

# WELCOME! WE'LL GET STARTED IN A FEW MINUTES!

Note: This session will not be recorded, but attendees will be sent the slide deck after the fact.

In the meantime, feel free to introduce yourself in the chat! (e.g., name, program/faculty, regular/co-op)



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**WATERLOO**

Centre for Career  
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**ON AIR**

# HOW TO FIND A JOB

1/8/2025

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Career Advisor, Centre for Career Development



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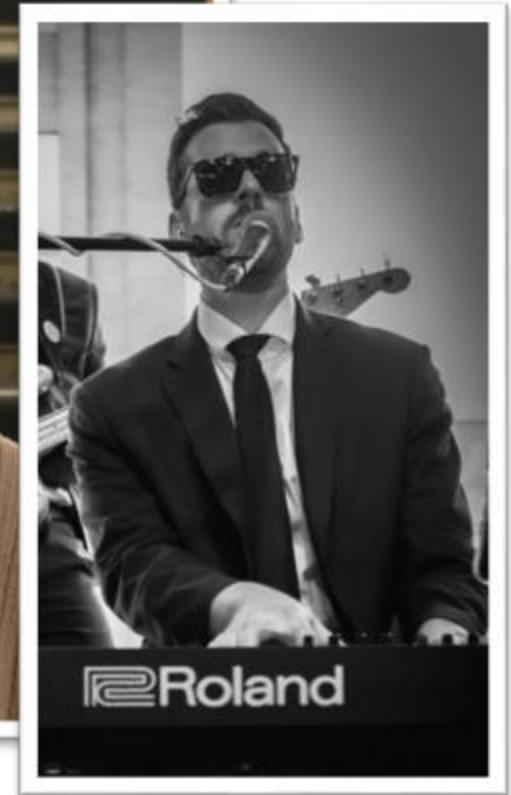


# About Me

## **Graeme Beaton (he/him)**

– pronounced GRAY-um

- Career Advisor and Career Leader Supervisor at the Centre for Career Development (CCD)
- Past experience: tutor, freelance writer, research assistant, two-time undergraduate student, social entrepreneur, startup coach
- Avid musician since high school



# Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

## Some incredible local community members on IG:

Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

**Support:** O:se Kenhionhata:tie – Land Back Camp, @ose.kenhionhatatie on IG

**Reports:** TRC Calls to Action, National Inquiry into MMIWG

**Reading:** The Inconvenient Indian, 21 Things You May Not Have Known About the Indian Act, This Place: 150 Years Retold

**What land are you on?** [native-land.ca](http://native-land.ca)

**Learning opportunity:**

INDG 201 The Indigenous Experience in Canada



# AGENDA

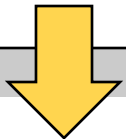


Learn how to maximize your job search in 5 steps

Identify your personal approach to searching for work

Define networking and articulate its importance to the work search process

Determine potential next steps



Know yourself & your goals



Do your research



Prepare your applications



Prepare to network



Track your progress



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# We Aim for a Safe(r) Space

Going into this workshop, the intention is to create as safe a space as possible.

A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

- **Choice**
- **Respect**
- **Care**



# How might we **co-create** this safe(r) space?

- Participate in the way that feels most comfortable for you!
- Please use the chat during presentation time! You can go mic on or mic off during the Q&A time.
  - Feel free to send me a direct message if you have a question or comment you would like to share anonymously
- Ask questions whenever!
- If having tech issues, we'll do our best to troubleshoot!
- Take what works for you, leave what doesn't.



The background is a solid yellow color. It features several abstract, thick, colored lines and shapes. On the left side, there is a red L-shaped bar at the top, a pink L-shaped bar below it, and a horizontal pink bar at the bottom. In the center, there is a horizontal teal bar. On the right side, there is a vertical blue bar that curves at the bottom, and a pink bar that runs diagonally upwards from the bottom right towards the center.

# DISCUSSION

What are common questions/concerns students might have searching for work in 2025?



# Maximize Your Work Search - 5 Steps:



**Know yourself  
& your goals**



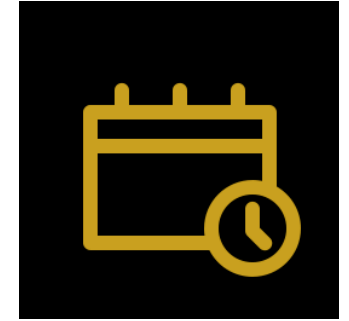
**Do your  
research**



**Prepare your  
applications**



**Prepare to  
network**



**Track your  
progress**



# Step 1: Know Yourself + Your Goals

The world is going through major changes; so are you and your career plans and aspirations.

Take time to reflect on these changes and how you can adapt.

## Questions to consider:

- What is my work search goal?
- What am I looking for in a job?
- How do my values, personality, skills, etc., align with the opportunities I'm pursuing?
- Where do I see myself in 5 years? Or, where do I see myself *next* year?



# Start with Self-Reflection

There's no right or wrong way to practice reflection:

- Attending appointments/workshops – like this one!
- Journalling (e.g., freeform, structured questions/prompts)
- Spreadsheets (e.g., tracking interests, skills, experiences, likes/dislikes, etc.)
- Quiet reflection (e.g., seated, walking, doing chores, exercise)
- Conversations with people you trust (friends, family, classmates, coworkers, etc.)
- Reading articles/books on career development

What works for you? What questions are you asking? How are you reflecting? Does one method work, or do you need to mix it up? Does reflecting feel meaningful?



# What does this mean for my job search?



Stronger application documents



More persuasive interviews



Provides direction and tangible work search identifiers (e.g., using skill and interest keywords to search for and narrow down job postings)



Boosts feeling of self worth and confidence in the job search and during your work term!




## Step 2: Research



- Research which companies are still hiring within your field or related to your field
- Message previous connections to learn about their workplace
- Stay up to date: Scan the news, LinkedIn, join online groups, & check job boards and social media daily
- Inquire into government funding and grants if you are eligible



# How Do I Research Who Is Hiring?

 Government of Canada / Gouvernement du Canada [Français](#)

**Job Bank** Sign in ▾

Job search ▾ Career planning ▾ **Labour market information ▾** Hiring ▾ Help ▾ About ▾

## Your career starts here

Search **162,485** job postings in Canada

WHAT:  WHERE:  Advanced Browse 🔍

Sort by:  Best match  Date posted  Last 30 days

Search jobs for:  Part time  Remote  IT  Student  LMIA

**Featured:** Discover the five key steps you should consider when planning your career

[www.jobbank.gc.ca](http://www.jobbank.gc.ca)



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# Search Institution/Company Websites

Google sickkids research student

Images News Videos Shopping Books Maps Flights Finance

About 530,000 results (0.32 seconds)

SickKids  
https://www.sickkids.ca › research-training-centre › su...

### SickKids Summer Research (SSuRe) Program

The **SickKids Summer Research (SSuRe)** Program provides professional and career development opportunities for undergraduate **students** who are working on a **research** ...

< Temerty Faculty of Medicine Student Mental Health Resources Handbook, Module Info & For...

Medical Biophysics  
UNIVERSITY OF TORONTO

About Research **Summer Student Program** Graduate Studies Current

## 2023 Medical Biophysics

# VIRTUAL OPEN HOUSE

Sun Life Careers

Search for jobs or keywords Search

Location Time Type Country More

18 JOBS FOUND

Student, Telephony Analyst (Fall 2024 & Winter 2025)

Waterloo, Ontario  
Posted Today  
JR00096083

# Search on WaterlooWorks

**WaterlooWorks**

Start typing to search... HOME

**Graeme Beaton**

Access Different Account ▾

Advanced Search ▾  
Add ▾

**DASHBOARD**

- Staff ▾
- Co-op Sequence
- Co-op Jobs ▾**
- Graduating and Full-Time Jobs ▾
- Contract, Part-Time and Volunteer Jobs ▾
- External Job Boards
- Employer Information Sessions
- Career Centre Events
- Additional Networking & Professional Events
- Appointments ▾
- Help
- Logout

**Notification Centre**  
No new notifications to view

MY VIEW  
Welcome Graeme Beaton

Home Employers Jobs / Interviews

**Alerts**

0	Alert Messages
0	Alert Tasks
0	Alert Forms
0	Alert Notes - ackno
0	Alert Notes - no act

**Messages**

0	New Messages - al
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**Tasks**

0	Current Tasks - Noi
0	Current Tasks - In F

**Various job boards to explore:**

Co-op Jobs – for co-op students

Graduating and Full-Time Jobs

Contract, Part-Time and Volunteer Jobs

**External Job Boards – search outside of WaterlooWorks**



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# Search Tips on WaterlooWorks

- Experiment with your search criteria:
  - Job titles (e.g., policy analyst), job categories (e.g., finance), location (e.g., region, province)
  - Skills you want to use on the job (e.g., CSS, research, teamwork)
- Advanced search:
  - Multiple keywords or regions
  - “Employment location arrangement” – choose from in-person, remote or hybrid
  - “Job posting information” – select one or more National Occupational Classification (NOC) codes, Canada’s system for categorizing occupations
    - Learn more at <https://noc.esdc.gc.ca/>



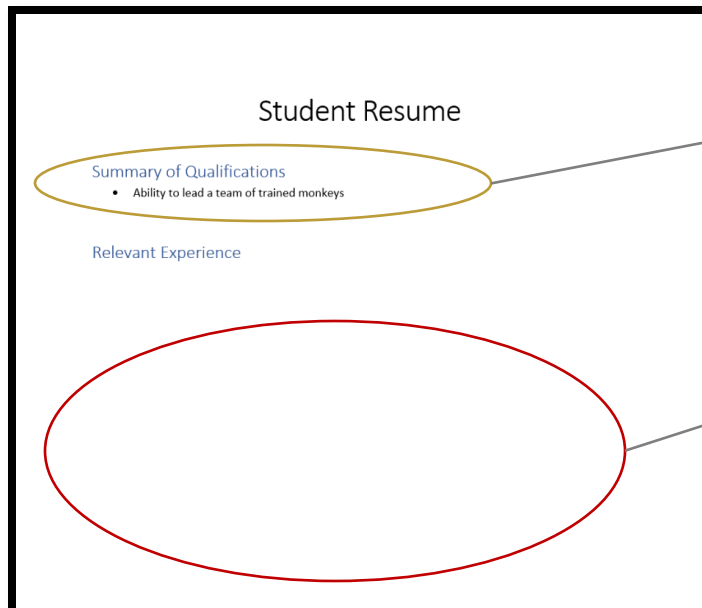
# Step 3: Prepare Your Applications

- Make your case! Why are you a match for the job?
  - Identify the employer's "wish list"
  - Identify your skills & experiences
  - Create a table if it helps!

<b>What employer wants</b>	<b>Evidence I have it</b>
<b>Time management</b>	Effectively balanced role as club president and a full-course load while maintaining Honour Roll status.
<b>Verbal communication</b>	Prepared and delivered 15-minute presentation to a panel of judges; received feedback that ideas were clearly communicated and convincing.
<b>Microsoft Excel</b>	Created functional Excel spreadsheet to club meetings; increased efficiency of scheduling process.

# Why Skills Articulation is Important

- Employers will identify the skills they want, but the articulation is up us!
  - Employer: “We want **RED**”
  - Job seeker: “I have **vibrant candy apple RED with hues of crimson!**”
- Job seekers often name their skills, but leave out evidence and context...
  - E.g., “Excellent communication skills, ability to work independently and with a team”



Summary of Qualifications: “Ability to lead a team of trained monkeys”

Remainder of resume/cover letter: no mention of or evidence for trained monkey management



# WRITING EXPERIENCE BULLET POINTS

- **Paint a picture with words** (help the employer envision you doing those jobs).
- **WHAT—HOW—WHY**

<b>WHAT you did</b>	<b>HOW you did it</b>	<b>WHY it's important</b>
<ul style="list-style-type: none"><li>• Action or achievement verb (e.g., arranged, updated, prepared)</li></ul>	<ul style="list-style-type: none"><li>• Tool (e.g., programming language)</li><li>• Approach/methodology</li><li>• Adverb (e.g., effectively, accurately)</li><li>• Role (e.g., member, treasurer)</li></ul>	<ul style="list-style-type: none"><li>• Result or accomplishment</li><li>• Outcome</li><li>• Impact</li><li>• Quantify where possible</li></ul>



# Pro Tip: “Smart Tailor” Your Resume!

- Tailoring takes time! Work smarter, not harder.
- Consider creating a “master resume”, which includes ALL of your experiences in one document
  - You might also consider writing different versions of the same bullet point for a specific experience, to speak to different skills
- Consider creating a “master summary of qualifications”, and pick and choose which bullet points to include and which order to put them in depending on the opportunity you’re applying to
- Consider creating multiple versions of your resume if applying to different job types/jobs in different fields or industries



# What about cover letters?: Prioritizing job applications

## Job Applications

### High priority

Jobs that align very well with my interests/career goals

### Mid-priority

Jobs that are appealing but not in complete alignment with my interests/career goals

### Low priority

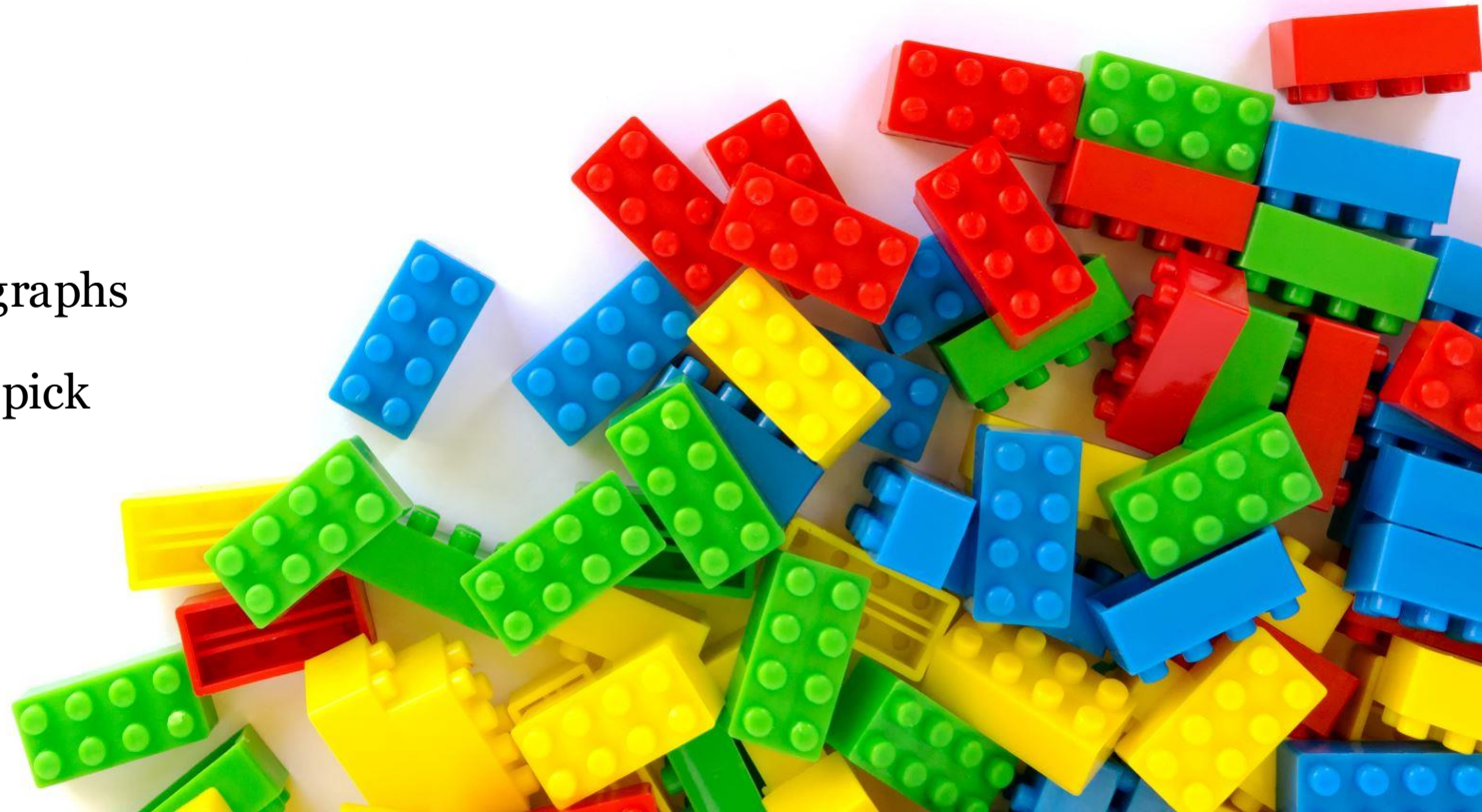
Jobs in minimal alignment with my interests/career goals

- When should I submit a cover letter?
- How much time should I invest tailoring my cover letter?
- Is it OK to submit a generic cover letter?



# More smart tailoring!

- Don't write every cover letter from scratch!
- Look for patterns and recurring key works in job postings
- Try out the Lego approach:
  - Paragraphs = building blocks
  - Swap out the opening and closing paragraphs
  - Prepare multiple middle paragraphs to pick and choose from



# Reminder: Show, Don't Tell!

## Telling:

“I am able to work effectively as part of a team.”

## Showing - The STAR Approach:

<b>Situation</b>	In my mechanical engineering class this year,
<b>Task</b>	I was required to collaborate with my peers on building a functional robot.
<b>Action</b>	As team lead, I leveraged my project management skills to delegate tasks as well as my communication skills to resolve inter-personal conflicts.
<b>Result</b>	We received top marks and our prototype will be used as an example for future classes.





# Step 4: Prepare to network

- Why is networking an effective job search strategy?
  - Helps you learn more about your field
  - Connects you with important people within your field
  - Helps with your own decision-making process
  - Helps to articulate your personal story
  - Strengthens your reputation with potential employers
  - **Unlocks the hidden job market**

# How job seekers prefer to job search

Apply to job ads or send in résumé unsolicited

Seek referrals from friends and colleagues

**Develop relationships with target employers**

Hire via job ad or résumé

Hire someone referred by trusted colleague, friend or agency

**Hire someone whose work they have already seen**



# How hiring managers prefer to hire



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(Adapted from Bolles, "What Color is Your Parachute," 2011)

# Networking prep tips

- **Determine your audience**

Who do you already know? Who would you **like** to know?

- **Know your conversation options**

Will you be reaching out in person, over the phone, or online (e.g., LinkedIn)?

- Informational interviews – more on these shortly

- **Prepare your tools**

Are your résumés/CVs, networking letters, online profiles, and portfolios up-to-date?

- **Develop your goals for the conversation**

What are you hoping to gain from this conversation?

- **Prepare specific questions**

What do you want to know? What are you curious about?



# Take the 5 Contact Challenge



## 3. Prepare to network.

*Write down the names of three-five people that you know who might be helpful to speak with*

### **Get insight**

*“What advice do you have for me?”*

### **Gain new contacts**

*“Do you know anyone that I would benefit from connecting with?”*



# LinkedIn Alumni Search

3,033 alumni

Start year  End year

**Computer Science** × **Kitchener, Canada Area** × Clear all



< Previous Next >

### Where they live + Add

- 13,055 | Canada
- 5,309 | Toronto, Canada Area
- 3,268 | United States
- 3,033 | Kitchener, Canada Area

### Where they work + Add

- 267 | University of Waterloo
- 118 | Google
- 41 | Sun Life
- 37 | D2L

 **Messaging** 

Keri Twigg, "How to write to people you don't know (but want to) on LinkedIn"

# Informational Interviews



## What To Ask In An Informational Interview

- About their career/educational background
- About their day-to-day job, especially how they are dealing with changes
- About their recommendations/advice for you
- About possible opportunities (volunteer, part-time, full-time) to help with any demand they may be facing

\*\*Is there anyone else you'd recommend that I talk to?\*



# Step 5: Track your progress

- **Create a database to track your progress + stay organized**
  - Select a tracking system (e.g. Excel, Notion, even a checklist)
  - Record details you find important!
  - Decide how you will organize your contacts
  - Update after every interaction + follow up!
- **Create a work schedule with clear goals and deadlines**
- **Stay connected and switch things up!**



## **WE'D LOVE TO HEAR FROM YOU!**

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These workshops are for you! We are always looking for ways to improve. Please complete the feedback survey delivered to your inbox after this session.

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# What's Your Work Search Approach?

## Specificity:

Lower application count with highly tailored documents

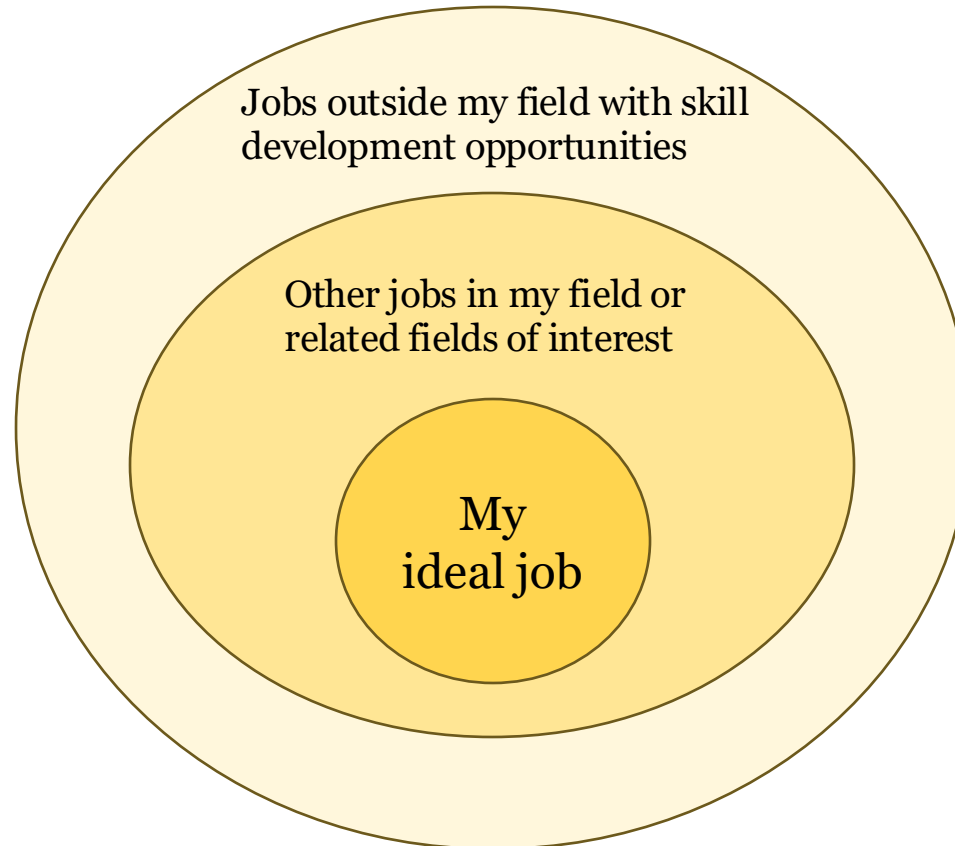
“Smart” tailoring →

## Volume:

Higher application count with a default application package

## How are you working on your work search?

- Job boards
- Networking/career conversations
- Reading and research
- Attending career appointments/workshops

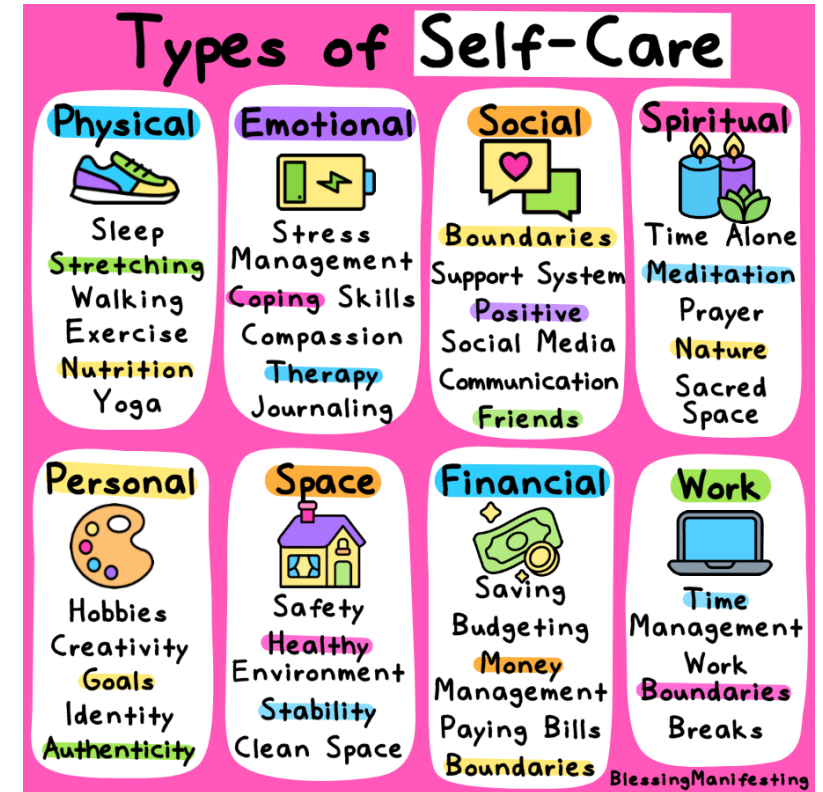


How far are you willing to expand your search?



# Practice Self-Care

- The world of work presents us with changes and challenges to navigate, and job searching can be stressful and taxing!
- Tracking your progress, setting schedules and goals, and switching up your work search strategies can help manage your energy
- Practice self-care throughout the job search – both the “boring” self-care, and other types that work for/matter to you
- Stay connected to people you trust for support, and consider visiting us at CCD!



The Self-Love Rainbow



## CENTRE FOR CAREER DEVELOPMENT



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Alumni Employees Graduate students and postdoctoral fellows International students Parents and supporters

## Welcome to the Centre for Career Development



<https://uwaterloo.ca/career-development/>

### Visit our website for:

- Booking appointments/drop-ins
- Job search resources
- Pre-recorded workshops
- And more!



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**Questions?**