Section 1
Getting Started
Introduction

The Department of Labor Employment Workshop (DOLEW) will assist you with your transition into the civilian labor market.
Objectives

• Identify and develop effective goals.

• Market yourself effectively to a future employer.

• Understand the three different methods of how hiring occurs.

• Connect your skills and abilities with the needs of an employer.
Objectives (continued)

• Use the STAR method to write achievement statements.

• Create a professional introduction.

• Identify strategies to manage your online presence.

• Recognize the steps to set up an informational interview.

• Create a draft targeted resume.
Objectives (continued)

- Strategize how to expand your network.
- Demonstrate appropriate verbal and non-verbal communication skills/techniques for an interview.
- Understand the difference between federal resumes and standard resumes.
- Identify the relevant factors in evaluating a job offer.
- Identify the basic do’s and don’ts in negotiating.
Course Overview

Getting Started

- Managing the Offer
- Identifying Career Goals
- Surveying the Job Market
- Identifying Your Skills
- Managing Your Personal Brand
- Exploring Federal Hiring
- Preparing for Interviews

Participant Guide: Pg. 8
Prerequisites

Many of the documents completed during the DoD Transition Day will assist you during the DOLEW.

Bring the following items to class each day:

• VMET
• Performance evaluations (to help you develop STAR statements)
• Military and college transcripts
• MOC Crosswalk GAP Analysis
• Laptop or notebook (if allowed)
A high-quality civilian career provides meaningful work and allows one to utilize their knowledge, skills, and abilities in an occupation that supports their values while earning a substantive wage.
The following salaries are earned, on average, by each type of continued education:

<table>
<thead>
<tr>
<th>Education/Training Type</th>
<th>Annual Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s degree</td>
<td>$44,800</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>$63,500</td>
</tr>
<tr>
<td>Industry-based certification</td>
<td>$64,000</td>
</tr>
<tr>
<td>DOL-registered apprenticeship</td>
<td>$70,000</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>$60,800</td>
</tr>
</tbody>
</table>
Four Principles of Getting a Job

1. Think like an Employer
2. Identify Your Skills
3. Develop & Deliver Self-Marketing Message
4. Discover, Research & Connect
Section 2
Identifying Your Career Goals
Introduction

This section will help you set career goals to identify what you want to accomplish and what it will take to get you there.
Identifying Your Career Goals

Factors to Consider

INTERESTS
VALUES
WORK STYLE
MARKET
LOCATION
EDUCATION & TRAINING
SKILLS
SMART Goals

- Specific
- Measurable
- Achievable
- Realistic
- Timely
### SMART Goal Examples

<table>
<thead>
<tr>
<th>Instead of saying…</th>
<th>Say…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Specific</strong></td>
<td>“I will have a job offer by my military separation date.”</td>
</tr>
<tr>
<td><strong>Measurable</strong></td>
<td>“I’m going to start applying for the manager position in marketing.”</td>
</tr>
<tr>
<td><strong>Achievable</strong></td>
<td>“I’m going to apply for the manager position at Regal marketing department.”</td>
</tr>
<tr>
<td><strong>Realistic</strong></td>
<td>“I’m going to take a class in business finance.”</td>
</tr>
<tr>
<td><strong>Timely</strong></td>
<td>“I’m going to work on my targeted resume for the manager position at Regal Marketing.”</td>
</tr>
</tbody>
</table>
2.3 Activity: Create Your SMART Goal

Let’s practice.
Section 3
Surveying the Job Market
Introduction

In this section, you will learn:

• What to expect in today’s job market.

• How hiring occurs.

• What options are available to you.
How Hiring Occurs

Unadvertised Employment Opportunities
Utilize informal networks to find potential employees.

Advertised Vacant Positions
Advertise the vacancy and utilize the formal employment process.

Talent Hires
Create a position for an outstanding applicant.
Key Task: Identify potential advertised vacancies.

1. **Job Boards**
   - Search job boards, including your state's American Job Center system, the Veteran's Employment Center, and www.usajobs.gov.

2. **Employer Websites**
   - Search the Careers tab on employer websites.

3. **National Labor Exchange**
   - Search the National Labor Exchange (NLx): http://us.jobs/index.asp

4. **Local Sources**
   - Notice local Now Hiring or Help Wanted signs as you travel around town, and scan the Help Wanted ads in the newspaper.
Advertised Vacant Positions

Key Task: Make a strong case that you are the best candidate.

• Learn as much as possible about the position.
• Customize your cover letter and resume.
• Follow the advertisement instructions.
• Include key keywords for the Applicant Tracking System.
Talent Hires

Key Task: Make contact.

- Leverage your networks.
- Explain your value proposition.
- Develop a cold contact system.
Unadvertised Employment Opportunities

• Key Task: Investigate opportunities.

Leverage network. Research companies. Contact company representatives. Develop application package.
Additional Options

Entrepreneurship

AmeriCorps and Volunteer Service

The Registered Apprenticeship Program

Managing Your Education
Section 4
Identifying Your Skills
Introduction

In this section, you will learn:

• How to evaluate skills employers are seeking.

• How to further develop your skills.

• How to translate military terminology to civilian terms employers can understand.
Inventory Your Skills

SOFT SKILLS

- Communication
- Critical thinking
- Relationship Building
- Teambuilding

HARD SKILLS

- Microsoft Office
- Typing
- Mechanical Knowledge
- Equipment Operating
Let’s practice
Transferable skills are skills that are general, technical, or role-related and may be utilized across a range of industries and jobs.
4.4 Activity:
Identify Skills Employers Are Seeking

Let’s practice
**The STAR Method Example**

<table>
<thead>
<tr>
<th>S</th>
<th>T</th>
<th>A</th>
<th>R</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SITUATION</strong></td>
<td><strong>TASK</strong></td>
<td><strong>ACTION</strong></td>
<td><strong>RESULT</strong></td>
</tr>
<tr>
<td>• My department received new portable generators that had to be installed, operated, and maintained after my company lost power.</td>
<td>• I was tasked with ensuring my team members were able to install, operate, and follow new maintenance procedures for the new portable generators.</td>
<td>• I designed and conducted training for a team of 16 people to properly install, operate, and maintain the new generators.</td>
<td>• The team members received a 95% pass rate on their first proficiency test and a 100% satisfaction rate from corporate managers.</td>
</tr>
</tbody>
</table>
“After dealing with several severe power outages, my unit was issued a new model of portable generators. I was responsible for developing and conducting a training course for all 16 employees on maintenance procedures and proper operation prior to installing the generators. The trainees achieved a 95% pass rate on the first proficiency test and 100% satisfaction rate from corporate managers. The generators were installed and properly maintained, and we had no further power outage issues.”
Let’s practice
Translating Military Terminology into Civilian Terms

PCS
MOS
XO
NCO

???
Developing Skills

Continuing Education
- Community Colleges
- Universities

Massive Open Online Course (MOOC)
- Coursera
- EdX
- LinkedIn Learning

Volunteer

Registered Apprenticeship Program

Online Degree Programs
Section 5
Developing Your Personal Brand
In this section, you will learn:

• The basics of developing your own online and offline personal brand.
• How to maintain your brand over time.
• How to establish a strong online presence.
• How to create your professional introduction, resume, and cover letter.
What Is Personal Branding?

Personal branding is how you present yourself to others.
Creating a Strong Online Presence

• Employers use social media and online resources for screening and recruiting potential candidates.

• You must properly manage your online presence for employment success.
5.3 Activity:
Check Your Online Presence

Let’s practice
It is a common practice for employers and hiring managers to research applicants online.

- Clean up your social media profiles.
- Set and update your privacy settings.
- Remove questionable content.
- Be careful of what you post, say, or follow.
- Continuously review your online presence.
Using Social Media to Leverage Your Online Presence

• Sign up for LinkedIn Premium subscription. Service members and their spouses get a free one-year subscription to “premium” services https://linkedin.com/military.

• Build your profile.

• Follow and connect to companies.

• Join LinkedIn groups.

• Reach out and connect to others.
Using Social Media to Leverage Your Online Presence

• Engage with friends and families about your career transition.

• Utilize the Facebook job search tool.

• Search for and connect to people in your desired career field; search for job opportunities.

• Join groups to expand your network.
Using Social Media to Leverage Your Online Presence

- Ensure your Twitter handle (username) is professional.
- Search for career/job opportunities using #hashtags.
- Join conversations, network, and share information (tweets) relevant to your career/industry.
Professional Introduction

STEP 01
Start by introducing yourself.

STEP 02
Provide a summary of what you do.

STEP 03
Explain what you want.

STEP 04
Finish with a call to action.

Let’s practice 5.6 Activity: Draft Your Professional Introduction Statement
Types of Resumes

**Master Resume**
Lists and completely describes your skills, work experience, accomplishments, degrees and certifications, awards, and training.

**Targeted Resume**
Focuses on a specific organization or job opening and highlights the skills and experiences relevant to that position.

Resume will change based on what company, position, or field to which you are applying.
Let’s practice
<table>
<thead>
<tr>
<th>Resume Styles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chronological</strong></td>
</tr>
<tr>
<td>Most preferred by employers as it lists the jobs you have held, starting with your most recent position and then proceeding in reverse chronological order.</td>
</tr>
<tr>
<td><strong>Combination</strong></td>
</tr>
<tr>
<td>Incorporates features of both the chronological and functional format by categorizing your skills followed by a work history.</td>
</tr>
<tr>
<td><strong>Functional</strong></td>
</tr>
<tr>
<td>Allows you to group your skills and accomplishments into one or more categories.</td>
</tr>
</tbody>
</table>
Resume Format

1. Contact Information
2. Career/Job Objective Statement (Optional)
3. Summary of Qualifications
4. Work Experience/Achievements
5. Education & Training
Contact Information

Jan Lee
(301) 555-1111
Jan.Lee@email.com
www.JanLee.weebly.com
www.linkedin.com/in/Jan-Lee

Let’s practice 5.9.2 Activity: Create Your Contact Information
Career/Job
Objective Statement (Optional)

• Start with a strong trait.
• State the position to which you’re applying and use the name of the company.
• Keep it concise, short and to the point.
• Avoid first-person pronouns.
Results-driven team leader with 12 years military experience, seeking to use effective leadership and communication skills as a Team Leader at Skyware Global to deliver excellent services to customers and stakeholders.
Summary of Qualifications

• Summarize the skills that make you qualified for the position.
• Target the skills and qualifications to the job and employer needs.
• Use exact terms listed in the job posting.
### Professional Summary for a Project Manager

- PMP Certified Project Manager with 10+ years of proven experience overseeing application development, vendor management and implementation strategies supporting business and financial objectives.

- Respected leader with excellent communication skills and effective in building highly motivated teams focused on achieving project goals.

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**Let’s practice**

5.9.6 Activity: Create Your Summary of Qualifications
Experience & Achievements

• **Work format:**
  • Job Title
  • Company, City, State Location  Month and Year Start Date – Month and Year End

• Example
  System Administrator  January 20XX – Present
  U.S. Army Fort Drum, NY
Experience & Achievements

How to Format a Resume for Multiple Jobs at One Organization

Option 1: Stacking
• Include the overall date range at the top
• List dates for each position next to the title
• Place job descriptions and bulleted key achievements directly below each position.

Example
U.S. Army, Fort Drum, NY   January 20XX – Present

System Administrator  May 20XX – Present
• Act as Active Directory and Exchange administrator for over 3,000 users

Service Desk Supervisor  June 20XX- May 20XX
• Maintained and provided troubleshooting for desktops and laptops
Experience & Achievements

How to Format a Resume for Multiple Jobs at One Organization

Option 2: Separate Listings

• List each position separately

Example

U.S. Army, Fort Drum, NY    May 20XX – Present
System Administrator

U.S. Army, Fort Drum, NY    June 20XX – May 20XX
Service Desk Supervisor
Achievement Statements
Guidelines for writing the experience/achievement section of your resume:

• Use STAR statements.

• Begin with an action verb or keyword.

• Use concrete examples.

• Quantify your experience: use time, numbers, financial savings, percentages, and statistics (include results).

• Avoid “responsible for” and personal pronouns (I, me, she, he, we, they, etc.).

*Think of the four principles*
Experience & Achievements

Achievement statement examples:

**System Administrator**
U.S. Army, Fort Drum, NY, May 2018 – Present

- Resolve Service Desk tickets for users across 21 states and 4 countries.
- Maintain 3 domains to include updating, troubleshooting and repair of network connectivity to achieve goal of 95% continuous connectivity.
- Act as Active Directory and Exchange Administrator for more than 3,000 users.

Let’s practice 5.9.8 Activity: Create Your Achievement Statements
**Education and Training**

- List most recent first.
- Include degrees listed highest to lowest.
- Include relevant certifications, licenses, and specialized civilian and military training.

**EXAMPLE**
- Master of Arts in Educational Leadership, University of Arizona, Tucson, AZ, June 2017, Summa Cum Laude
- Bachelor of Arts, Political Science, Emory University, Atlanta, GA
- Associate of Science in Human Resources Management, Georgia State University, Atlanta, GA, May 2016, GPA: 3.8

**Let’s practice** 5.10.10 Activity: Create Your Education and Training Section
Cover letters should:

• Be no longer than a page.
• Be customized for each position.
• Not repeat information in the resume.
• Utilize a professional letter format.
Section 6
Building Your Personal Brand
In this section, you will learn how to connect to the right people by using networking through formal, informal, and online.
Networking is a way to connect with new people and create a mutually beneficial relationship. You can network anywhere!

INFORMAL NETWORKING  FORMAL NETWORKING  ONLINE NETWORKING
Expanding Your Network

Methods include:

- Asking for referrals from your current network
- Volunteering
- Joining professional or trade organizations
Networking Events

Networking events typically consist of a large or small group of professionals informally mingling during a set time period.

You must manage the three phases of the experience:

- Before
- During
- After
Job Fairs

Job fairs are an opportunity to engage with prospective employers.

You must manage the three phases of the experience:

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
</table>
Before the Job Fair

• Register for the event.
• Research participating employers.
• Know your career objective.
• Make a list of questions for employers.
• Polish your resume.
• Practice your professional introduction with someone else.
During the Job Fair

• Dress professionally.
• Bring supplies.
• Give warm greeting.
• Use name tag.
• Get there early.
• Get business cards, names, and contact information.
• After meeting someone, make a few notes. What did you discuss with them? Did you commit to any follow-up?
• Talk with other job seekers at the job fair.
After the Job Fair

• Follow up as directed by the recruiters and employers.
• Send out thank you notes.
Additional Options for Quickly Expanding Your Network

- Local American job center
- Former schools
- Former co-workers, supervisors, and businesses
- Social and professional networking sites
Informational Interviews

• Informational interviews are an opportunity to speak with professionals in the field or organization of interest.

• The informational interview is not a job interview.

• The goal of the informational interview is to gain insights about a profession or organization.
Informational Interview
Best Practices

• Be prepared.
• Be professional.
• Ask questions.
• Ask for advice.
• Express your gratitude.
Find a Mentor

• Make a list.
• Ask the person for advice.
• Evaluate the process.
• Send thank you notes.
• Let the relationship grow.
• Seek out feedback.
Expand Network Online (LinkedIn)

• Link to others.
• Send personalized invitations.
• Join groups.
• Give and get recommendations and endorsements.
• Follow companies and organizations.
• Find job postings.
6.3 Activity: Join Groups on LinkedIn

Let’s practice
Section 7
Activating Your Brand
In this section, you will learn:

• How to fill out an application form to pass any automated screening system.

• How to follow-up with an employer about career opportunities.
To leverage your job search as a Service member, seek out Veteran-Ready employers.
How to Get Your Application to Pass the Applicant Tracking System (ATS)

- Use both long and short term. (MBA and Master of Business Management)
- Include keywords.
- Follow instructions.
- Meet the minimum job requirements.
- Don’t use tables, headers, or footers.
- Use chronological or combination resume.
Professional References

• Select references who think highly of your work.
• Get permission to use as a reference.
• Get contact information.
7.5 Activity: Brainstorm Your References

Let’s practice
Section 8
Exploring Federal Hiring
Introduction

In this section, you will learn about:

• The federal employment process.
• The differences between a federal resume and standard resume.
The federal civil service is comprised of three distinct services:

- Competitive Service
- Excepted Service
- Senior Executive Service
Veterans’ Preference

Gives eligible Veterans preference in appointment over many other applicants.

• Does not guarantee Veterans a job.

• Not all Veterans receive preference.

• Requires a discharge or release under honorable conditions.

• Retirees at a grade of O4 or higher are not eligible unless they are disabled Veterans.
Veterans Employment Program Offices in 24 Federal agencies promoting Veteran recruitment, employment, training, and development.
www.fedshirevets.gov

USAJOBS.gov is the official source for Federal government jobs.
You can apply online using resume, application, or online resume builder.
https://www.usajobs.gov/
The job announcement includes the following sections:

- Overview
- Location
- Duties
- Requirements
- Document
- Benefits
- How to Apply
8.6 Activity:
Find a Job through USAJOBS Account

Let’s practice
### The Differences Between Federal Resumes & Standard Resumes

<table>
<thead>
<tr>
<th>Areas of Difference</th>
<th>Standard Civilian Resume</th>
<th>Federal Resume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>1 to 2 pages</td>
<td>4 plus pages</td>
</tr>
<tr>
<td>Format</td>
<td>Brief information provided</td>
<td>Detailed information provided</td>
</tr>
<tr>
<td>Required Information</td>
<td>Minimum details</td>
<td>Extensive details</td>
</tr>
<tr>
<td>Additional Documentation</td>
<td>Generally, little to no additional documentation</td>
<td>Additional documentation required for the application to be complete</td>
</tr>
</tbody>
</table>
Section 9
Preparing for an Interview
Introduction

In this section, you will learn:

• how to prepare for an interview.
• how to make a positive first impression.
Types of Interviews

- Phone
- Face-to-Face
- Committee
- Video
- Meal
- Group
Let’s practice
Success in the interview can be achieved by building a rapport with the interviewer.

Things to consider for the introduction:

• Smile to be welcoming.
• Offer a firm handshake.
• Do not sit until the interviewer does.
• Ensure you remember the name of the interviewer.
• Politeness matters.
• Be confident.
Interview Stages:
Employer Questions

The answers you provide will impact your success in the interview process.

Things to consider for the employer questioning process:

• Keep your answers brief.
• Use the STAR method to answer questions.
• Think before you speak.
• Emphasize you want the job.
Your questions are an opportunity to showcase your interest, research and focus.

<table>
<thead>
<tr>
<th>Questions to Ask</th>
<th>Questions NOT to Ask</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the next steps in the selection process? Is it okay if I follow up with you next week?</td>
<td>What is the salary for this position?</td>
</tr>
<tr>
<td>Would you describe what a typical day on the job consists of?</td>
<td>When can I take time off for vacation?</td>
</tr>
<tr>
<td>How soon do you plan to fill this position?</td>
<td>Do you offer any flextime options?</td>
</tr>
</tbody>
</table>
Interview Stages: Closing

The closing represents your opportunity to leave your final impression with the employer.

• Make a gracious exit.
• Thank the interviewer(s).
Dressing for Success
During an Interview

First impressions matter...Dress for the position you would like to have.
Business Attire
Common Interview Questions

• **Traditional**
  • Broad-based

• **Behavioral**
  • Descriptions about how you have behaved in the past
  • More probing and more specific

• **Hypothetical or Situational**
  • A scenario that could happen
9.5 Activity: Practice Answering Questions

Let’s practice
What are your salary expectations?

Options:
• Delay discussion of salary.
• Turn the question around on the interviewer.
• Provide a range.
• Include negotiation options.
9.6 Activity: 
Mock Interview Practice

Let’s practice
Following Up After the Interview

Say thank you.

Send thank you note.

Evaluate.
Section 10
Receiving a Job Offer
In this section, you will learn:

• The difference between salary and benefits.
• How to evaluate an offer.
Know the Terms of the Offer

Salary can be impacted by industry, location, and individual requirements.

Benefits must be taken into consideration when evaluating an offer.
What are the most important factors in accepting a job offer?
Section 11
Negotiating a Job Offer
Introduction

In this section, you will learn the basic dos and don’ts of negotiating a job offer.
Negotiating Dos and Don’ts

**DOs**
- Research
- Be realistic
- Be aware
- Be open minded
- Let the employer make the first move
- Consider the entire compensation package, not just salary

**DON’Ts**
- Negotiate right after the offer is made
- Accept an offer strictly for the money
- Start a bidding war
- Accept an offer until you’ve seen in writing
- Inflate your current earnings
- Get overly aggressive
- Get overly eager
How to Negotiate

• Know your market value.
• Define your walk-away point.
• Never say a number first.
• Ask for time.
• Prepare your talking points.
• Ask for more than your target number.
• Be flexible.
• Don’t be afraid to walk away.
Let’s practice
Section 12
Communicating Your Decision
In this section, you will learn how to properly communicate your decision to the employer.
Communicating Your Decision

Upon receiving a job offer, you have the following response options:

• Decline
• Delay
• Accept
Section 13
Summing It Up
Summing It Up

- Identified and developed effective career goals.
- Learned how to market yourself effectively to a future employer.
- Recognized the three different methods of how hiring occurs.
- Connected your skills and abilities with the needs of an employer.
- Used the STAR method to write achievement statements and understand how to use them throughout the job search process.
- Created a professional introduction.
- Identified strategies to manage your online presence.
Summing It Up (continued)

✓ Recognized the steps to set up an informational interview.
✓ Created a draft targeted resume.
✓ Expanded your network.
✓ Demonstrated appropriate verbal and non-verbal communication skills/techniques for an interview.
✓ Learned the difference between federal resumes and standard resumes.
✓ Identified the relevant factors in evaluating a job offer.
✓ Identified the basic dos and don’ts in negotiating.
Let’s practice
Thank You for Your Service!!!