

Competing For Jobs You Really Want: 4 Game-Changing Strategies For Job Seekers

Competing in today's tough job market means that you understand, and prepare for, the many factors involved.

Sometimes it's about the labour market. Other times it is about you. Learn to take control of both, to get the jobs you want!

YOUR VALUE IN THE LABOUR MARKET

STRENGTHS

What are you good at? What do you do well?

Think about, and note, your:

- abilities, talents and the things you do well
- job-related skills, technical skills
- skills for success needed by all employers
- training, what you know, have learned
- achievements, feedback from others
- personality or character traits
- uniqueness, positive differences

OPPORTUNITIES

How can you reach employers to promote your value? Experiment with strategies, including:

- target your resume and job search strategies
- respond to ads, but make cold-contact as well
- seek upskilling and on-the-job training programs
 - be assertive and ask for interviews
 - use social media to make connections
 - attend job fairs and networking events
 - go beyond your usual 'comfort zone'

WEAKNESSES

What would give you a competitive edge? Consider improving your:

- skills, education or training
- experience level or skill practice
- job search strategies or ability to 'sell' yourself
- network, connections or getting a coach or mentor
- strategies for maintaining motivation
- outlook and finding ways to stay positive
- taking some risks in your job search

TRENDS

What trends will affect your ability to compete? Research to learn more about:

- jobs available where you want/need to live
- worker or applicant shortages
 - skills that are needed and in-demand
- top employers in your the field or industry
- earnings and wage potential for target jobs
- expected changes in populations
- expert predictions about future trends

**Your
Success**



YOU

THE LABOUR MARKET

YOUR NEED TO DEVELOP OR ADAPT

Your Personal Plan

Review the resource: 'Competing For Jobs You Really Want: 4 Game-Changing Strategies For Job Seekers'.
Think about factors within your control, in both yourself and the job market. Make a plan and take action.

