Start an emergency fund.**

Begin with small goals and build up when you feel comfortable. Put some money aside for personal and professional investments.

✓ **Consider other sources of income.**

Consider a side gig as a reliable source of backup income. Translate that hobby into a second or part-time career that you enjoy!

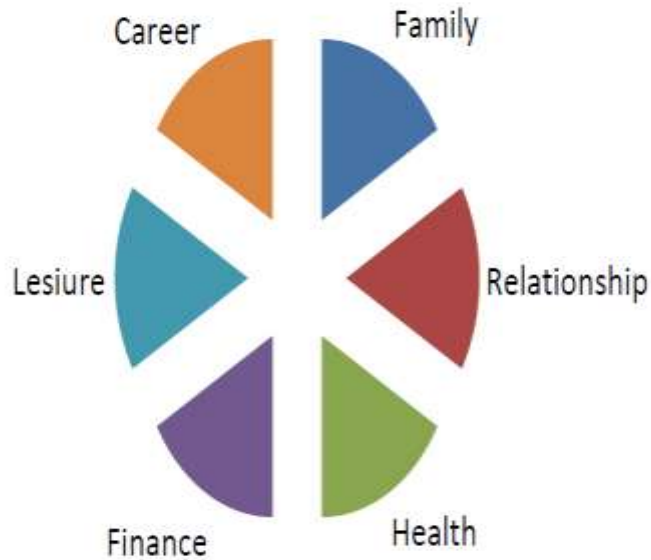
✓ **Network. Network. Network.**

Build your networks and cultivate trusted relationships on LinkedIn and offline. Get to know people in your industry. Engage, contribute, and grow your community.



DO SELF-REFLECTION

You can set goals using the Wheel of Life



- Draw a circle and add several spokes to the wheel that represent all the important elements of your life.
- 1. On each spoke of the wheel, label it with an area of your life; career, family, relationships, etc.
- 2. You can record anything on your spokes, what you feel is important in your life.
- 3. If required, add extra spokes to the wheel.
- 4. Draw a line on each spoke and label this between 1 and 10.
- 5. Take each spoke in turn and think about this area of your life; on a scale between 1 and 10, with 1 being lowest and 10 being highest.
- 6. Self-reflect: How happy are you with this area of your life?
What number would you scale this area of your life between 1 and 10?

Is work-life balance possible? <https://careerprocanada.ca/work-life-balance-is-possible-10-simple-strategies/>



WHAT IS YOUR NEXT STRATEGY?



- *Your best approach for a robust job search includes:*
 - Understanding your unique value
 - Researching and staying updated with the latest market trends
 - Tracking how the latest trends / developments impact you and your field and industry
 - Identifying a clear career focus and career goals (short/long-term)
 - Brainstorming the possibilities
 - Building networks using a hidden job market based approach



THE KEY TO YOUR SUCCESS...



STAY POSITIVE AND
EMPOWERED



BUILD YOUR
MARKETABLE SKILLS



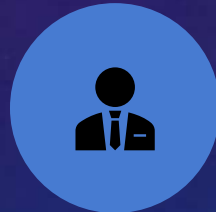
REMAIN FOCUSED ON
YOUR GOALS



BE PROACTIVE –
DON'T WAIT FOR
OPPORTUNITIES –
TAKE CHARGE!



STAY CONNECTED!



BE PREPARED WITH
THE OPTIMAL BRAND
MARKETING TOOLS
READY TO
SHOWCASE!



KNOW THAT THE
OPPORTUNITIES ARE OUT
THERE AND EMPLOYERS ARE
HIRING!



BE READY TO EXECUTE
YOUR JOB SEARCH!



DISPEL COMMON MYTHS ABOUT JOB SEARCH

- “No One Is Hiring”
 - Search for openings on job aggregator sites (Indeed, Monster, SimplyHired)
 - Check out jobs on Facebook (<https://www.facebook.com/jobs>)
 - Check out LinkedIn jobs (<https://www.linkedin.com/jobs>)
- “The job market is too competitive.”
 - With a solid resume and robust job search strategy, you will increase your job search success.
- “I am overqualified / underqualified for most positions.”
 - Apply for jobs that you are qualified for.
 - Set yourself apart through your brand marketing collateral while leveraging your networks.
- “I will wait until this crisis is over.”
 - Be proactive and take charge! Keep refining your skills to stay marketable.
 - Ensure that you address employment gaps.
 - Stay safe, wear a mask, and practise social distancing.
- “Networking does not work for me on LinkedIn.”
 - Eighty percent of job opportunities are found via the hidden job market.
 - The employer or recruiter will review your LinkedIn profile before they even view your résumé.



WHAT HAS NOT CHANGED WITH JOB SEARCH...

- Companies are still seeking to hire problem solvers
- It is critical to use your network in your job search
- Having an accomplishment-focused, updated résumé and LinkedIn profile can help you secure interviews!
- Consistent follow-up is essential!

Remember: employers focus on results!



WHAT HAS CHANGED WITH JOB SEARCH...

Interviews are more likely to be virtual vs. in person.

HR is likely to be working remotely and coordinating the hiring process so it may take more time than before.

Some job openings may be on hold temporarily. Be patient, but don't play the waiting game. Keep moving forward!

Opportunities for remote work are increasing, especially outside your geographic area – be open and flexible!

Temporary and short-term roles may be plentiful.

Be open as a temporary role could lead to permanent.

Think creatively and visualize a new career horizon!



UTILIZE BEST PRACTICES



- Don't discard strategies that have worked for you before with job search!
- Keep track of your progress in a log/journal.
- Check out 'Job Search Vault' for resources.
 - <https://www.creativeresumestrategist.com/job-search-coaching-resources>
- Implement my success strategies, but also know what works for you!
- Look for companies that are meeting pandemic-specific needs.
- Some industries are doing well while others are struggling (e.g. hospitality, airlines, entertainment)
- Do your research! (newspaper, HRDC, Statistics Canada etc.)
- Get in touch with recruiters.
- Stay updated with my career blogs.
 - <https://www.creativehorizonsresumes.com/blog>.

Think creatively and visualize a new career horizon!



IS A CAREER CHANGE ON THE HORIZON?



If you are unemployed, your next job may not be full-time or permanent.



A short-term or temporary role may enable you to land a long-term position in the future.



It's easier to get a job when you already have one - recruiters often look for candidates that are already employed!



Some temporary and short-term roles may turn into permanent roles once the economy ramps up again!



What if you find yourself changing roles or fields?

Consider using your existing skills in a new industry or relate your skill sets in a new area that you have always wanted to explore.

If you have been furloughed, find out about your benefits! Consider your possibilities.



Build a bridge to carving out new opportunities!



Think creatively and visualize a new career horizon!



AWARD-WINNING A-B-C-D METHOD, CREATIVE HORIZONS COMMUNICATIONS



A – B – C – D METHOD FOR JOB SEARCH

Affirm	Brainstorm	Create	Discover A New Career Horizon!
Affirm your career goals, needs, and values.	Brainstorm the creative possibilities.	Create exciting prospects and cultivate new networking opportunities.	Defog your vision and drive your purpose.
Be assertive, detailed, and focused.	Be open-minded, bold, and flexible.	Leverage innovative career tools/resources.	Dispel self-limiting myths and beliefs.
Assert your strengths, unique value, and accomplishments.	Think outside the box.	Construct a bridge to uncovering creative solutions.	Do due diligence.
		Courageously explore the hidden job market.	



FIVE KEYS TO SUCCESS FOR A JOB SEARCH DURING THE PANDEMIC





FOCUS ON YOUR STRENGTHS

- Know what sets you apart!
- What do you do best or what do you excel at?
- Highlight your accomplishments in your brand marketing collateral.
- Seek out opportunities for additional training and learning for continuous improvement.



BE CLEAR ABOUT YOUR GOALS AND NEEDS

Be Focused, Understand Your Offerings, and How You Can Deliver on Your Brand Promise

- The more specific you are about what type of job you're seeking, the more likely you will find it!
- Define all the criteria that you need. Carve out your vision/mission.
- Are you looking for a remote job?
- Do you need a specific schedule?
- This will help you find the right fit.

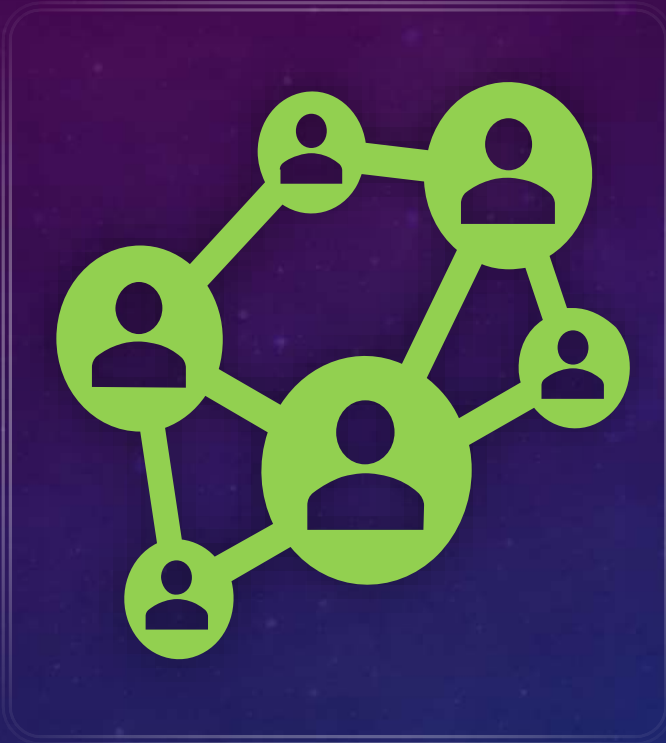


LOOK FOR COMPANIES THAT ARE HIRING OR IN NEED

Be	Be aware of which industries are steady and which ones are declining.
Focus on	Focus on essential companies not impacted by shutdowns.
Create	Create a target list of companies.
Research	Research your prospective employer – be aware of changes affecting the company due to the pandemic.
Set up	Set up Google alerts to get informed about labour market news and developments.
Follow	Follow your target companies on LinkedIn.



NURTURE YOUR NETWORK



- Networking is even more important for a job search during times of high unemployment.
- Meeting face-to-face or for coffee may not be an option right now, but you can connect virtually.
- Stay in touch through social media, phone calls, Zoom or FaceTime, email, text, and LinkedIn messages.
- Find common ground or consider how you can collaborate or help your networks.



ADAPT TO THE NEEDS & REQUIREMENTS OF THE JOB SEARCH

- Prepare for an online job interview.
- Seek virtual interview coaching. Practice makes perfect! Interview coaching will help you tackle challenging questions and gain more confidence.
- Set up a specific space for the interview. Make sure it's someplace quiet with no distractions.
- Conduct a practice session with a friend on Zoom. When it's time for the actual interview, dress like you're attending an in-person interview.
- Don't be surprised if you don't hear back from the interviewer right away. Be patient. The hiring process will likely take even longer than normal.
- Follow up, but don't be a pest. Ask how the person is doing, and if there's anything they need from you to move the process along.



A HEALING EXERCISE...

Remember the power of empathy and self-compassion



- Find a quiet spot and close your eyes.
- Meditate or do some mindfulness exercises. You can just follow the 4-4-4 deep breathing pattern – inhale for 4 seconds, hold it for 4 more seconds, and exhale for 4 seconds.
- Visualize yourself at your favorite place.
- See yourself sitting there. Then, have 3 trusted people join you.
- In your mind, start telling them how you feel – what's been worrying you lately? What are you concerned about?
- How does that make you feel?
- Then, imagine your top three champions giving you advice.
- What would they say to you? Have them tell you kind, encouraging words – possible solutions to the issue you're trying to overcome, etc.



REFRAME THE POSITIVE...

Remember the power of reframing!

- When you are faced with a troubling or challenging situation, you can reframe the situation. How?
- Choose to practise deep breathing and meditate on something positive.
- Consider the other person's perspectives. Switch hats.
- Accept the place that you are in now, but appreciate the positives.
- Shift your thinking for a moment and focus on all the positives in your daily life. Transition your experience to a growth-driven one.
- Redefine the problem as a challenge. Think CAR (Challenge – Action – Result).
- Evaluate your strengths, opportunities, weaknesses, and threats.
- Consider what do you have and what do you need at this moment in terms of redefining the challenge.
- Change how you feel using SWISH technique:
<https://youtu.be/YLmHu18yJ3g?t=2>





SERENITY PRAYER

Learn to accept what you can control, change the things you can and know the difference.

The **Serenity Prayer** was written by the American theologian, Reinhold Niebuhr (1892–1971):

“God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.”



HELPFUL RESOURCES...

Managing change....reducing stress....finding peace and serenity

<https://careerprocanada.ca/coronavirus-how-the-pandemic-has-changed-our-perception-of-time/>

<https://careerprocanada.ca/the-post-pandemic-world-of-careers-work-lets-prepare-now/>

<https://careerprocanada.ca/15-strategies-for-coping-with-covid-19-anxiety/>

<https://careerprocanada.ca/resources-to-support-health-and-wellness-while-working-remotely/>

<https://careerprocanada.ca/50-helpful-fun-and-educational-resources-for-and-about-kids/>

<https://careerprocanada.ca/10-pandemic-related-resources-for-parents-and-caregivers/>

<https://careerprocanada.ca/resources-for-career-development-leadership-during-the-pandemic/>

<https://careerprocanada.ca/work-life-integration-being-the-best-we-can-be/>

<https://careerprocanada.ca/covid-19-get-the-employers-edge-over-2019-novel-coronavirus/>

<https://careerprocanada.ca/level-up-your-career-with-linkedin/>

<https://careerprocanada.ca/work-life-balance-is-possible-10-simple-strategies/>

<https://careerprocanada.ca/bias-is-a-four-letter-word/>

<https://careerprocanada.ca/canada-career-month-career-growth-meaning/>

<https://www.cbc.ca/news/canada/manitoba/opinion-covid-19-mindfulness-therapist-1.5525507>

