**Job Development Presentation**

**Kristen Biggs, July 29th, 2020**

You’re a job developer already. How do I know this? Because you’ve done something harder, LMS calls requiring specific information. You’ve reached the hiring manager, HR, or someone who can answer your questions.

Only, then, you didn’t have a real candidate, even if they thought you did. You may be thinking, yes but I give those calls to VRCI’s! You don’t always have to call. The big question is, do you have the time? If not, hopefully there is someone in your organization who can specialize and does have the time.

I know of no other resource where someone will hold a job-seekers hand and be their personal job coach, so you’re it, and each person will need a different level of hand-holding, and each case will require a different amount of time.

Will you send them a list of 100 commonly asked interview questions, locate job leads, refer them to WorkSource and think you’re done? If we want to see placements, we’ll need to do more.

What makes JDS harder is the time constraints. IW earning a degree has limited time for JDS, and once graduates, claim closes. IW doesn’t think claim will close, or maybe hoping it won’t, then released by AP, and closing report is written.

Before we even start job search, have we assessed where a worker is with RTW? Behind that façade of enthusiasm, “yes, I’m ready to go back to work,” silence when engaged, and surprise by the VRC who says, “I don’t get it, they were so motivated?!”

What is going on? Unless we ask, and more than once, what most concerns you about RTW, what is the hardest part about RTW, what are you most afraid of about RTW, then they will tell you what you want to hear, but the train leaving the station, and them not on it, is indication enough, that not everyone is on board with RTW, and perhaps not the job goal set. Maybe they’ve also lost confidence?

So, before job search, it’s important when we’re writing their resume, to ask them about each job, and then to ask, which job did you love most? Do they like working with people, in an office, or can’t stand the thought of sitting at a desk all da? Example, always done labor jobs, likes cars as a hobby? Customer service / reception for an auto place, may be a good fit?

I also try to look at what environment someone may be most comfortable. A lifelong laborer is unlikely to be comfortable in a suit and tie office.

What did they do well? Pull out accomplishments rather than just tasks.

And beyond that, what scares them most about RTW? One job seeker told me, I’m afraid of failing, or not being able to physically do the job. You could address these concerns and allay their fear.

It’s also important when writing a resume to find the good in them, their strengths, and accomplishments, so that they can be confident. I’ve had job seekers tell me, you make me look so good on paper. I tell them, you did those things. They have something to offer an employer. Find that spark, because how we view them makes a difference in case outcomes. If we’re thinking, they’re hopeless, they’ll never work again, how can we help them? So, I try to hold onto what good there is there, whatever it is. You may be the only positive cheerleader they have.

If an IW used to work in a sedentary job, but ended up in a more physically demanding job out of necessity. Helping them identify a RTW goal, with them on board, is key to success. Finding those hidden transferable skills plays a big part.

And for the resume, it has to go beyond job duties to what they did well, accomplishments, data points, how they made an impact. So, assuming you have an effective resume, you’re ready for JDS.

And I’m assuming you didn’t put an objective or references available upon request! Or an address at the top.

The job goal has to match with IW’s goals and interests or claim will close with no job. If the IW has You have to write an LMS for a job goal, so there may be a conflict there. Work through it with the IW. In the end, they need to find a job, and they’re not going to just take any job. Some of them want their dream job, which may or may not be realistic.

And, even more important, is the IW willing to take the pay cut? That is the biggest barrier to RTW.

LEP has not swayed nor impressed a single job seeker, so salary will need to be addressed. It’s important the IW understand, unemployment will end. If they will get back to work, they are moving forward. If not, they are standing still, and that is unlikely to increase their wages.

Most important, encouragement towards this end. It is better for them to work.

How much hand-holding is needed? Remember, most IW’s will not apply to the carefully selected job leads you send for a host of reasons.

So, for most job seekers, I don’t just sent them job leads, I send their resume or submit an app online for them, once I gain their permission.

Let’s look at a case related to salary.

Singular work history as a hairdresser, high school diploma, beauty school, and at injury, was earning $90K.

Transferable skills? Sales, customer service, and training.

Missing skills?

Computer, which are often needed for sedentary jobs.

She was encouraged to take a free computer class, but as you’ve found, there aren’t enough, and not everyone has a computer / internet for online learning.

In this case, there was a sales lead identified on Indeed, and I reached out by looking up the company on Google, making calls, getting transferred, and finally, reaching the right person. Unfortunately, they needed someone to hit the ground running with Excel, and this worker had never opened a spreadsheet.

Customer service jobs may have worked, but retail would not have paid an acceptable wage to her.

Finally, an opportunity was identified through Craigslist, using different keywords to job search, trainer, training, beauty school, and just looking at most current jobs. It was a large, well-known beauty training school / company, and they needed a trainer.

I submitted IW’s resume, and wrote a cover letter for her. The cover letter was in the body of the email, and resume attached. I’ve started pasting resumes below the cover letter as well.

Good Afternoon Salon,

I am a career coach sending you a resume (both pasted below and attached) for a well-qualified trainer who has 15+ years’ experience as a top stylist, trainer, sales, and customer service professional.

What stands out about x is her focus on customers, and retention, which she would share with your staff.

You are welcome to reach out to X by phone or email. Please note that I am not with a temp agency, there are no fees.

Thank you for your time,

Kristen

Career Coach

kristenbbiggs@rcmmail.com

Why pasted? In case someone is busy or concerned about opening an attachment.

The most important sentence in your letter is the one that says, I am not with a temp agency, there are no fees, I am a career coach submitting a resume for a well-qualified candidate.

You don’t want them to hit the delete button.

You also share that they can contact the job seeker directly.

You’ve addressed their problem, they need a good trainer, and you have one.

Are you bothering them? You may feel that way sometimes with an LMS call, but here you have a real candidate looking for a job who is qualified.

Job found on CL by going to reply at top of page, copying and pasting craigslist relay email. It goes directly to a real employer, and often, they respond.

For CL – you can email resume and short intro using reply and CL generated email.

Employer’s perspective? Someone quit and they’re short staffed, or someone was promoted. They needed someone last week, and you are presenting them with a qualified candidate, no strings attached.

You are not going to put your company name and title. Why? Do you want to share that you are from a voc rehab firm working with an injured worker?

The hairdresser. She went through three interviews, and was offered the trainer job at $18 /hr.

She said, this isn’t really what I want to do. I would have liked the sales job.

Advice: get computer skills, this job is a stepping stone. The VRC was instrumental in telling her, take the job, you’re not stuck there, you can move up, it’s a big company.

That was key that the VRC said, take the job, it’s a stepping stone. Same consistent encouraging message. The VRC must have known that not taking the job and not having a job would leave her in a worse state. The data backs it up.

Would collecting unemployment and not working, have facilitated her dream job? Not likely. Sometimes it takes steps to reach a goal. Encourage them to take that first step.

Quite frankly, I was nervous, because I just didn’t see her earning more money elsewhere with her skillset, high school diploma, and limited computer skills.

She took the job.

Not everyone does.

Encouragement goes a long way.

A job seeker went to apply for a job in person, they still exist, and was asked, what have you been doing the past two years? I’ve been on LNI. Do you think the employer called him back?

When I explained to the IW why this won’t work, he seemed frustrated and didn’t understand? Keep in mind, he had only done labor jobs, so hadn’t really had to interview before, or job search like he is now. But he felt it was dishonest to say he was away for family reasons, family caregiver.

While on LNI, did he take care of his kids? Yes. But he still felt it was dishonest. We talked, and beneath his stubborn resistance to RTW was fear about not being able to take care of his kids on a minimum wage job.

It wasn’t his choice he was injured, couldn’t do that anymore, and now had to look for a customer service job, approved by AP and transferable skill found by VRC?

In a later conversation I asked. What most concerns you about RTW? Not being able to do the job physically. He also has kids, so he was afraid he wouldn’t be able to take care of them with a much lower salary. LEP doesn’t last forever.

He couldn’t imagine sitting in an office all day at a computer, he had always done labor jobs, and couldn’t work weekends with the kids.

Located a job for a national homebuilder in customer service dealing with warranty claims, and new home walk-through’s. Nothing indicated a lift requirement, but at the very bottom, it said 50#, so he refused to apply, and wasn’t comfortable calling them, and was upset I was trying to get him to apply to a job he wasn’t authorized by AP to lift 50#.

In that initially tense call, I explained not all job ads are accurate, this is a customer service role, and you can ask more in the job at interview, and request accommodation once hired. He replied that I am dishonest and he didn’t like the way I work.

I tried to explain to him, it would be dishonest if you were applying to a job with a lift as an essential function. Nowhere in the job ad does it indicate lift as an essential function. It may be in the job ad just in case, to cover themselves, but you can ask questions in the interview to get a feel for the job.

If someone needs an accommodation that isn’t for an essential function, why bring it up before you’ve interviewed, or during the interview. Why put up red flags before they even like you? I offered to call since he was adamant he would not apply unless he knew about that lift requirement.

I tried to reach national company at the local level but to no avail. Finally in desperation I clicked the chat option to reach a new home sales rep, but it wasn’t going through, called, couldn’t get through. Played phone tag with another area sales rep up north who gave me the sales rep for my area. Since I had her on the phone, I asked her about that lift requirement. Just like an LMS call, right? 50#.

She said, they put that in her job ad as well for sales. It’s just there in case there was a special project, but no, it’s not part of the job. Could it be accommodated if someone couldn’t lift 50#? Yes, I can’t imagine why not? I called IW, and he apologized, stating, he didn’t know. He is interested in the job. He just didn’t want to apply to a job he couldn’t do. She also advised me to forward his resume to the local sales rep and ask that it be forwarded to the customer care team.

Did I need to go through that to know the answer? Just because it’s in the job ad, doesn’t mean it’s 100% true. Remember, employers are busy, they may not have updated a job ad. It may not be 100% accurate. Do they have most of the skills or transferable skills, then apply.

What he should have done is apply. Get the job, and if a project came up that required lifting, talk to his supervisor. Let them know he wants to support the project, but can’t do heavy lifting now.

Why did I push this job? Use construction background, not sitting in an office all day, and fits the AP approved job goal, customer service. I also figured it would pay at least $17 per hour, closer to his JOI.

Advised him to apply for the job, and I would forward his resume to the sales rep, and ask her to forward it to the customer care team. She responded to say she forwarded his resume. He said he would apply online.

What is the goal of HR? Avoid risk and liability.

There are times when injury should be discussed to ask for light duty and to share the benefits of hiring an IW, but for general JDS, and esp if not relevant, avoid it if they’re changing careers, it’s not relevant.

A job search and an interview are not about the IW, it’s about what they can do for the employer, so market them that way. It’s not a confessional, or a tell all. The employer doesn’t care.

Was it dishonest to hide the fact that the hairdresser was an injured worker? No, she can do the job, she’s changing careers, just like the last IW we talked about. Even if she needs a slight accommodation, pre-interview is not the time to share it.

There is a misconception with some IW’s that they won’t go back to work unless it’s their dream job.

A working demolition foreman, had only done labor jobs. 27 years old. Some college coursework, no degree, limited computer skills.

No computer at home. I was applying for him. No office job, not his thing. No lift above 40#. Production certificate that he never used because he worked in construction, earning $19.50 / hr.

He told the VRC, I’ll take any job.

But would he?

He went on numerous production interviews, either app submitted online, or through Craigslist.

Typically, for CL, if you email, they will respond. Why? They placed the ad, not third party, so it’s going straight to them.

He hadn’t been on interviews, it was foreign to him. It took a while to drill into him, don’t mention workplace injury, it’s not relevant to this job.

In one 2nd production job interview, he was asked if he minded repetitive tasks? I prefer multi-tasking, he said. He wasn’t hired, and quite frankly, he didn’t want to be at $14.50 / hr, and several years before he moved up to where he thought he should be now.

He was stalling, missed interviews due to illness. Why?

He said, I want a career job using my head, not my body.

For light duty before he was let go, he researched safety, so that is what he wanted to do. Problem? It requires a 4 year degree, so not a realistic job goal.

Finally, after multiple production interviews, I stopped looking in this area. The VRC obtained more billing. I started to write and ask, do we really want to waste more money on him? But I never hit the send button.

We practiced interviewing, and I kept looking. I saw a company who had been hiring a while ago on Indeed, and looked up the company, but there was no website. Must be a small company, just address and phone listed. I called and directly reached the owner of the construction firm.

I told him about the IW, his experience, and shared that he was looking for a career job not so physically demanding, but still in construction, more using his head, to use his words. Normally I wouldn’t share so much, but I also didn’t want to waste his time. See how I reached the decision maker? HR is a gatekeeper, so attempt to reach the hiring manager.

Owner said the heavy equipment operator wasn’t physically demanding, and if something needed to be done, there were others to do it. He advised me to send him on Monday to the worksite.

Despite asking about benefits (which is not advised before an employer brings it up), he later expressed concern they didn’t offer a 401K, he asked for more money than his JOI, $20, and expressed frustration when he saw the owner’s face, he could have asked for more money! You see what is driving him?

For folks who used to work in construction, with no other skills, paycut is a very hard challenge to overcome.

In the meantime, I located an HVAC apprentice job on CL, which, at first glance I assumed would be too heavy with a 40# lift restriction, but I wrote anyway to ask about the lift requirements. The manager thought I was writing about me and asked if I’m mechanically inclined and good at working with people?

He said some of the best employees are women, not to worry about it. I sent his resume, he was invited to orientation, and was also offered that job.

Two job offers, with the lure and promise of more money with the HVAC, but also involved selling services as an entry level apprentice. He had no sales experience.

I asked the VRC to step in and talk with him.

He took the equipment operator job.

So, what happened?

We had to change course because I realized even though IW wasn’t saying it, it was money, and a higher level job he was after.

So, construction was the key because it often pays well, but can be hard to find without the heavy lifting. I had looked at non working foreman jobs, but wasn’t getting anywhere. So far, he has missed work due to illness, and then broke his foot on the corner of his bed, and more recently, his car broke down. He has been surprised he hasn’t been fired. This young man has requested counseling due deal with his personal issues.

In the above cases, I used Craigslist and Indeed. But, I also picked up the phone to call the construction company, in addition to searching for construction companies on google.

Why craigslist? Employers respond when I email. It goes directly to them. If you see a job ad with no company name, email to ask the name, let them know you’d like to send a resume but want to make sure it’s legit. One employer told me they didn’t list the name so job seekers wouldn’t show up. You can research the company with a google search as well.

If I am helping with a job goal, I often go to CL after I’ve written a resume, looking at prior jobs they liked, and then looking at CL or Indeed using keywords to see what jobs are in IW’s area. It gives me ideas and confirms if jobs in that field are out there, and also the size of the labor market. By using keywords, I can also think of other transferable skill jobs.

Third party sites, unlikely employer will see the submission, so go to your search engine, locate the company, find the career section, and apply online. **Apply directly to the employer.**

On Indeed, there are two ways to apply and it varies by job ad. One is quick apply, and this one doesn’t go to the employer. The other, apply on company website, takes you to the company website.

For the quick apply, you’ll want to go to Google, type in the company name, location, and look for their career section. Not there? Good excuse to call them and try to obtain a direct email address.

Local governments, schools, WorkSource job listings. Sometimes smaller locales use FB or their own town listings.

Search engine to find target companies in an industry, example, receptionist jobs, seattle, wa.

You can also type plumbing companies, Vancouver, WA. In one instance, I was going through plumbing companies and saw that one had a chat option because they are 24x7. I wrote, IW has a maintenance cert with basic plumbing knowledge, hoping to translate that to customer support or scheduling.

They were open to reviewing his resume.

The gentleman asked me for his name and gave me his email address to send his resume.

Barriers to RTW

1. Underlying fear about RTW.
2. Unrealistic job goal.
3. Unrealistic salary expectations.
4. VM not set-up or unprofessional, email address not professional – I didn’t address this, but it’s obvious.
5. Talking about prior injury.
6. Waiting until the last minute to start JDS.
7. Not willing to go back to work unless it’s their dream job.

Another case study.

Laborer, Class A CDL license. He said he only wanted a gov job. Found seasonal / temp gov jobs, not excited, but willing to apply. Unfortunately, upon contact, hiring freeze. He looked at other union jobs, energy, etc., but nothing posted.

I located a truck driving job on CL, but he said he didn’t want to go far, Located another with no long distance driving he could apply to in person. You can default to search all jobs on CL, and type in, apply in person, see what jobs come up. Do keyword searches as well based on keywords of different target jobs.

Then I located a journeyman striper job, also on CL, not a union job, but offered a pension. IW said, s**aid, that job is only seasonal, I’ve applied before.**

How many of you would have said, okay, I’ll move on?

I emailed to ask, is it seasonal? No, they’re off two months but make up hours in OT rest of the year.

IW said, I don’t qualify I’m not a journeyman striper. You will get this often, I don’t qualify. Lack of confidence, or not dream job…if you think they qualify, encourage them. Important, not all job descriptions are accurate, and employers don’t find everything they want in a new hire.

I again emailed and asked, and she said, if he has a Class A CDL license, have him come in and apply. He said he would apply, but did he?

Then I had the issue of the speech? I had largely written his resume obtaining information via email because it was difficult to understand him due to a speech impediment.

I asked my supervisor, researched online, and through both, decided to alert the employer. I wrote a simple statement to say, IW is a smart guy, has a solid work history, but if you find you can’t understand everything, I have found email is a good way to communicate. That way she was subtly alerted.

Unfortunately, IW said, I only want a union job, so last I heard, he didn’t apply to either viable job lead, and his claim was set to close. He said he could get unemployment for a year.

I stopped JDS. He only wanted a union job, which was unfortunate because the journeyman striper job paid well and offered a pension.

It is always better to take a job than sit on the sidelines.

Another fellow was in an industry hard-hit by lay-off’s, but said he was receiving a good salary on unemployment, and wouldn’t accept less than $30 / hr, and no temp agencies (most job seekers have a negative view of temp agencies). Located a CNC job with a temp agency, but IW wasn’t very open to talking with them. Located another CNC machinist job on worksource. Looked up company in search engine, and called. The receptionist gave me the owner’s email. I emailed his resume, and she replied to thank me, stating she would reach out.

How many of you would have sent that same job lead to the IW and said, check this job out. Would he have applied? He didn’t think he could get a job right now at his salary given the layoffs occurring.

VRC’s email mirrored same message, that it would be better to take a job if he could than just receive unemployment; his claim was closing.

Cost to being out of work? Perception skills are rusty, or personality, performance issue an employer is afraid to not pick up on.

It’s not just salary, but also benefits and retirement. Just after claim closure he wrote to say that he had an interview with that same company, and now had a second interview.

Before you start job search, you need a clear job goal. Sometimes the IW knows exactly where they want to work, and they’re qualified. In one case, she wanted to be a mass transit driver (she had been driving the small bus for seniors, but was injured, so couldn’t do that anymore, no lifting as a mass transit driver). Very limited computer skills, so she said, my sister will help me apply. I called a few days later, did your sister help you? No, she wasn’t feeling well…can I help you apply online now? Sure. So we applied online.

I emailed HR after obtaining her email address, some of the required docs requested at end of application, but no reply. IW was granted an interview. We went through interview prep twice. She was offered the job.

She had a resume, but it was generic. Is that okay? No! Both cover letter and resume needed to be targeted. Why?

Most companies use ATS, or applicant tracking systems.

ATS means software is reading the resume to search for keyword matches and scoring them. Make sure to add a keyword section when applying to jobs as 90% use ATS. This helps HR who can’t read through all the resumes coming in.

Note, with CL, ATS not needed. Why? Going direct to employer. If you apply on a company website, that’s direct to an employer, it’s still going into an ATS.

Applying on CL, I don’t usually call, there are some exceptions, like the IW who I suggested call himself because job was posted three weeks ago, by looking up the number and giving it to IW.

For higher pay / skilled jobs, the resume / ATS / cover letter, more important. Remember that short intro I wrote for CL? If it’s a professional job, college level, copy and paste the job description at the bottom of the resume. Incorporate parts of the job description using same wording but adding an example or how skill was used under the relevant job.

You can add a keyword section at the bottom using keywords from the job description. It can be just customer service, Microsoft Office, reception, incoming calls, scan. It’s there to help them get through ATS.

Some of our IW’s don’t have a computer, and even if they do, most of them if I locate job leads and email them to apply, don’t. Even those with degrees. It’s work to look for a job, and not everyone can or will.

It’s rare. So, try to get permission to apply for them. If they say they will do it themselves. Follow-up regularly. Note, in an example coming up, a former CEO did look on his own, but it’s rare.

Most success has come with sending IW’s resume to the employer directly.

Send email to employer, attach and or paste resume, make sure you tell them you are not with a temp agency, no fees, they can contact IW directly.

Take out your title and company, just put career coach, and your email.

How do I find an email? Call and ask. If you see a job on Indeed. Don’t apply through the quick apply. Instead, go to a search engine, find the company, look at the website. **Apply directly on company website, not through a third party. No career page, or job not listed? Great excuse to call.**

I often get a direct email this way! Emailing allows an employer to review on their own time, and you can send the resume direct to them.

Help them by adjusting their resume to make sure it matches the job. For some job goals, you don’t have to adjust the resume much, but for degreed jobs, plan to spend more time.

So I left the most important part of a job search to later in this talk. Why? Well, lets put it this way. It will be harder to place college educated, higher level jobs than more entry level jobs.

Why? Because almost all jobs are filled based on trust, relationships, and referrals. But what is networking? It’s a scary word. It’s using moments to ask at the dentist office, what are your goals. Then they ask you, and you can say, I’m in transition. I’m a career coach.

Some of the jobs I’ve been offered have been through an informational interview (later a job), and letting a neighbor know I’m looking for a job, I’m a career coach, when I was asked. This led to my resume being passed along, and a subsequent job offer.

In one instance I was taking a community Spanish class, and let the instructor know I had an interview with a local non-profit. It turns out he was on the board of another non-profit which funded local non-profits. It was between me and another well qualified candidate. Who do you think got the job? Fortunately, she was offered another job. 😊

While looking for a job that very inexpensive local Spanish conversation class was a lifeline in a way, to boost confidence, interact with others.

You don’t have to put someone on the spot, but have a conversation with the person in the elevator of your building. What do they do? If they ask how you are, you could say, I’m okay, but frustrated with not getting responses in a job search. Oh, what do you do? I know someone, why don’t you send me your resume.

Key is having a clear goal to share. Once there is a clear goal, receptionist, admin, analyst, whatever, make sure your IW knows to talk to their network, who may not know of anything, but someone in their network may. We’re not separated from one another by that many degrees.

How can you help your IW? Reach out and build trusting relationships with employers in your area. If they trust you, they’ll trust who you refer (just don’t burn that bridge with a bad referral). It goes back to framing it as how you can help the employer find good candidates. I’ve had temp agencies get excited when I call.

Remember that plumbing company I chatted with? If an employer finds a well-qualified candidate, even if no job opening, may consider them. It’s hard to find good candidates.

From an employer’s perspective: If a job is posted online, the company needed someone a month ago. This is why it is so important to apply soon after posting.

Once you reach an employer, you’ll let them know you have a qualified candidate, no strings attached. This is sales, and you’re good at this. Your LMS’s depend on getting to the right person to get the information you need.

Example. Pick up phone. Good morning. I noticed your company posted a job on Indeed several weeks ago, and I’m just wondering if the job is still active, are they still hiring? It’s for a customer service rep.

She’s away, understood. Is it possible to get her email so I can email to ask? Thanks so much. Got it.

It’s rare to get a return call for an LMS, so we often opt to call again instead. Same here. If a job on Indeed says 30+ days ago for posting, good excuse to call.

Another way to look for jobs is to target the industry IW wants to work in, and is qualified to work in. Conduct a search to locate companies and go directly to their website to see if they’re hiring. Not all jobs are on posted on Indeed. So, google, plumbing companies, kent, wa, and see what comes up. Go to websites.

A CEO had his own successful call center company until the market crashed in 2007. He lived in a small town, with a smaller labor market. He didn’t want to sit in an office. He had done a labor job way below his level, and been injured. He didn’t want an office job, but a management job.

He didn’t need much hand holding, applied himself, and located leads himself. I only helped with his resume and cover letter.

Last I heard from the VRC, he was expectant of being offered a UPS manager job, and was happy. He would use his management skills, not just sitting at a desk, and not doing the heavy lifting. It’s rare for someone to job search on their own.

**For entry level jobs, you may not have to tweak a resume as much. For higher level jobs, a targeted resume and cover letter are vital.**

**CL, resume going directly to employer, probably no ATS. Indeed, other third party sites, including applications submitted on employers site, ATS.**

**Most important part of a resume? Numbers, accomplishments, and the qualities they bring. Please don’t say hard-working! Instead, show it with accomplishments, numbers, etc. Won’t go into resumes, but you can also list a job as a one liner if they were there for two years, but the skills / experience isn’t relevant, the longevity is.**

What if they have a college degree or are in training for an associate degree?

Should we still email their resume and reach out to employers?

No, but I do it anyway if they can’t or won’t.

When an IW is in school, you, the VRC, are doing your best to make sure they complete the program and don’t abandon it. Often they haven’t been in school for a long time, are overwhelmed, and the last thing they are thinking about is job search.

Then their claim closes when they graduate. This will make placement harder. Suggestion. Jobs at these levels are hired based on trust, and 70-80% are filled based on referral.

If they could at least conduct informational interviews while in the program in target area, they could start to make connections (not ask for a job).

We’ll talk more about networking soon, so more on this. If you apply for a job on a company website for them, nobody would know, but if you reach out directly and say, I’m a career coach working with a soon to be graduate in drafting, it’s often a red flag for more skilled, higher paid jobs. Why? Hires are made out of trust, and if the job seeker is not contacting the employer, it sends off alarm bells for them. They need someone who can communicate via email / phone. Why is someone else contacting me for them? We’ll talk more about trust in the networking shortly.

For the hairdresser, I sent her resume initially by email, and that was an $18 / hr job. So it seemed that was okay. But she didn’t have a college degree, so not a college degree job.

This is why it is easier to use CL and place candidates who are more entry level. Employers don’t mind if I reach out to them and it isn’t sending off alarm bells as much.

Don’t except to hear from the employer, sometimes you do, but sometimes they reach out to the IW, and not you because you advised them to do that.

If they are motivated, have skills to do it, help them write the cover letter, tailor the resume, and apply, and follow up with them. You are their cheerleader.

Job descriptions are not always accurate, so if IW meets most of the qualifications, apply.

I find IW’s sometimes say, I don’t qualify, when they do have the experience or meet many of the qualifications. For an IW, it’s often a confidence issue. Encourage them to apply.

Most important – listen. What are the barriers, fears about RTW. Hardest part of JDS isn’t finding a job, it’s getting to bottom of barriers, and finding out what IW will / can do, discussing pay as a stepping stone, and helping them see the benefits of RTW.

Look at their strengths and transferable skills, talents, and interests to help them come up with a realistic job goal they are on board with.

Hiring managers are busy. They need you. They need your help referring qualified candidates. You’re doing them a favor.

Pick up the phone and call. Ask a question.

Don’t make it about you or the job seeker, but about what IW can do for the employer.

Remote jobs. Becoming more common, but very competitive. If you have a very well qualified candidate, solid work history, associate or higher, you can look, but I haven’t had success in this area yet. So I focus on where I have had success. Also, jobs on these sites often require a degree, or extensive experience, and as per prior note, most jobs are filled based on referrals.

Sometimes a job is posted and people are interviewed to check a legal box, but they already have a referral in mind. Hires are made at college degree levels based on trust. Same with less skilled / education jobs, but there are more of those jobs.

Remote job sites:

Remote.co

Remotejobs.com (many tech jobs)

And if you apply, don’t bother if after 2-3 days posted. They’ll select from first round apps.

More realistic is finding a remote job in geographic area, or partially remote. Example, live in Snohomish, job in Seattle so look at jobs in Seattle, see if they’re open to partial remote work to start, or start in office and then request partial remote.

Back to salary. Anytime you change careers, salary cut unless you’ve studied computer programming.

An IW used to do CNC machining. He didn’t feel he could do that anymore. Wanted to do CNC programming. Fellow VRCI was conducting LMS calls, and one was to a temp agency. I had called same agency and was told, no openings, but I called the LMS contact recruiter after seeing the just completed LMS.

The IW was sent to the company for a direct hire CNC programmer. Pay was around minimum wage, but, he would learn programming on his own time, and his pay would go up. He was doing what he wanted to do. He was on the right path, even if it was starting at minimum wage.

This was a team effort, and it was a start to a great career for him. It’s easy to just see short term. Help them see long term.

JDS is always more successful if everyone is on the same page, and the VRC is also encouraging IW to take a job they are qualified for and can do, and not settle for unemployment.

Don’t overlook temp to hire placement. Often IW’s have a negative view of temp agencies, but even if pay is lower, if it’s a perm placement, or even a temp to hire, it’s an option. Hint, it can also be a way to find out if a worker is following up or not because you can ask the recruiter.

We can’t change the job market, salaries, at which an IW qualifies. We have to work within the labor market and be realistic.

What can further hurt RTW? Job-hopping. Called temp agency for an IW. First q, How long was he at his last job? What about the job before that?

You’ll need to work on the resume to try to present candidate as a stable employee.

**For successful placement**

Targeted resume

Realistic job goal defined

Consider informational interviewing during claim for students to make connections (not ask for a job)

Motivation / buy-in from IW - find the spark of what they will do, listen

Realistic salary expectations

Reach hiring manager

Don’t wait until last minute for JDS, especially for higher salary / skilled jobs. Talk to IW about this, get them on board so they get a job they want, not just any job. Make sure they network, and you network.

Apply or send their resume for them, get permission.

Be a cheerleader, they may have lost their confidence.

For CL, I find that I can just email the resume and a simple intro cover letter. Remove co name and phone, and just put my name, career coach, and email.

For Indeed, or any third party site, make sure you are applying direct to the company.

Job fairs – largely a waste of time. You may not want to hear this. It is the smaller job fairs at individual one stop centers or with a company that are more useful since they tend to be focused, and this is mostly for jobs not requiring a degree.

When a company posts a job online, they get many applicants the first day. Will pick 4-5 to interview. Important to apply early and reach out to the hiring manager if possible. Get their email.

Reminders:

Connect directly with hiring manager by trying to obtain their email. They need a qualified applicant, and are frustrated with hiring process, waiting for HR. They don’t usually have someone contact them direct.

**Ask a question to get past receptionist. If you ask a question about the company or the job posting itself, at least, maybe the receptionist will give you the hiring manager’s email. You’ve done it for LMS calls, now you have a real job seeker.**

Assumption. They need help, so you’re not bothering them. Make sure you frame everything as, what the candidate can do for the company.

Don’t just wait for overwhelmed recruiters to look at resume.

To recap, it’s helpful if you can send IW’s resume, or apply online for them, but for higher skilled jobs, it could be a red flag, so if the IW can and will apply, help them with a cover letter and resume, and follow-up with IW to make sure they applied.

Take the soon to be graduate who is just too busy to think about JDS, but they graduate, and claim closes. Or the job seeker who is waiting for AP to release them to work before they’ll start JDS, right when it’s time to write the closing report. Limited time constraints make JDS challenging.

In one instance, assisted a job seeker with mailing a cover letter and resume to an employer (they didn’t know I wrote and mailed it). I believe he got an interview.

Have the IW start networking, clear job goal, talk to others about their goals, then they will ask them. Hairdresser, dentist, dog park, person in elevator in apt. building, waiter / waitress…engage in a conversation.

Ask for an informational interview (not a job), which could be by phone during claim (not to ask for a job). At the college level and above, and even for some associate degrees, it will be a red flag if you reach out directly to say you’re helping someone find a job.

Examples. Mechanical engineer with experience wasn’t finding a job after relocating. Her husband’s colleague’s wife was also an engineer, and passed along her resume. She was hired.

An employee worked in a building for one company, asked for an informational interview, and later applied for a job with them. They knew she had had an informational interview, so must have been interested, and was hired.

Another candidate was hired because a family member worked for a company, and they liked / trusted him. Then their neighbor was hired because they specifically mentioned their field / work, and in conversation it came up this individual was job searching.

Talking, making connections, clearly stating your job goal, matters. We all talk to someone, even if your IW is at home. They could ask the receptionist at the AP, what are your goals? How did you get into this line of work? What is challenging about your work? People reciprocate and want to help, but only if IW is clear about their own goals. What if IW said, I’m also interested in the reception field?

Another employee referred several candidates who were in an employment and training program to work for the same company, as temporary employees. Because this employee in good standing referred these individuals, passed along their resume directly to a hiring manager and said, this is a great candidate. They were hired. Trust.

Again, some jobs may be posted, and I know one instance where someone was flown across the country for an interview, but they already had a candidate, they were just checking a box, going through the process.

How early to start JDS? Rule of thumb. For CL jobs (CNC machinist, receptionist, admin, non-degreed jobs), 1-2 months.

But, for college degree jobs, it depends on the degree, I don’t see anyone studying computer programming, so expect it to take time. If they will lay the groundwork earlier on with informational interviewing, making it a point to talk, ask others about themselves, dog park, dentist, elevator, it would help. Applying and waiting is not a successful strategy. They need to be contacting the hiring manager. If you do it for them, issue of trust, again. Why are you doing it for them? They’re too busy, is not likely to merit much sympathy.

Remember, don’t just locate a lead, help the IW apply. Reach out for them if they’ll let you. Tell them how, and be sure to tell them not to talk about prior injury. Frame it as them helping the employer, it’s not about them.

If you refer someone to worksource, make sure you don’t just refer and walk away. Stay engaged. You may be the only positive cheerleader on their team right now.

How will you help your claimant with moving towards a job?

Identify a realistic job goal they are on board with and interested in

Discuss salary expectations.

Not stuck there forever.

Salary isn’t going to go up by staying out of the labor market if skills haven’t changed.

Don’t forget ATS, keyword section at bottom of resume.

Don’t forget the person, their strengths, and the fact that they may have lost confidence. Help them see their strengths.

Lastly, remember, it’s not about the job seeker, but about what they can do for the employer and helping them solve problems. What is the problem? See job description.

You are a career coach, and you can help your IW get back to work.

Thank you for your joining today. It is an honor to speak with you.

If your questions have been answered the presentation portion is complete, but we will now review questions in Q&A box. Thanks again for joining.

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**Additional Information:**

**Networking video (16 minutes):**

Even though she is clearly a highly educated job seeker, the point still applies, and for anyone seeking an associate degree, or who already has a bachelor degree, even more so.  It also applies to any job seeker, but since it’s easier to apply for jobs and present entry level to mid candidates (like the hairdresser who became a trainer at $18/hr).  For higher level jobs, it is more problematic for you to present the candidate to an employer.

<https://www.youtube.com/watch?v=6DTWDvp4KcE>

**Resume Keywords:**

Examples of keywords at bottom of a resume.  Keywords will depend on job goal and job description.

Example 1

Keywords:  Sales, management, accounts, vendor relations, upsell, trainer, training, social media, google business

Example 2

Keywords:  Project management, budget, PMI, AutoCAD, Catia, Microsoft Project, contract, negotiation, estimating, bidding, construction, Blue Beam, Just in Time, material resource planning, vendor management, safety compliance, job costing, risk management, lean manufacturing, blueprints, sales, planning, scheduling, ERP, data analysis, materials management, PMBOK, project management book of knowledge, risk management