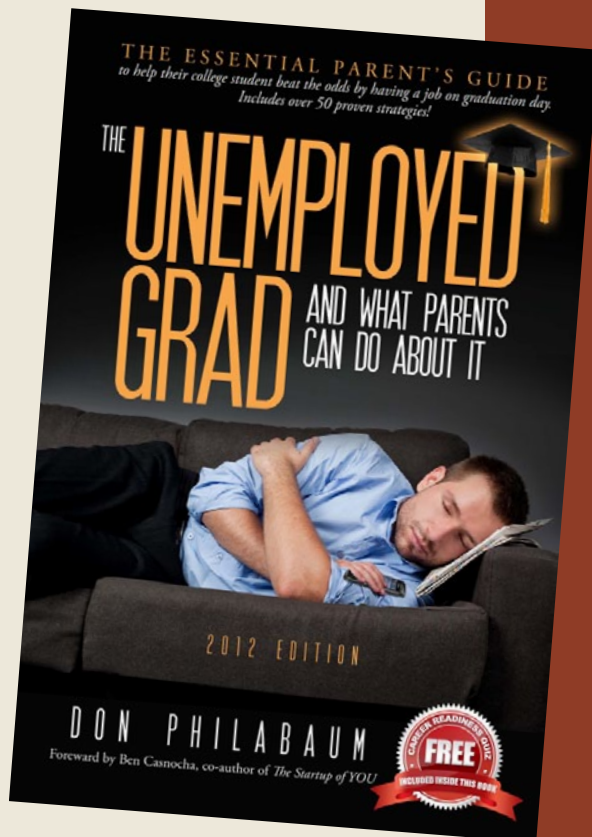


- An essential parents workbook -

# Career Planning Workbook for Your College Student /Grad!



A companion workbook to the book, *The Unemployed Grad*.

Help your child build a successful job search strategy for their first professional job search.

**\$17.95**  
50+  
Exercises!

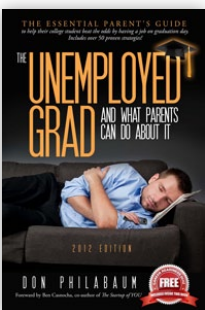
***This workbook is for all parents!***

- Parents who have students just **entering college**.
- Parents who have students in college.
- Parents who have students graduating.
- Parents who have a graduate **living at home on the couch!**

With the tips and ideas we share with you in this workbook, you will help position them to stand out in a job market that is predicted to be pretty ugly for the next decade.

This workbook is available as a PDF that you can download from our website, or if you prefer a printed version, you can order it on Amazon.

***Share this workbook with parents you know!***



## INTRODUCTION



**Don Philabaum**

In 1970, choosing a college was a different experience then it is today.

For me, Kent State University was only a couple exits down the highway, tuition was cheap, Kent had become the center of world of protest against the war in Vietnam, and regardless of my academic record I was accepted!

*What more did I have to think about!*

To pay for college, I worked as a wire boy in a rivet factory, did quality control in a boiler company, operated a slitter machine at an adhesive company, worked at gas stations, for land surveyors, car washes, mowed lawns and took wedding photos.

These work experiences provided me the motivation and desire to finish college. I enjoyed the variety of characters I worked with in each of these companies and activities, but knew I wanted more flexibility, an independent work environment, and a chance to be creative. Even nearly 40 years ago, it was a pretty well accepted fact that a college degree would take you out of the factory and put you into the front office. I wanted into the front office!

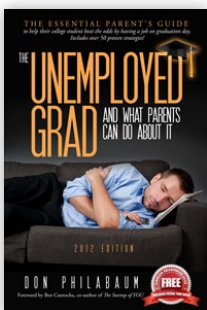
So much has changed since then.

An education that I could pay for by working my part-time and summer time jobs cost under \$2,000 a year. Today that same education will cost you and your student between \$20,000 to \$50,000 a year. I recently read a letter I sent my folks complaining that I had to spend \$20 for books one semester. You'll end up spending \$500 - \$600 a semester!

Worse, your son or daughter will be graduating into a drastically different job market, one that will be more competitive from highly educated globally workforce and computers that can are beginning to out think humans.

To get a job today, your student will need a professional network, an online presence, a career plan and job search strategy. He or she just can't "wing it" and expect to get a job. Each of you will have too much money invested in an education to not take career planning seriously.

There is way to too much at risk!



As I outlined in the book *The Unemployed Grad*, since the economic crash in 2008, eighty percent of the grads walking across the stage on graduation day, did not have jobs. That rate is expected to improve only slightly in the coming decade. If that wasn't bad enough, surveys are showing that the average grad takes nearly 8 months to find a job. By that time, many are giving up looking for a career job and taking any job they can to not only to pay for living expenses, but to start paying back their college loans.

Your student does not have to become one of those statistics!

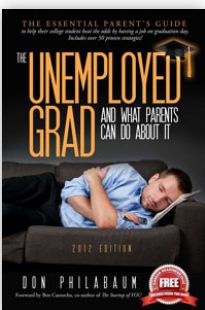
By taking ownership of their career the minute your child arrives on campus, he or she will have a greater chance of having a job by graduation day. By starting a job soon after graduation your grad will start receiving \$3,000 - \$4,000 per month in salary. In eight months that's \$24,000 to \$32,000 in salary that the average grad will not get!

***That alone could pay back the average student's loan debt!***

So it's worth taking the time and the effort today to begin planning toward that day.

I'd like to congratulate you for your foresight, care and concern. It will pay off handsomely in a successful and rewarding career for your child.

**LET'S GET YOUR STRATEGY STARTED!**



## HOW TO USE THIS WORKBOOK

This workbook is designed to get you thinking about the issues your son or daughter will be facing when he or she graduates and provide you the knowledge and skills you need to be a resource to them in their first professional job search.

In the book, *The Unemployed Grad*, we make it pretty clear your student will not explore career options, develop career plans or job search strategies without your encouragement and involvement. They will be focused on their academics and the college experience.

Ben Casnocha, who wrote the foreword to my book, co-wrote, *The Start Up of You* with Reid Hoffman, the founder of LinkedIn. Both Ben and Reid believe we are all entrepreneurs and that we should be in a constant state of startup, creating, producing and changing as the market changes.

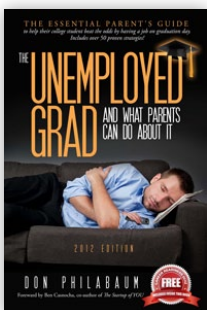
Your son or daughter has to look at their career through the eyes of a business owner. The more they put into it, the more they will get out of it.

Our goal is to make sure your student adapts and survives this new employment world.

I've designed the book and workbook so you can either read the entire book and then tackle the 50 exercises in the workbook, or you can read a chapter and then do the exercises. It's your choice.

*There are no quizzes.*

Your grade and satisfaction will come as you see your son or daughter begin to build strategies that will lead to a fulfilling, satisfying and successful career.





When you have a chance visit Your College Career Center.

Your College Career Center is a comprehensive online career center that combines “*high tech*” with “*high touch*” techniques to give your student the skills, knowledge, network and confidence to lead successful careers in the industries of their choice.

Your College Career Center will give your student/graduate:

1. Help in exploring careers.
2. Job search knowledge and skills.
3. Confidence to “ace” interviews.
4. Advice on “killer” resumes.
5. Knowledge on how to build a professional network.
6. Proven Social Media strategies to get jobs.
7. Access to best practices, guerilla marketing and personal branding techniques that work!
8. Personal coaches that nudge, encourage & inspire.

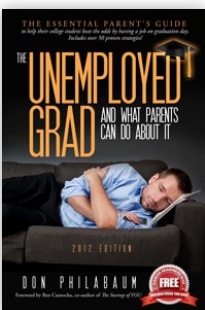
While most grads will struggle with their careers, you can give your student/graduate the information he or she needs to succeed!

*Monthly Webinars, eNewsletters, Coaching, Community & Research!*

**- Visit -**

**[www.YourCollegeCareerCenter.com](http://www.YourCollegeCareerCenter.com)**

**TODAY!**



# Workbook Chapter 1

## Your Grad Will Be Clueless About How to Find a Job

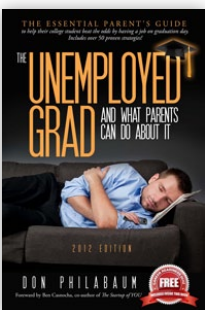
### Why?

Your student's college does not require him or her to explore career options and build a job search strategy.

As a result, your child will not start thinking about a career until it's too late. When you and your child are investing so much waiting until after graduation is a risky way to start a career, particularly when your student is about to enter the most unpredictable job market for grads - EVER!

After reading Chapter 1, take some time to reflect on the exercises so you can begin to gain a better understanding of why:

- There is a 70-80 percent chance your grad will be unemployed on graduation day
- Your grad could take nearly 8 months to find a job
- There is an 80-85 percent chance your grad will move home for economic reasons after graduation
- Your grad could be one of the 17 million college graduates working in jobs that do not require a college degree



## EXERCISES

*These exercises are designed to help you test some of the data and information we shared in chapter one and begin to audit the career knowledge and activity your son or daughter currently has so you can compare it to where they should be.*

1. Take a moment and think about your friends, nieces, nephews and neighbors' kids who have graduated, then make a list of which ones are working and if they are, 1) how long it took them to get their first professional job, and whether their jobs are 2) related to their majors 3) require a college degree.

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2. Review the stats we shared with you in chapter 1 with your son or daughter and ask them to share with you what they think they will need to do have a job lined up by graduation day.

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3. Ask your student to share with you which careers of adults they know interest them and why? Coach them how to contact these adults to ask them about their careers and perhaps meet with them.

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4. Get your child's opinion about what they think their responsibilities are in taking ownership of their career.

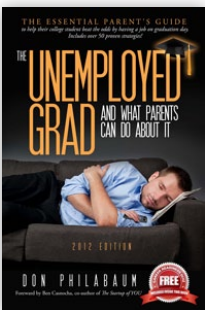
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5. Ask them how they feel about you working with them to provide them feedback on the careers they are exploring, and sharing thoughts on their career plan and job search strategies.

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## Workbook Chapter 2

# Colleges & Students Are Not Focused on Career Management

The mission of your student's college or university is to make sure your student takes the right curriculum and earns a degree. Secondly they want to make sure your son or daughter has an opportunity to engage in clubs and organizations to enrich their college experience and expand their circle of friends.

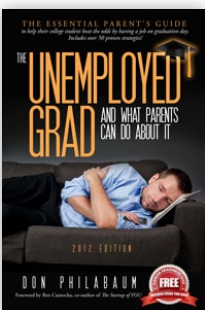
Unfortunately, the career center is like a college club and participation is optional. As a result, few students take advantage of it. I can just about guarantee that your student will not visit the career center until their Senior year, unless you step in and encourage them to set aside time each month to view and use some of their services.

Parents mistakenly think their students will pick up all they need to know to choose the right career and build a career plan and a job search strategy at college, but because the career center is not a required activity on campus few students take advantage of it, even in their senior year.

I've worked with over a thousand career center professionals and I can tell you every single one wish they could get more students to visit the career center and use their services. That's both good and bad news for you. The good news the career center staff is there waiting for you, the bad news is YOU will have to encourage your student to take advantage of their services. The career center staff can't make your student visit the career center, but you can!

It's important for you to get to know more about your child's career center.

After reading Chapter 2 pull out some of the college literature or go online and take a look at the college career center website so you can advise your student which services they should be utilizing in their freshman, sophomore, junior and senior year.



## EXERCISES

*These exercises are designed to help your student understand why career exploration and career planning has to become a habit. Your job is to make sure you are aware of what services the career center provides do everything you can to make sure they put themselves on a four year plan that includes investing 20-40 hours a year in their career plan.*

- 1) We need you to visit your son or daughters college career center site and get familiar with the people and the services they provide.

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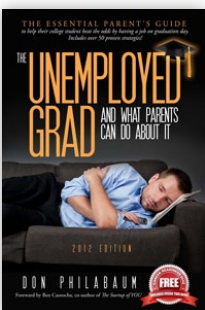
- 2) If you agree with me, that the college should require students to invest a minimum amount of time in exploring career opportunities, learning job search skills and that the administration should provide more resources to the career center, find out who you should share your concern with at the college.

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- 3) I also want you to learn how the career center benchmarks the results of their students success. Have them find out.

- a) How many grads have jobs on graduation day?
- b) What percent of the grads are getting jobs related to their major?
- c) How long did it take for the average grad to get a job?
- d) What is the average salary of grads based on their majors?
- e) What percentage of the grads had 1, 2, or 3 alumni mentors?
- f) What percentage of students/grads visited the career center?
- g) How much time did the average grad invest in their developing a career strategy?
- h) Did the college require students to have a career strategy?
- i) What percent of grads had internships by the time they graduated?
- j) What is the average number of coaching hours students get each year?



## Workbook Chapter 3

# You Need to Assume the Role of “Career Coach”!

You’ve coached your student his or her entire life.

### *Why stop now?*

In chapter 3 we encouraged you to require your child to assume ownership of their career and for you to step in to guide and coach him or her through the process.

You learned how Karla Davis a contestant in the TV program *The Voice* overcame her insecurities and gained confidence from the gentle coaching of Adam Levine and Alanis Morissette. We outlined the importance of coaching for students entering college not only for career guidance but for overall advice on everything from time management to study habits.

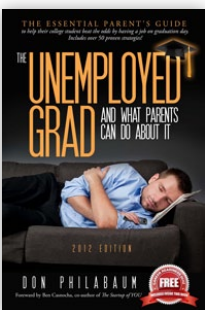
Coaching is an art and science. You’ve heard the Buddhist phrase, “*When the student is ready the master will appear.*”

The trick will be to make sure your student has a good understanding of the risks of not taking ownership of their career. Once they understand that you have an opportunity to share with them of the time you are investing in learning about the issues so you can be a resource to them. If they see you are leagues ahead of them, they will be more likely to accept you as their coach!

I can’t stress enough that YOUR student WILL need coaching as they go through this process. They won’t ask for the help, because they will be focused on their studies and frankly - they won’t know the right questions to ask!

You need to take an active role, just as you did when you coached them to take their first step. It’s that critical. Don’t overlook this responsibility and assume the college will take care of it. It just won’t happen for all the reasons we discussed in Chapter 2.

***You and your graduates have everything at stake. Dive in and have fun!***



## EXERCISES

*These exercises are designed to help you begin to build your coaching strategy.*

- 1) Outline why you think you should be involved coaching your son or daughter.

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- 2) Outline what you think your role should be.

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- 3) Outline what roles a professional coach can play the strategy you are beginning to draft.

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- 4) Outline what responsibilities your student should assume.

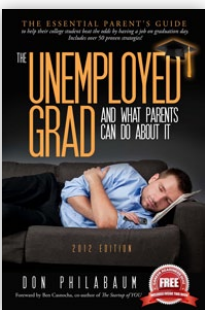
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- 5) Join the online community we've set up for parents to share ideas, issues and strategies at [www.yourcollegecareercenter.com](http://www.yourcollegecareercenter.com)

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## Workbook Chapter 4

# Your Graduate Is Entering a Highly Competitive Global Labor Market – With NO Job Search Strategy!

The first thing your student needs to understand that their diploma will not guarantee them a career path or a job. The minute their president or dean hands a diploma to them, they are on their own and will have to make their own way.

They have to understand they own their career, and it will take an investment of time and effort to build a successful career strategy. As the saying goes, “You reap what you sow”.

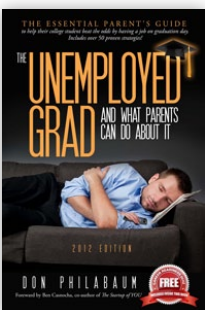
In 2007, over 50 percent of graduating seniors had jobs by graduation day. Today nearly 80 percent of graduates are unemployed on graduation day. In the past, grads did not have to compete for positions and most used the “wing it” technique to get jobs.

Graduates can’t “wing it”. When hiring managers have 250 resumes to sort through for one position, your student has to have done something to really stand out.

Keep in mind that your graduate is going to compete with 13 million people out of work, 2 million fellow graduates, 6 million graduates from Chinese colleges and graduates and non-graduate workers from around the world!

They are going to have to understand that the employment market for the next decade is going to be struggling to come back to the levels it was at in 2008.

During the decades of the 70’s, 80’s, 90’s while there were ups and downs in the economy, we created an average of approximately 138,000 new jobs every month. In the ten years between 2000 and 2010 we lost over 8,000,000 jobs. That’s right lost. We did not create one single job.

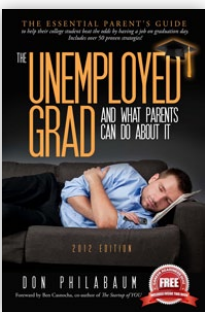


## CAREER PLANNING WORKBOOK FOR YOUR COLLEGE STUDENT /GRAD!

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Economists suggest it we need at least 200,000 new jobs a month to just accommodate new people entering the workforce. With 13 million people who are currently looking for work, another 7 million that are working in part time jobs who want full time jobs, the competition for jobs will continue to be fierce.

Your job is to make sure your student understands what they are up against and why a small investment of time now, will help them in the long run.



## EXERCISES

*These exercises are designed to help you “audit” what your student knows and to get them to comprehend how competitive it will be to get the job of their dream.*

1. If you haven't done it already, visit [www.yourcollegecareercenter.com](http://www.yourcollegecareercenter.com) and click on resources to download the **Career Readiness Quiz** and have your son or daughter take it. They won't be able to answer all the questions if they are just entering college but that's ok. The goal is to have your son or daughter begin to understand what knowledge and skills they will need to not only get a job but lead a successful career.

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2. Discuss with them how they will be competing for jobs with Chinese students with masters degrees, Philippine graduates with perfect English and even Siri Apple's iPhone assistant! Ask them what they intend to do to differentiate themselves from their competition.

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3. Share with them the facts we outlined in this chapter on current student job search strategies and ask them if they think they are adequate to compete for the limited jobs available.

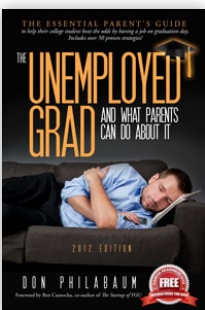
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4. Ask them to create a Google Alert that will deliver to their email box every day any story that includes the word “unemployed graduate”. This will continually remind them why they should be investing the time to develop their career strategy.

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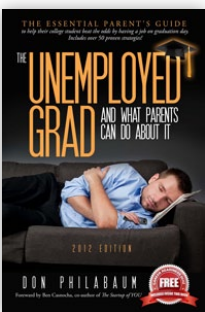
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5. Share with them the research that shows students who had internships got jobs that paid a median income of \$6,680 more than those that did not. Ask them if they'd rather get a job related to their field that paid an average of \$10,000 more than one unrelated to their degree.

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## Workbook Chapter 5

# Job Search & Hiring has DRAMATICALLY Changed

This chapter was designed to expose you to the tremendous changes that are occurring in the job search and employment world.

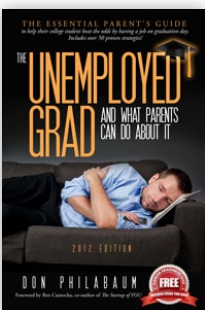
Job boards, resumes with keywords, social media, and online branding are only a few of the things your student will need to master.

Your graduate needs traditional job search skills like networking, interviewing and the knowledge to build a fantastic resume, but he or she is also going to have to learn how to look for a job using online communities and dozens of new interactive and cool job search tools.

I can pretty much guarantee your grad doesn't have a clue on what they need to know to get a job today or even in the future. Remember, the Department of Labor indicates your child will have between 11 and 14 jobs by the time they're 38. It only makes sense to know the RIGHT way to get a job.

In order for your son or daughter to understand how dramatically the job search process has changed, you need to make sure you have a clear understanding of the changes. Because your student has not yet started their first professional job search, they will need to know, what these changes are so they can build them into their strategy.

I'd encourage you to review this chapter a couple of times because we are covering a great deal of material including the use of social media and online communities like LinkedIn, Facebook to get a job.



## EXERCISES

*These exercise are designed to help you and your student begin to understand the fundamental strategies that are shifting and to provide them with a foundation of new strategies they can build their job search strategies on.*

1. Spend some time evaluating the different job boards available to your graduate. We've identified a number of job boards designed especially for grads and alumni. Sit down with your student and explore them together. Your student love the new social media, online community integrations companies are now using.

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2. If you are not using LinkedIn, you should be. Take the information we've shared in this chapter and explore some of the opportunities and proven strategies for yourself. Then sit down with your student and review the tips and ideas we provided in this chapter.

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3. Do you have a Facebook account? Add Branchout and Beknown, two free employment applications that will show you how your student will be able to use their network to find jobs.

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4. There are so many cool new tools available to stand out in the job market. I'd like you to check out those we've identified out and see them for yourself!

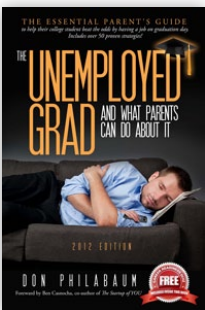
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5. Make sure your student signs up for a free credit report and gains a basic understanding on how credit reporting works. More importantly, make him or her understand how a bad credit report WILL affect future employment opportunities.

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## Workbook Chapter 6

# An Online Identity Trumps Resumes!

In addition to knowing how to professionally use social media in the job search process, your student will need to build, cultivate and manage his or her online presence.

In Chapter 6 we looked at the importance of building a website, and customizing LinkedIn, Facebook and Twitter accounts. We shared with you specific examples of companies who are using social media to not only save money, but find better candidates, faster.

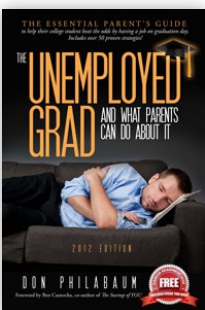
The pace of adoption of these job posting techniques is only going to increase as savvy bean counters in companies begin to understand the benefits these new systems will provide.

Your student has no idea the role their online identity is going to play in their ability to move from job to job with fewer negative effects and less anxiety. Your job is to get them actively working on their online identity even before they arrive on campus.

You may be fortunate to have found a job you love and never want to leave, but all of us have to admit that companies and jobs have life cycles and there is no guarantee what you love to do now will be there for another decade, let alone in the next year!

The biggest mistake job seekers make is to start working on their job search the day they get their pink slip. For all of us, we need to recognize in today's uncertain job market, the job search process never ends.

Creating an online identity takes time. So let's get you and your student started today!



## EXERCISES

*These exercises are designed to help you pick up tips and ideas on how to use social media tools and online community in order to get a job.*

So to prepare, work with your student to:

1. Make sure your son or daughter has a clear understanding of the stats we provided that identify how much companies are using LinkedIn, Facebook, Twitter and other social media tools to find and evaluate prospective employers. Ask them to share with you what impression their current social media website would make on a prospective employer

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2. Have your student setup a personal website that includes some or all of the components we discussed in this chapter.

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3. If they have not created a LinkedIn page, have them do it now! Don't worry about them not having a lot of information. Their profile will be a work in progress.

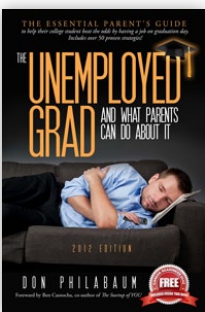
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4. Have them spend at least 10-15 minutes a week reviewing the activity on LinkedIn, connect with others and participate in groups, *Answers*, and share interesting articles and industry news using the techniques and suggestions we provided in this chapter.

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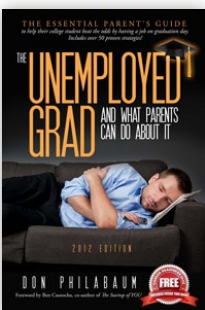
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5. If they have not set up a Twitter account, have them do that too! It will take them 5 minutes to set up a Twitter account. We recommend they use Google Alerts and using tools like Hootsuite to update it, as well as your LinkedIn and Facebook news feeds with relevant industry news.

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## Workbook Chapter 7

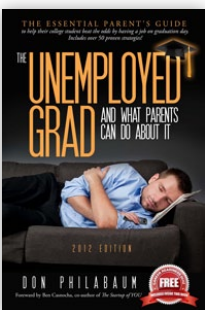
# 7 Building Blocks of Your Student's Career Plan and Job Search Strategy.

You've heard the phrase attributed to Lewis Carrol, "*If you don't know where you are going, any road will take you there!*"

This chapter is going to begin to build the foundation of your son or daughters life long career strategy. It's an incredibly important chapter because it will be a strategy they will continue to build on for the next 40 years!

In this chapter we shared 7 building blocks of your students career plan and job search strategy. They included:

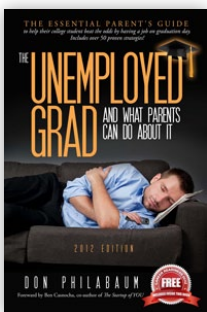
1. Encourage your student to use the career center and explore career options.
2. Have your student explore careers opportunities
3. Have your student create a **personal career profile**
4. Have your student create a written job search strategy.
5. Have your student create a written **career plan**
6. Make sure your student has the fundamental job search skills
7. Encourage your student to build a professional network.



If he or she skips any of these, it will have a long term negative effect on that student's career. You'll be able to build on these strategies with your student.

If your student is entering or in college they have time to pull all of this together before they graduate. If your child has graduated, he or she will still need to go through this process so the next 10 job searches don't take as long and each ending up more successful.

Your student needs a blue print, a plan he or she can follow throughout the dozen+ job searches during a lifetime. He or she will be more confident and stay focused on the steps required to not only get a job, but the job of their dreams!



## EXERCISES

*These exercises are designed to help your son or daughter start to build a life long career strategy.*

1. Encourage your son or daughter to explore the many career opportunities that match their personal assessments and tests. Ask them to write down the areas they are interested in and begin to explore what the day to day activities of those jobs are.

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2. Work with your student to put down on paper what he or she wants to do in his or her career. The plan should show a 1, 3, 5 and 10 year plan about what industries, job titles and/or companies your student wants to work for.

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3. Help your student master a 30 second elevator speech. Check back to the chapter for specific suggestions and ideas.

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4. Assign books your student can read that will provide them a foundation on how the fundamentals of job search strategy, networking, interviewing and resumes.

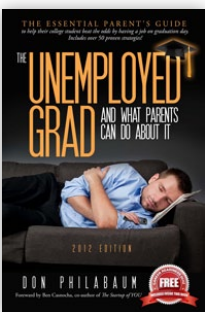
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5. Encourage your student to build a professional network that involves alumni starting his or her freshman year and if not then, immediately upon graduation

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## Workbook Chapter 8

# 12 Guerilla Marketing Techniques That Get Jobs

Good is no longer enough to get a job!

To compete in this job market, candidates need to adopt out-of-the-ordinary, unusual, and remarkable techniques to get noticed. In this chapter you learned about our favorite, proven strategies that will help your graduate stand out, and get interviews and jobs!

Some of them were hilarious, some outlandish and others immensely brilliant!

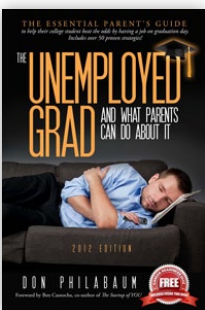
This is one of my favorite chapters because it provides a bit of levity and fun to the job search process.

A favorite quote of mine by Albert Einstein is,

***“The definition of insanity is doing the same thing over and over and expecting different results.”***

Nearly all of us get stuck in a rut of doing the same thing in our job search and ending up with the same miserable results. One of the many goals that I had in writing *The Unemployed Grad* was to offer dozens of strategies and proven concepts that any grad could use to get noticed in a crowded job market.

I would definitely encourage your son or daughter to step out of their traditional personality and comfort level and try any of these ideas or modify them to fit their own personality.



## EXERCISES

*These exercises are designed to get your son or daughter thinking outside of the box. The goal is to get them to develop memorable strategies.*

1. Have a meeting with your son or daughter and go through all 12 guerilla job search marketing ideas discussed in this chapter and ask them which ones they think are not only cool, but are ones they could adopt.

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2. Discuss the “Try before you buy” guerilla marketing strategy where your son or daughter would work for free for a company they targeted as one of their top candidates. Would you be able to support them in this decision?

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3. Ask your student to share with you how they would use social media to find jobs in the hidden job market, before jobs are posted. Share examples and ideas you picked up in this chapter.

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4. Have your student ask you probing questions about your company. Encourage and coach them how to get out of you - the pains and issues your company is facing and then discuss solutions they could offer to solve these. Encourage your student to do this with uncles, neighbors and others for more practice.

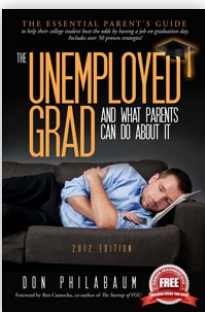
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5. Ask your son or daughter what they want their personal brand to be. Explain what you learned about thought leadership and challenge them to come back to you with one or two areas they would like to be known as an expert in.

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## Workbook Chapter 9

# 15 “Soft Skills” Business Leaders Expect!

### *It’s no secret!*

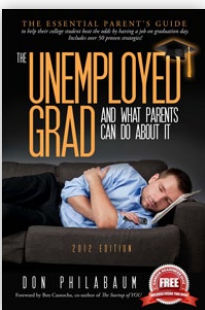
Business professionals are going to tell you that your student does not have the “soft” skills they need to successfully migrate from campus to the corporate world. This chapter went through in detail what business leaders are looking for and offered resources and ideas on how your student could show management they will excel in these areas.

Did you know that XX percent of people wash out of their job within the first XX months. XX percent of them are let go because XXX.

Your graduate’s secret weapon could be their knowledge and mastering of the soft skills we discuss in this chapter. Let’s review some ways you can encourage your student to pick up these skills.

As you know, your student’s college will not teach him or her the “soft skills” business leaders have been complaining graduates have lacked for decades. Some of these skills include:

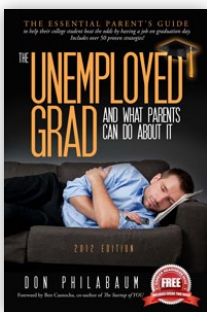
1. Writing skills
2. Presentation skills
3. Teamwork skills
4. Interpersonal (gets along well with others) skills
5. A good work ethic
6. Time management
7. Multitasking skills
8. Ability to meet deadlines
9. Professionalism
10. Knowledge of business etiquette



## CAREER PLANNING WORKBOOK FOR YOUR COLLEGE STUDENT /GRAD!

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One of the reasons we want your student to start working on their career strategy the minute they are accepted into college is there is a lot to do. We've suggested your student invest 20-40 hours a year in developing their career strategy. Now we are going to ask for another 20 hours each year that they commit to learning the soft skills business leaders are expecting.



## EXERCISES

*These exercises will help your grad begin to take ownership of the common mistakes first time job seekers make and to explore solutions.*

1. Review the stats and information we shared in this chapter, particularly the survey results by the Accrediting Council for Independent Colleges and Schools that show 93 percent of the business surveyed, thought colleges could better prepare grads in soft skills.

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2. Sit down with your student and review all 15 soft skills. Spend a couple hours discussing them in detail bringing your own “real world” experience into the discussion so they gain a firsthand understanding of how the lack of these skills will affect a company and their growth with it.

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3. Have your student identify the areas they feel they are the weakest in, and then have him or her pick up books on those topics or take a course that covers those issues.

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4. An easy fix and/or solution to the communication issue is to encourage your student to join the campus version or local meeting of the Toastmasters. Toastmasters is an incredible organization that not only builds communication and presentation skills but leadership and confidence too!

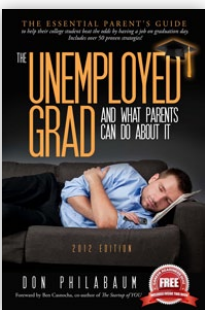
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5. Follow up on your grad’s progress and meet monthly to see how your grad feels he or she is advancing and continue to offer encouragement!

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## Workbook Chapter 10

# 18 Mistakes Your Student Will Make

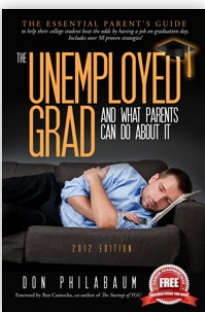
The book, *The Unemployed Grad*, provides over 50 proven ideas and strategies to get a job, but we felt it necessary to share at least 18 ways hiring managers and career experts claim job seekers blow opportunities.

Your grad will have a huge advantage over others who will make these mistakes.

We've had decades to perfect the job search process, yet every second of every day around the world, job seekers repeat the same mistakes that others have made for decades.

In this chapter we shared with you the 18 most common mistakes hiring managers say first time professional job seekers make. They included:

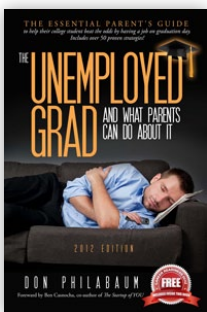
1. Not visiting the career center
2. Not exploring career options
3. Failure to build a career plan
4. Failure to develop a job search strategy
5. Spending too little time on the job search
6. Not employing multiple job search techniques
7. Not getting an inside contact to deliver resumes
8. Not controlling the job search process
9. Focusing too much on job boards
10. Looking only for job openings
11. Letting rejection become overwhelming
12. Not including industry keywords in their resume
13. Waiting for the hiring managers to call
14. Not providing specific details of accomplishments



15. Lack of preparation for interviews
16. Not developing a professional network
17. Failing to clean up social media sites
18. Not developing a personal brand

One of the country's top career author's Tony Beshara who has also placed over 8,000 professionals in jobs during the last 30 years, research shows it takes 16 interviews to get a job.

If you've been looking for a job recently you know how much work it takes to get one interview. When you look at the list of areas where one can make mistakes it becomes clear that with a little effort and awareness one will increase the chances of getting a job.



## EXERCISE

*These exercises will build awareness in your child to the common mistakes first time job hunters make.*

1. Sit down with your student and review all 18 mistakes. Spend a couple hours discussing them in detail bringing your own “real world” experience into the discussion so they gain a firsthand understanding of how these mistake will affect a company and their growth with it.

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2. We’ve talked about this at length in this book and I can’t impress upon you on how important this will be. Make sure your student has a written career and job search plan.

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3. Have a conversation with your student to discuss what he or she thinks one needs to invest in his or her job search. Then, share some of the information you’ve learned with your student.

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4. Ask your student what job search techniques he or she is going to use and how they fit in with his or her job search plan. If your grad doesn’t show a clear understanding, encourage your student to do more research on different channels where he or she can look for jobs.

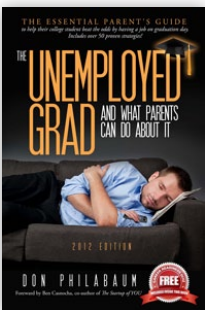
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5. Challenge your student to think about different ways he or she could look for job openings that are not part of the standard channels. Have your student include this list in his or her written job search plan.

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6. You should ask to review his or her written job search strategy to make sure your grad has built in multiple channels to look for jobs. If it appears he or she is too focused on one area, offer some alternative ideas or have your student contact his or her career center to provide even more.

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7. You can be an enormous help in getting your student prepared for interviews. Develop a standard routine, keep it fun and give your student the confidence that will help your student ACE it.

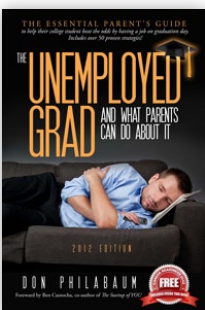
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8. Some students need more help in networking than others. If you don't feel you have adequate networking skills, read a book and discuss the techniques with each other.

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# Chapter 11

## Career Management + Habit +Luck = Career Success

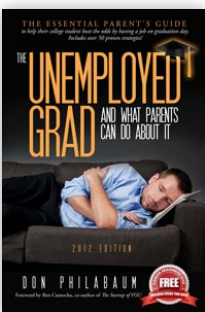
By now you know there has been one common theme that I repeated over and over and over in this book.

Your student is going to have to take ownership of their own career.

They will need to develop a career management process that includes career exploration, a written career plan and job search strategies.

It's that simple.

I outlined that because the college will NOT require your student to do this, they will need to build a habit of working on their career management. If they don't it just won't happen, if they do, they will not only be better prepared to compete for the limited jobs that are available but they will be able to take advantage of Lady Luck when she knocks on their door!



## EXERCISES

*These exercises are designed to help you audit your students activities and reinforce why they need to create a career management process that includes developing a habit so they can take advantage of luck.*

1. Discuss with your student what they think needs to be build into their career management process.

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2. Ask them how they are going to make their plan a habit.

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3. Share with them the short term and long term benefits of this process.

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4. Did your child intern in an area related to his or her future career?

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5. Ask them to share with you a story about someone they know that is in the wrong career field and what they think that person should do.

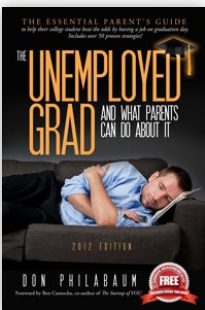
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6. Ask them to share with you how they would feel; 1) if they had to take a job unrelated to their degree 2) it took them 8-12 months to find a job?

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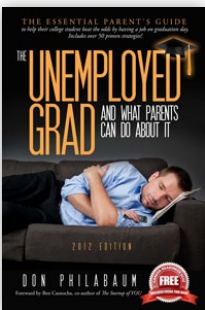
**CAREER PLANNING WORKBOOK FOR YOUR COLLEGE STUDENT /GRAD!**

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7. How many hours per day is he or she-- or do you think your child should be-- investing in a job search?

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**Parents of students entering or in college...**

If you want the assurance your child is working on a four year career strategy, that provides YOU monthly feedback and reports on their progress, while at the same time exposes them to the top career authors, experts and hiring managers, then sign them up for our *Four Year Career Success Program*.

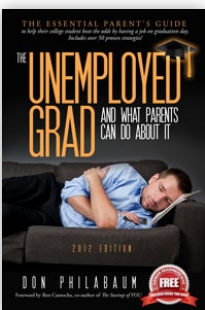
**Parents of seniors or recent grads..**

The minute your student receives their diploma they are pretty much on their own with their job search. While they won't have the leisurely opportunity of putting together their career strategy like they would in our Four Year Success Program, they can IMMEDIATELY get up to speed in our *Grad Summer Boot Camp*.

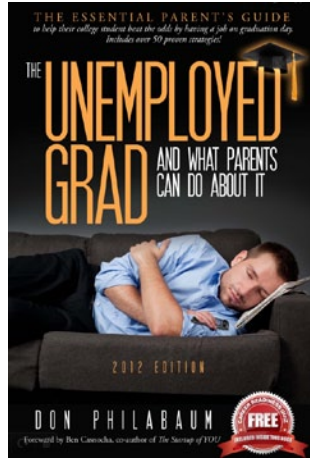
- Visit -

[www.YourCollegeCareerCenter.com](http://www.YourCollegeCareerCenter.com)

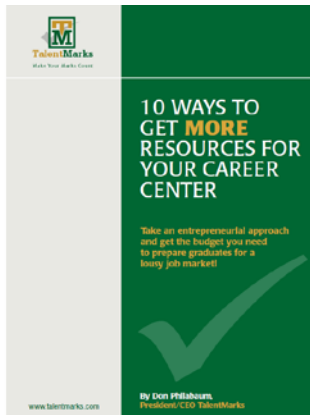
**TODAY!**



**Books and reports  
by Don Philabaum**

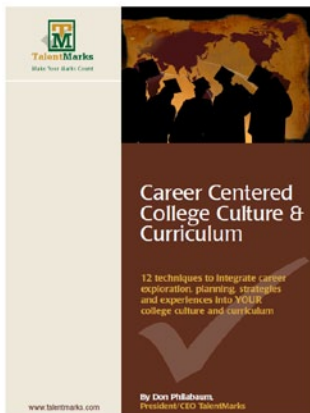


**About the author**



Don Philabaum is one of the early pioneers in the online community industry. He founded a firm to develop online communities for students and alumni in 1996 and went on to build 300 online alumni communities around the globe.

He's been driven by the desire to help institutions use their online communities to connect and engage members to help them do business, mentor, and get jobs. Don is co-founder of TalentMarks, a firm that provides cloud-based career curriculum for schools, students, grads and alumni that is delivered 24/7 through any device.

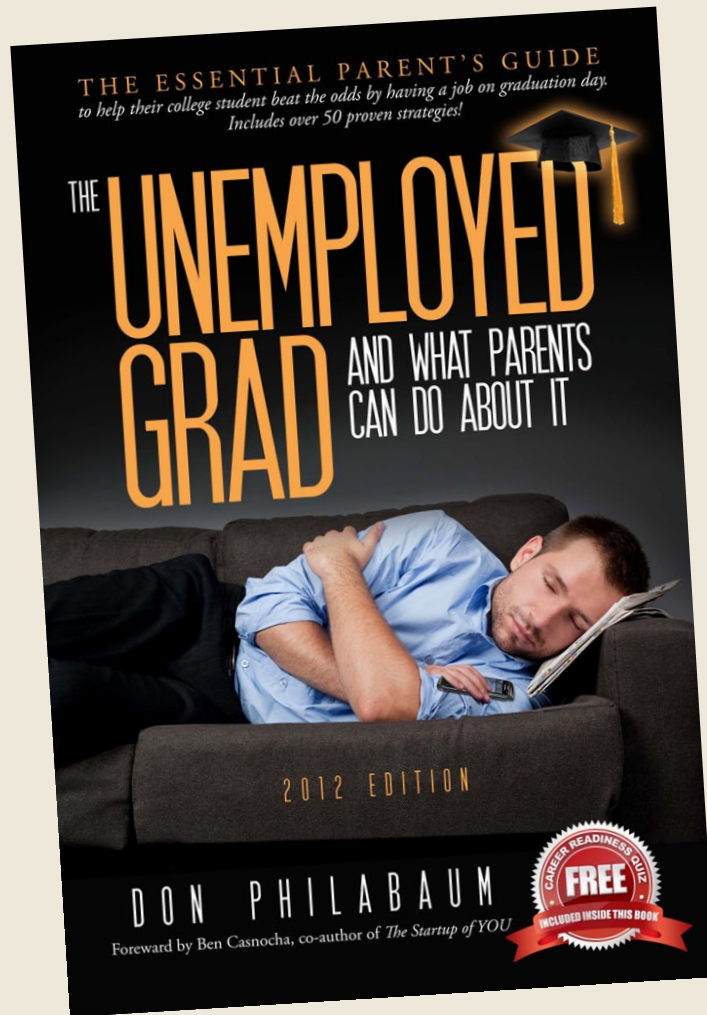


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