

Towards a new job

JOB SEARCH GUIDE

FOR KOKO UNEMPLOYMENT FUND MEMBERS



The Unemployment fund for highly educated KOKO

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This job search guide has been produced in cooperation with the KOKO unemployment fund and its member unions. The content is provided by Academic Engineers and Architects in Finland TEK, Suomen Ekonomit (The Business School Graduates in Finland) and The Union for Professionals of Business and Technology.



Hello!

Are you looking to take your job search to a new level?

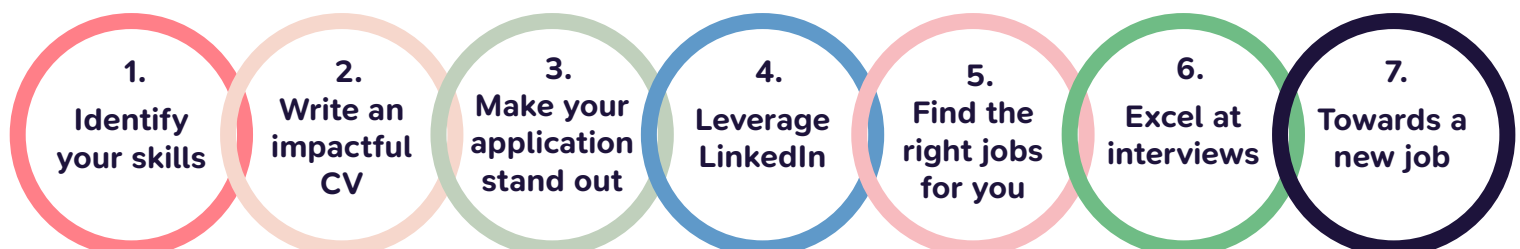
This guide helps you to improve your chances at all stages of the job search process. The guide gives you the tools to **identify your skills, write an impactful CV and cover letter, leverage your contacts and networks and prepare for job interviews**. The exercises in the guide are designed to act as a path that takes you closer to landing your ideal job, step by step.

You will also learn about the recruitment process, which helps you to prepare for each stage. The process typically consists of preliminary screening, interviews, suitability assessment and testing. Employers usually check references and discuss the pay and other terms of employment with each potential new hire before making their final decisions.

Job searching is not just a mechanical process. It is also an exercise in social interaction and self-management: building networks, having conversations, and maintaining your resilience throughout the process. By planning your job search journey with care you can improve your chances of success.

The tips and exercises in this guide help you to better understand what it is that you want so that you can step confidently towards a new job.

The guide consists of seven sections that take you through the process as follows:



You are more likely to go after the right jobs when you have a clear understanding of your own skills and direction. That is why it is important to start your journey by identifying your skills.

Good luck!



Did you know?

Effective job search skills are essential in today's employment market. The first step on your job search journey is to identify and verbalise your skills. You will also learn to understand employers' needs and to demonstrate how your skills match their requirements.



1. Identify your skills

Identifying your skills is about evaluating what you have to offer, determining the direction that you want to take in life and bringing to the fore what makes you an exciting prospect for employers.

Familiarise yourself with different kinds of employers and roles to pinpoint the ones that are a good fit for your skills and make your goals clear in your own mind. This will help you to make more informed choices.

Identifying your skills is the first step on your journey

Start your job search journey by identifying and verbalising your skills. This first step is often the most challenging one. Identifying your skills helps you to

- tailor your CV and cover letter to each position,
- explain why you are the right person for the job and
- describe the value that you can bring to the organisation at your interview.

Remember the direction that you want to take in life and what you want to achieve. **Instead of just looking at your past and the present, focus on the future.** Think about how your skills can be useful in different roles and working environments. This will also help you to broaden your prospects.



Identify and verbalise your skills

Use the graphic below to evaluate your potential from different perspectives. Identify your skills, abilities and strengths. Consider your professional persona: how does your professional role define you, what kind of a learner are you and how do you operate in a professional environment. Think about the skills and value that you will bring to the organisation and your future team. Measure your skills against the organisation's needs at all stages of the process.





Exercise 1: Identifying your skills

Follow the instructions to prepare a mind map or a table of your skills.

- 1. List your professional skills.** Think back to your previous jobs or studies. Professional skills are skills related to a specific profession, role or industry.
- 2. List your general and transferable work skills.** These skills are not tied to a specific role or industry. Transferable work skills include, for example, interpersonal and communication skills, problem-solving skills, time management skills, teamwork skills, adaptability and flexibility, self-management skills, the ability to learn, creativity and critical thinking. These skills are best expressed through concrete examples.
- 3. Think about your personality and strengths.** Your personality refers to, for example, how you have been described as a colleague, supervisor, partner or manager. There are various tests and tools available online that can help you to put your strengths into words.
- 4. You can also consult artificial intelligence to get ideas how to describe your skills and strengths.**

Remember

Remember to factor in both the visible and invisible aspects of your skill set. Visible skills can be demonstrated through qualifications and certificates. Invisible skills are tacit knowledge that you build up through experience.



Exercise 2: Get feedback

Ask your former colleagues or others who know you to answer the following questions:

- What skills and strengths do you think I have?
- How are these evident in how I operate?
- What feedback would you give me?

Write the answers down and compare them against your own assessment of yourself and what you wrote in the previous exercise.

Top Tip

Encourage the people who give you feedback to also do the exercise for themselves so that you can reciprocate and help them to identify their skills.



Exercise 3: Write a brief description of yourself

Now that you have completed the first and second exercises, you can use what you have learned so far to compile a brief description of yourself.

- Think about how you want to introduce yourself on paper and in person.

Remember to communicate your aspirations, goals and interests. A personal style can make you stand out from the competition. **Make sure that the way you introduce yourself is clear and relevant to the job in question.**

Prepare both a short and a slightly longer written introduction. Use the concise version in your CV and the longer one in, for example, your LinkedIn profile. You will also need a spoken introduction to be used at interviews or when meeting potential employers.



2. Write an impactful CV

Your Curriculum Vitae, or CV, is a marketing document that summarises your skills and convinces potential employers that you are the best candidate for the job. Your CV should have a clear structure, highlight relevant experience and be tailored to each job opportunity so that the recruiter can immediately spot your strengths.

Structure and contents of a CV

A traditional CV contains the following elements

Name and headline

Contact information and links

to your LinkedIn-profile, portfolio, website etc.

Impactful personal statement to give a memorable first impression. Make sure to explain what you are looking to achieve.

Neutral, high-quality photograph

If you want the reader to focus on your recent qualifications, put these above your work experience. If your work experience is more relevant, mention your employment history first.

Work experience

achievements, successes, what you have learned, past responsibilities

Quantify your achievements, if possible.

Remember to add **skills and abilities that are relevant to the position in question.** Language skills, technical skills, other skills



Did you know?

Recruiters use a quick, initial scan to decide which CVs to read more thoroughly. Make sure to put your biggest selling points at the top of your CV.

Top tips for CV writing

- Go for a clear and logical structure.
- Keep your CV to two pages.
- List any relevant projects and publications in a separate document.
- Add detail and highlight skills and experience according to the vacancy.
- Remember to tailor the contents to the position in question.
- Present your work experience and qualifications in a reverse chronological order (most recent first).
- Avoid confusing graphics and metrics.

ATS keywords

Recruiters use Applicant Tracking Systems (ATS) to rank CVs. The software can be used to scan CVs and applications for keywords that match the skills and requirements mentioned in the job posting.

Use established and standardised industry concepts that you can find in job postings and organisations' communications. Pay attention to competence requirements, tools, roles and industry terminology to make sure that the recruiter and the ATS understand your skills.

CV formats

There is no single format or template for a CV. The best way to present your skills and work experience depends on the industry and the purpose of the CV.

Most commonly used CV format

- **Traditional CV** – contains a personal profile, skills, work experience and education. A traditional CV highlights your work history, experience and qualifications. This is a practical option in most cases.

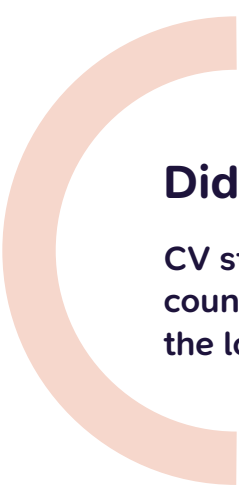


Alternative CV formats

- **Skills-based / functional CV** – is built around key skills and competencies. A skills-based or functional CV is especially well suited for young people who have little work experience, for people who are switching careers and for applicants whose skills are not based on work experience alone. This format is good for highlighting your transferable work skills.
- **Project-based CV** – describes your skills on the basis of tangible projects or tasks. A project-based CV is a good option when applying for consultancy, development and project roles. This format emphasises your tangible achievements, outcomes and contributions.
- **Academic CV** – is longer and more detailed than a traditional CV. An academic CV highlights your research background and publications, teaching experience and other scientific achievements, such as conference appearances, grants and research projects.
- **Visual CV** – focuses on a clear structure and visual appeal. A visual CV can make it easier for the reader to get a sense of your skills. It is important not to overuse colours and visual elements, however.

Digital platforms for showcasing your skills

- **Portfolio** – is a collection of work samples and projects that demonstrate your skills. Portfolios are especially important in creative industries such as communications, education and development as well as in technological and digital roles. Your portfolio can be a website, a PDF document or some other type of digital compilation.
- **LinkedIn profile** – acts as a digital CV and a tool for networking and building expertise. A profile on LinkedIn is a good way to advertise your experience, networks and references.



Did you know?

CV standards and job search practices vary considerably between countries. If you are applying internationally, familiarise yourself with the local guidelines.

Check these before sending your CV:

- Is all the information in your CV up to date?
- Is your personal profile impactful and interesting enough to catch the reader's attention?
- Have you highlighted the skills that are relevant to the position that you are seeking?
- Have you included achievements and what you have learned from your past work history in each job description?
- Have you remembered to leave out confusing metrics and graphics?
- Have you converted your CV to PDF?
- Is the file name clear (e.g. CV First name Surname)?



Exercise 1: Identify which CV format is right for you

1. Think about your background

- Are you following a clear career path in your own industry?
- Are you looking to switch industries or direction?
- Have you built your experience through projects or an assortment of tasks?

2. Familiarise yourself with the different CV formats (traditional, skills-based, project-based, portfolio, etc.) by looking up examples online or by asking AI for more ideas.

3. Pay particular attention to the following

- Which format best highlights my strengths?
- Which format would allow recruiters to quickly get a good sense of my skills?

4. Choose a CV format, create your own template or download a free or paid template off the internet and use it to build your CV.



Exercise 2: Turn your past work experience into achievements

1. **Select two or three jobs from your work history.**
2. **Start by writing a description** of what you did (for example, 'I was the system administrator').
3. **Then edit each description to answer the following questions:**
 - What did you do in practice?
 - What did you achieve?
 - What did you learn?
 - What kind of feedback did you get?

Example

Before: I was the system administrator

After: I was responsible for the duties of xx system administrator: for managing user profiles in an organisation with 150 employees, for the functionality of the system and for user support.

I learned a lot about networking and user-driven communication in particular. The organisation's senior management also gave me positive feedback on my proactive approach to process development and administration.

4. **Add detail** to the work experience section of your CV on this basis.



Exercise 3: Tailor your CV to a specific vacancy

1. Find a job posting that appeals to you.

2. Study the posting to identify the following

- the most critical competence requirements
- relevant keywords

3. Rework your CV to

- highlight skills that you have that are relevant to the vacancy
- echo the terminology used in the posting
- move the most relevant information to the top of your CV

4. Finally, ask yourself the following question

- Is it clear from my CV that I would be ideal for this position?



3. Make your application stand out

Your job application or cover letter is your chance to make a memorable first impression on potential employers. The goal is to get the recruiter's attention and to convince them that you are the right person for the job.

What makes a good job application

Make sure that your application reflects your motivation and your genuine interest in the vacancy and the organisation. Show them that you understand the requirements of the job and explain how your skills match the organisation's needs and what value you would bring to them.

Your CV and the application should not repeat the same information but complement each other. While your CV gives a quick overview of your skills and experience, the application is your chance to explain how these are relevant to the vacancy. **Practical examples add credibility and make applicants stand out.**

Make your application clear and easy to read so that the recruiter can quickly see what your relevant skills are. Keep your application brief, up to one page at most.



Make yourself memorable

Enliven your application by including brief, authentic descriptions of your past projects or work experience. Do not just use adjectives to describe yourself but actually explain what you have achieved.

Structure your application so that it makes a logical and dynamic story and tells the recruiter everything they need to know about your background, competence and interest in the vacancy. Find out as much as you can about the employer beforehand and use the information in your application.

Did you know?

Recruiters have limited time to review your application. Make your message clear: *why are you the solution to the employer's needs?*



Exercise 1: Contact a potential employer

If possible, contact the employer before you send your application and ask them for more information about the vacancy and the recruitment process. This will give you valuable insight into the nature of the role and the employer's expectations as well as making a good first impression.

1. **Think up questions** that can help you to better understand the vacancy. Ask about aspects that are not mentioned in the job posting or on the organisation's website. You can ask, for example, about
 - the objectives of the role
 - the required competence and skills
 - the workplace culture or
 - which attributes will influence the recruitment decision the most.
2. **Contact the employer using their preferred method of communication.**
3. **Edit your CV and application based on the additional information that you learn from the conversation.**



Exercise 2: Come up with a dynamic opening line

Try to catch the recruiter's attention in the very first sentence.

1. **Write three different beginnings to the same application:**
 - Why are you interested in the vacancy?
 - What makes you a good candidate for the job?
 - What value would you bring to the organisation?
2. **Compare the three versions:**
 - Is this going to get the recruiter's attention?
 - Is this too specific or too generic?
 - Ask your friends or colleagues for their opinion.
3. **Choose the best option and make it perfect.**



4.

Leverage LinkedIn

Take advantage of social networks in your professional life and on your job search journey. Networks give you access to information and allow you to share information with others, learn from others and gain new perspectives. They also connect you with people and give you access to opportunities that you might not know about otherwise. LinkedIn is the leading professional social media platform for networking with professionals in your industry.

What are the benefits of LinkedIn?

LinkedIn is a **networking and job search platform**, which recruiters also use to find professionals. Your LinkedIn profile acts as an up-to-date digital CV that gives you more credibility as a professional and makes your skills known to potential employers. Use your profile to advertise your experience, competence and achievements.

Build networks, stay up to date on relevant news and phenomena and showcase your expertise by taking part in conversations. Connect with recruiters and executive search consultants to find out about hidden vacancies.



Spruce up your profile

Here are our top tips for enhancing your LinkedIn profile:

Profile picture and contact information

Add a good-quality profile picture focusing on your face. Fill in the Contact Information section and, if you want, add your contact details at the end of the About section as well.

‘Headline’ summarises your skills and interests

Create a headline that gives a snapshot of who you are professionally and what your aspirations are. If you do not edit this section yourself, LinkedIn will automatically use your latest job title as your headline.

‘About’ describes your competence and goals

Use the About section to give a first impression of yourself, similarly to the introduction at the start of your CV. Describe your most important skills and professional goals. Let your personality shine through.

Keywords help people to find you

Boost your profile with keywords that are typically used in your industry. You can find examples of terminology in job postings and on organisations’ websites.

‘Experience’ showcases your work history

Complement each of your past job titles with keywords that describe different aspects of the role. Give details about your experience and use active verbs: what and how you do things, what you have achieved and who you have worked with.

‘Education’ highlights your qualifications

Instead of just listing your qualifications, degree titles and educational institutions, remember to also say something about your thesis or what your studies entailed. This is especially important if you have only just graduated or do not yet have much work experience.

‘Skills’ communicates your skills and competence

Use the Skills section to give a comprehensive view of your skills. Mention both generic abilities and more detailed, specific competencies. Use terminology typical of your industry and include keywords that recruiters might use to look for professionals like you. Remember to add your language skills to the Language section of your profile.

‘Recommendations’ can be used to include references

Ask your managers, partners, colleagues or customers to write a recommendation and offer to write one for them. Recommendations add value to your profile in a way that is not possible in a CV or a job application.

How to leverage LinkedIn when you are actively looking for a job?

Mention your job search in your profile

Tell your network that you are looking for a job so that your contacts know your situation. You can also make a public post about your job search. Use LinkedIn to find information. Look for vacancies in the Jobs section or set up an alert to stay updated with new job postings.

Enhance your profile with a background image

Add a background image to your profile to achieve a polished visual appearance and give a professional impression.



Be proactive in connecting with new people

Send connection requests, follow up with a message and respond to requests that you receive. Follow organisations that you find interesting and network with the relevant people in those organisations. The number of contacts directly affects your visibility.

Maintain an active presence

Like, share and comment on other people's posts or publish your own articles if it comes naturally to you. Even if your profile is in English, write your posts and comments in the language that you use to communicate with your professional networks. Being active on LinkedIn makes you better known and improves your chances of being discovered.

Did you know?

In addition to the official Jobs section, you can also find job postings in LinkedIn groups and on other users' profiles.



Exercise 1: Ask a friend to critique your profile

Objective feedback can give you tips for making your LinkedIn profile appear more professional.

1. **Select a few of your friends or colleagues** to perform a quick 'mirror test' on you. Ask them to look at your profile for a few minutes and then answer the following three questions:
 - How do I come across professionally?
 - What are the strengths of my profile?
 - What information is unclear or missing?
2. **Write down the answers and compare them against your own views and objectives.** If the message that you want to communicate is not coming across to the reader, you will know what to improve.



Exercise 2: LinkedIn challenge

The LinkedIn algorithm gives preferential treatment to active users. Finding the ways of staying active that feel natural to you can be a process of trial and error but will be well worth it in the end.

1. **Challenge yourself to be active on LinkedIn for one week.**
2. **Set yourself a goal**, such as three comments, two posts of your own and five new contacts in one week. Use the LinkedIn analytics tool to see how your activeness is affecting the number of views on your profile and your visibility otherwise.
 - Which change in your behaviour was the most effective? Did any of your comments spark a conversation? Did you notice an increase in the number of times your profile was viewed after a particular post?
 - Which behaviour felt the most natural to you: commenting, networking or posting? How do you intend to stay active on LinkedIn after the challenge?
3. **What do you want to do next?** Set yourself a goal for each month (such as one post of your own every week or 20 new contacts per month). Make a note of your goal and track your progress.



5.

Find the right jobs for you

The best way to search for jobs is to use a wide variety of job search methods and channels. In addition to public job postings, it is worth paying attention to the possibilities presented by your networks and hidden vacancies.

Job search methods and channels

Job searching is not just a mechanical process – it is also a social exercise.

There are multiple channels to explore to find vacancies: public job postings, recruitment consultants and hidden vacancies that you can learn about through your networks or word of mouth.

Employers recruit a significant proportion of their workforce through networks, which is why it is important to leverage your references and existing contacts. Be proactive in maintaining and expanding your networks and help others to do the same. There are multiple channels to explore to find vacancies: public job postings, recruitment consultants and hidden vacancies that you can learn about through your networks or word of mouth.

Set goals for your job search journey:

1. **Identify your goals.**
2. **Give yourself deadlines for achieving your goals.**
3. **Select the job search channels that are the most likely to work in your circumstances.**
4. **Review your progress at regular intervals and adjust your approach if necessary.**



Seeking out hidden vacancies is a worthwhile investment

Keep an eye out for potential vacancies before they are even advertised. Offer your expertise directly to employers by, for example, submitting an open application, and strive to identify or create needs in organisations.

Look up information proactively: get to know organisations and reach out to them. This can allow you to find job opportunities before they are posted on job sites.

Seeking out hidden vacancies is especially useful when there are few jobs available and a lot of competition.

Consider

The majority of jobs are never advertised publicly. Think about how much time you want to dedicate to applying for jobs featured in public postings and how much to seeking out hidden vacancies.

Informational interviews can help with the job search process

Informational interviews are a good way to learn more about different roles, employers and job opportunities. Find an individual who works in a position or organisation that interests you and ask them to tell you about their job. Most people like talking about their experiences and views.

Examples of questions that you can ask:

- How did you end up in this industry and in this role?
- What are your duties and responsibilities at work?
- What kinds of skills do you need in your job?
- What are the pros and cons of your job?
- What kinds of skills does your organisation value?
- What advice would you give me if I wanted to work in your organisation?
- Who should I get in touch with next?





Exercise 1: Reaching out

1. Prepare a list of people, organisations and industries that you find interesting. Divide them into three groups:

- A. the most interesting**
- B. potentially interesting**
- C. other possibilities**

- Look for background information.
- What does the organisation do and what kinds of jobs do they have?
- How does the organisation recruit new people?
- What is happening in the organisation at the moment (news, projects, other current affairs)?
- Look for potential contact persons on the organisation's website or on LinkedIn.

2. Identify your reason for reaching out.

- Are you primarily looking for information (e.g. informational interview) or potential job opportunities?
- Who should you contact? Do you already know someone in the organisation?

3. Plan your approach. Prepare a schedule of contacts or draft an informational interview.

4. Reach out to the people on your list and make notes of the conversations.



Exercise 2: Expand to new job search channels

1. **Make a list** of the channels that you currently use to look for jobs (e.g. job sites, LinkedIn).
2. **Add** at least three new channels or methods to your list:
 - networks (former colleagues, supervisors, friends)
 - direct contacting of organisations
 - events, fairs or webinars
 - LinkedIn groups or other communities
3. **Select two channels or methods** to try over the next two weeks.



Exercise 3: Prepare your personal job search plan

1. **Set yourself a clear goal.**
 - What kinds of jobs interest you?
 - How actively should you look (e.g. X applications per week)?
2. **Prepare a weekly schedule.**
 - looking for vacancies
 - sending applications
 - networking/contacts
3. **Track your progress.**
 - How well is your plan working?
 - What should you change?



6. Excel at interviews

The job interview is one of the most important stages in the job search process and therefore worth investing in. It is your chance to introduce yourself both as a professional and as a person, while also learning more about the employer and the vacancy.

Take time to get yourself ready for the interview and be prepared to answer questions that you might not expect. Be yourself and make sure to come across as authentic, straightforward and keen.

Prepare for your interview

From the recruiter's perspective, the job interview is an opportunity to evaluate your skills, motivation and suitability for the role and the organisation as well as your interpersonal skills and ways of working.

How to prepare yourself:

- Familiarise yourself with the role, the organisation and the interviewers.
- Think about what you want to say about yourself and what is relevant for this particular interview.
- Try to anticipate questions that you might be asked.
- You may also have questions of your own.
- Prepare to state your salary expectation. Justifying your salary expectation is easier when you understand the requirements of the job and how well your skills match what is needed.



Face-to-face vs remote interview

Some employers prefer to interview candidates face to face, while others opt for remote or pre-recorded video interviews. Here are some tips for preparing for each type of interview:

A. Face-to-face interview

- **How to prepare:** Make sure to arrive on time and to be well prepared.
- **Key considerations:** First impression and effective interaction.

B. Remote interview

- **How to prepare:** Check your set-up and eliminate distractions.
- **Key considerations:** Good internet connection and focus.

C. Pre-recorded video interview

- **How to prepare:** Prepare your answers ahead of time and remember to record them by the deadline.
- **Key considerations:** Clear answers and eye contact with the camera.

Prepare for your interviews

Job interviews are about dialogue and assessing compatibility. Listen carefully to the questions and answer naturally. Ask questions of your own to fully understand the role and the organisation.

Feeling nervous at a job interview is normal regardless of how experienced you are, and the interviewer will understand this. Stay calm, pause before responding and trust your authenticity.

The following are examples of topics that typically come up at a job interview:

- competence, skills and experience
- motivation and interests
- career aspirations and the organisation's goals
- team, organisation and future job description
- terms of employment (e.g. salary, perks, working hours and location)
- work samples or tests, where applicable
- the applicant's own questions
- practical considerations and what comes next in the recruitment process



Asking your own questions at a job interview

At its best, a job interview is a two-way dialogue that also gives you information and an opportunity to make sure that the position is right for you. Asking questions demonstrates that you have done your homework and makes the conversation more balanced.

Examples of questions that you can ask:

- What kinds of targets are associated with this role during the first few months?
- How is performance measured?
- Who would be my closest colleagues and how does the team work in practice?
- What are the most notable challenges or areas in need of development in this role at the moment?
- What changes are ahead for the organisation or the team in the near future?

Expressing your salary expectation

If there is no mention of pay in the job posting, find out about the salary level through trade unions' recommendations, pay surveys and other available information before your interview. Talk to your networks and consult the views of professionals in the industry.

Set a minimum salary for yourself and determine the level of pay that you would like to get. **Remember the other elements of remuneration: make your decision based on not just pay but also the perks, working hours, location, possibilities for personal growth and other similar factors.** Set your salary expectation to a level where there is room for negotiation and be prepared to justify the figure you put forward.



Suitability assessments and other tests

There are various exercises, tests and suitability assessments that prospective employers use to compare candidates after the interview stage. These are part of the recruitment process and allow the employer to assess your skills, your way of thinking and your style of working in practice.

Recruitment exercises are your chance to show how you approach a problem, explain why you chose the solutions you did and describe your thought processes. Read the instructions carefully, plan your timings and make sure to deliver a high-quality result.

Role of references

Many prospective employers finish their recruitment process by contacting your references to get an outside perspective on who you are as an employee or a team member.

Make sure to choose references who know how you work and can describe your skills and strengths. Give your references a heads-up that they might be contacted and tell them about the vacancy so that they can provide the recruiter with information that is relevant to the vacancy in question.



Exercise 1: Practise on video

One way to get ready for a job interview is to record your answers on video. Prepare for typical questions, record your answers and review how you performed: what was successful and where do you still have room for improvement in terms of both how you present yourself and your answers?

1. Give a brief description of yourself.
2. Why are you interested in this vacancy or role?
3. What competence and skills are you bringing to the table?
4. How do you keep your skills up to date?
5. What are you like as an employee and as a team member?



Exercise 2: Practise giving confident answers

1. Select two or three typical interview questions such as the following:
 - Give an example of a successful work project of yours.
 - Describe a scenario in which you solved a problem.
 - How do you deal with interpersonal conflicts?
2. Structure your answers as follows:
 - Scenario: what was it about?
 - Response: what did you do?
 - Outcome: what happened or what did you learn?
3. Practise answering out loud, record your answers on video and review how you performed.



7. Towards a new job

Careful preparation and perseverance are key to a successful journey towards a new job. Keep a record of the steps you have taken so that you can see your progress and stay motivated. Every step, whether a success or a failure, is a learning experience and takes you closer to your goal.

Keep your goal clear in your mind but be prepared to change direction and jump at opportunities that you might not have been expecting. Expand your job search to new channels, roles and organisations. A single contact made using a different approach can open a whole new door.

The exercises in this guide help you with every step of your job search journey. Practice makes perfect, so do keep coming back to the exercises. Remember to look after yourself, too. Job search takes up a lot of energy, which is why it is important to take regular breaks and give yourself a chance to breathe and engage in other meaningful activities. When you are physically and mentally well, you are also more likely to succeed with your job search. Keep believing in yourself.

Good luck!

Trade unions offer their members a wide range of services that support employment and job seeking

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Make use of the services offered by your own union or find a union that best suits you.



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