Enhancing career management skills through the development of personal brand
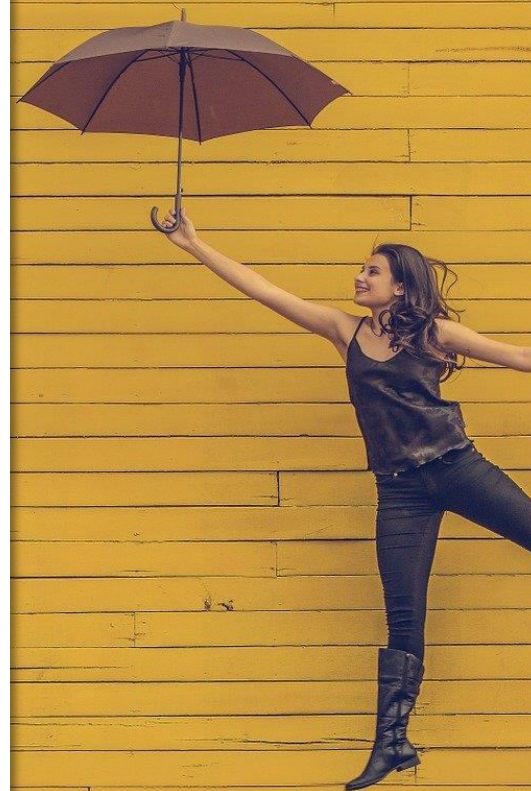
IO1A4_MODULE_NETWORKING

BRAND4CAREERS

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TITLE OF THE PROPOSED ACTION: Job search

DESCRIPTION OF THE ACTIVITY

Finding suitable employment is of utmost importance not only for economic reasons, but also because employment has additional functions such as providing the person with meaning, structure, social involvement, status, identity, personal development and professional growth (Van Hooft et al., 2021). However, the job search process is complicated and stressful, and many people are not prepared to engage in it. According to some studies, the likelihood of successfully finding employment depends on the intensity of job search behaviors; a person must believe they have the skills and abilities to do so (Dahling et al., 2013; Crayne, 2020).

Job search is a process aimed at identifying and pursuing job opportunities and this is done through a series of actions, behaviors dedicated to preparation. The intensity of the job search significantly affects the likelihood of finding employment, and personality and motivational variables are also involved in this search (Kanfer et al., 2001).

Job-search intensity refers to the effort and time that people devote to job-search activities as well as the scope of these activities. The activities are many, starting from interviewing friends, ex-colleagues to seeking suggestions; searching online job ads; visiting employment agencies and sending applications. Job search quality, on the other hand, concerns the thorough manner in which these search activities are carried out (Van Hooft et al., 2021).

In recent studies on this topic, employment success has been attributed to multiple dimensions, including the number of interviews, the number of job offers, and the quality of employment. Thus, the likelihood of getting a job depends on the amount of time individuals spend looking for a job, the extent of their efforts, and the number of interviews they conduct.

Job search theories have identified certain sequential phases in which the search occurs:

• a preparatory phase in which individuals conduct an analysis of potential jobs. This preparatory research involves pre-application activities to gather potential job options and acquire information about job options through various sources.

• an active phase in which individuals communicate their availability. This stage involves the

actual pursuit of generated and selected job opportunities.

How to effectively organize your job search

There are a number of steps that can help your job search:

- Conducting job searches (chatting with people in the field you are interested in; identifying where jobs that interest you most are usually advertised or posted)
- Using the right tools and skills for your job search (by learning how to write a resume and cover letter and tailoring it to the needs of employers and the jobs you are interested in; preparing for and practicing interviewing for jobs; learning how to write thank-you letters to send at the end of an interview
- Building your network (by organizing your appointment network; contacting academic advisors in your department, who generally provide specialized information about career prospects; attending job days, conferences, and any other events where you can meet potential employers
- Making decisions (considering options and choosing the best job for you; carefully considering the job offer before accepting or rejecting it; negotiating earnings, start date, and other terms or conditions of employment appropriately)

To appreciate Job Search, please watch the following videos:

- "3 Ideas for more effective job hunting" Dan Kiernan | TEDxBonnSquareSalon
  www.ted.com/talks/dan_kiernan_3_ideas_for_more_effective_job_hunting
- "Looking for a job? Highlight your ability, not your experience" Jason Shen | TEDxResidency
  www.ted.com/talks/jason_shen_looking_for_a_job_highlight_your_ability_not_your_experience

CONNECTED SOFT SKILLS

-Adaptability
-Planning and organizing

-Taking responsibility and initiative
-Self-knowledge
-Set & follow personal objectives

CONNECTED KEY TRAITS

-Alert
-Anticipative
-Observant
-Flexible
-Active
-Decisive
-Independent

CONNECTED ACTIONS (if any)

TOOLS & RESOURCES NEEDED

Web browser, YouTube.

ADDITIONAL RESOURCES

https://www.indeed.com/jobcast/getting-organized-for-the-job-search

https://www.indeed.com/jobcast/succeed-at-search?hl=en&co=US

https://www.udemy.com/course/job-hunting-40/

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Van Hooft, E. A., Kammeyer-Mueller, J. D., Wanberg, C. R., Kanfer, R., & Basbug, G. (2021). Job search and employment success: A quantitative review and future research agenda. *Journal of Applied Psychology, 106*(5), 674.

Websites
https://career.auth.gr/

TITLE OF THE PROPOSED ACTION: Networking

DESCRIPTION OF THE ACTIVITY

Networking is considered as a necessity in the repertoire of career skills for effective job searching (Van Hoye et al., 2009). It has been defined in job search literature as: "individual actions directed towards contacting friends, acquaintances, and other people to whom the job seeker has been referred for the main purpose of getting information, leads, or advice on getting a job" (Wanberg et al., 2000, p.492). Thus, in the job search process, networking is an activity according to which contacts are used to acquire resources (Mowbray et al., 2017).

It provides crucial advantages, such as collaboration, information exchange, acquisition of tacit knowledge, alliance development, support, and visibility, which are also related to career decision self-efficacy (Linehan and Scullion, 2008).

Forret and Dougherty (2001) identified five types of networking behavior: (a) maintaining contacts, (b) socializing, (c) engaging in professional activities, (d) participating in community activities, and (e) increasing internal visibility. Through these factors, networking can provide valuable career information and resources.

Networking is important because it can:

• introduce to new connections: these connections might be future clients or industry resources. Having an extensive network means knowing who to ask, in case of need. A network can also introduce to additional contacts, leading to beneficial new relationships.

• help the job search process: when looking for a new opportunity, knowing others in the field you're interested in can be hugely beneficial. Many companies like to hire known quantities, meaning they'd hire someone that comes recommended before they'd hire someone with no connection to the company

• make people a more valuable resource for others: networking is reciprocal, meaning that everyone can be a resource for the others. It is important to be a helpful source of support for those in the network as help will surely be reciprocated.

There are various categorizations of job search: formal and informal, preparatory and active. Networking can be defined as a specific type of informal job search behavior (Saks & Ashforth, 2000; Zottoli & Wanous, 2000). It consists of contacting friends, relatives, or acquaintances; contacting current or former employees; re-hires; and walk-ins. With respect to the preparatory-active categorization (Blau, 1994; Saks & Ashforth, 2000), networking can be classified as a specific kind of preparatory job search behavior because it involves gathering information about potential job leads through various sources.

There are several examples of organizations that may offer networking events or help to expand an existing network:

- **Professional associations**: groups that allow professionals to exchange information and ideas with each other. Many of these associations are industry specific, but some may relate to demographic information, such as associations based on age, gender or race.

- **Casual contact networks**: groups that allow people with similar professions to connect. These networks often host monthly meetings and informal mixers. They may also invite speakers to discuss relevant topics or concerns. Chambers of commerce are a common example of casual contact networks. In this case it is possible to make contacts within the community.

- **Strong contact networks**: small groups for members to share ideas and business referrals. They often have a specific focus, and many of them limit their membership to a certain specialty or professional. Many strong contact groups meet weekly on a regular schedule.

- **Community service clubs**: provide with the opportunity to learn more about local community. These clubs may also help to connect with other business professionals difficult to meet otherwise.

- **Social media or other online networks**: allow to connect with professionals and like-minded individuals all over the world. Even in these networking events, it is important to continue to prioritize credibility, professionalism, and relationship building.

People can establish different kinds of relationships:

- **Operational connections**: is a relationship established with anyone who works directly or within the organization for which a person works and who helps to carry out their duties,

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For example, an operational connection might be a supervisor.

•   Strategic connections: are similar to operational connections as they are people who know each other and usually help complete tasks. Strategic connections are typically outside the company or direct control. For example, a strategic connection may be with the city building authority that grants permits to the construction company.

•   Personal connections: include people with whom people have a personal connection, whether they belong to one's field or another. They can also be work colleagues if they help in personal or professional development. For example, a colleague with whom you have established a close relationship.

In order to make a new network connection is important to being, to focus on being yourself and being honest about your skills and experience to establish trust. It's also important the use of career websites and social media that can provide opportunities to build larger professional networks by connecting in digital spaces. One of the most important reasons to form a professional network is to learn new skills or knowledge, so sharing knowledge with others. Finally it's important to engage with the community during such events to establish new connections and showcase your knowledge and skills.

According to some studies, increased levels of networking intensity are related to lower levels of unemployment insurance benefit exhaustion and a higher likelihood of reemployment (Wanberg et al, 2000). Networking is also associated with an increased number of job offers, although the effects of this have been found to be incremental (Van Hoye et al, 2009).

To appreciate Networking, please watch the following videos:

- "The Power of Meaningful Networking "Andrew Griffiths | TEDxPCL" www.ted.com/talks/andrew_griffiths_the_power_of_meaningful_networking
- "Networking - the key to a successful business life | Clemens Graf von Hoyos | TEDxDIT" www.ted.com/talks/clemens_graf_von_hoyos_networking_the_key_to_a_successful_ business_life

CONNECTED SOFT SKILLS

-Team work
-Active listening
-Collaboration with people of different ages, gender, ethnicity and religion

CONNECTED KEY TRAITS

-Cooperative
-Adaptable
-Sociable

TOOLS & RESOURCES NEEDED

Web browser, YouTube

ADDITIONAL RESOURCES

https://www.linkedin.com/learning/successful-networking
https://www.linkedin.com/learning/job-hunters-networking-masterclass

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Zottoli, M. A., & Wanous, J. P. (2000). Recruitment source research: Current status and future directions. *Human Resource Management Review, 10*, 353–382.

Websites
www.indeed.com