



Creating Success for Individuals and Organizations

Human Resources Consulting • Employee Engagement • Leadership and Talent Development
Coaching • Career Transition • Job Search Strategy

BENG Northern Virginia Chapter Presentation

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JOB SEARCHING DURING THE COVID-19 PANDEMIC- NO TIME TO STOP; DEFINITELY TIME TO START!

AGENDA

- **Conducting a Job Search during the COVID-19 Crisis- What has changed?**
- **Current State of the DMV Marketplace/View of Today's Landscape**
- **Job Search Tips- What to continue/start/change/adjust to current environment**
- **Network/Network/Network- Welcome to the Virtual World**
- **Informational Interviewing Tips**
- **Taking Control of the Job Search and Everything Else...**

Conducting a Job Search during the COVID-19 Pandemic Crisis- What has changed?

- A new reality for all of us- Government/Employers/Hiring Managers/Employees/Job Seekers
- Upheaval/Uncertainty/Status of Current Searches/Potential Lack or Slowdown of Information and Subsequent Follow-Up
- Therefore- how do you change/adjust your current approach/strategy?
- How do you keep the same pace as before when you now have new family or other responsibilities? Or do you?
- Availability of practical physical space and managing technological needs for all family members to go to school/do remote work and job search at the same time
- Patience and Motivation- How these become even MORE important in these constantly changing times

Current State of the DMV Marketplace/View of Today's landscape

- Typically in the past- our area has not experienced downturns as badly as other geographic areas (The Great Recession, e.g.) but that does not make us immune
- Less Impacted Industries- Federal Contractors/HealthCare/Biotech/Delivery Companies; More Impacted- Hospitality/Real Estate- Other Examples?
- Will be downsides to local economy- experts see bumps back by summer/more sustained by Fall
- BUT- companies are hiring...at all levels...
- Keep informed with LOCAL news sources- Wash Post/Local Business Journals/Local Academic Institutions and Think Tanks that provide regional updates and predictions

Job Search Tips- What to continue/start/change/adjust to current environment

- Do you have to take a step back and re-assess or can you continue with your current strategy and approach?
- Time to review all your Job Search/Branding collateral- Elevator Pitch/Resume and Bio/LinkedIn Profile/Marketing Plan/Prioritized Networking Contacts/Cover Letters/Interviewing Stories
- Practice- Review your current interviewing experiences- what can be improved? Write down answers to those really difficult questions
- How to use LinkedIn during this time- Research people and jobs and companies/take training/spend more time reading in your groups/post articles to show thought leadership and do more “ liking/sharing and commenting” to help your algorithm
- Reach out to Recruiters- Be available to them- as the market turns- they will want to be responsive to their company clients and have candidates- YOU- ready to present to them
- Other “Gig Work” Considerations- Temporary/Contract/Consulting/Franchising
- Volunteer Work- Can learn new skills or industry as well as helping others
- Be confident and enthusiastic!

Network/Network/Network/Welcome to the Virtual World

- This is probably one of the most important things that you can do now- that is in your control
- Pick the best communication platform for the immediate need- text/email/phone/video (Zoom/FaceTime/Google Hangouts/Microsoft Teams/Company proprietary platform- AND prepare/test systems for all what that entails- connectivity/lighting/dress
- All previous rules/guidance/advice on networking holds- BUT- give time in the beginning to address the current environment
- Remember to ask how you can help them
- Thank people/follow-up/pay it forward

Informational Interviewing Tips

- Do these types of networking meetings take on new meaning during times of uncertainty and now during the COVID-19 crisis?
- **Why conduct?**
 - Explore careers and clarify your career goal
 - Discover employment opportunities that are not advertised
 - Expand your professional network
 - Build confidence for job interviews
 - Identify your professional strengths and weaknesses

- **Steps in Conducting an Effective Informational Interview**
 - Identify the occupation or Industry you wish to learn about
 - Prepare for the Interview- In general and then specifically with each person- Remember- You asked for time with this person- you must set the agenda!
 - Identify people to Interview
 - Arranging it- Remember Patience- Be assertive but not aggressive
 - Conducting the Interview/Do the Ask of the other person
 - Follow-Up

Taking Control of the Job Search and everything else...

- **ROUTINE**- Establishing one and sticking to it is probably one of the most important things that you can do and control. Yes... it may not be the easiest...
- **SETTING GOALS/PRODUCTIVITY**- Keep them nominal/expect some change/ set activities/ tasks in all areas of the search/Celebrate the Successes!
 - Keep posting for jobs
 - Update any collateral and repost to job boards
 - Keep Networking
 - Assume job openings are still open- how to do that
 - Think creatively- contract or consulting opportunities
 - Don't settle on something.. yet...
 - Maybe a pivot to another related/adjacent industry
- **PROFESSIONAL DEVELOPMENT/SKILLING UP**- LinkedIn Learning/Other platforms- lots of free courses
- **BALANCE** of Job Search and Other Responsibilities- Family/Self/Friends- How are you checking in/schooling for your children/
- **TAKING CARE OF YOURSELF/MINDSET/REMAINING RESILIENT/BEING CONFIDENT**- Sleep/Exercise/Eating Nutritionally/Meditation

Feel free to review my website- www.exzeto.com for additional job search resources. I offer an initial gratis consultation if you would like to work with me as a career or leadership coach. I will offer a slight discount on my fees to new clients during this time.

Source Material for part of presentation: Lee Hecht Harrison Webinar- Job Search during Economic Adversity- March 2020