



Course Overview:

By the end of this 130-minute course learners will understand the most effective job search methods to ensure they land as quickly as possible, best practices for managing a job search, how to ensure a winning brand and set weekly job search goals to keep them on track. During this course we take a deep dive on the topic of networking showing them why it is an important job search strategy and how to effectively request and run a networking meeting. They will learn about other methods of search including targeting employers of interest, how to find advertised job openings, how to increase their visibility online and tips for working with staffing and employment organizations. Learners will get focused, get smart and learn the best strategies to reduce time in search!

Lay the Foundation (Units 1-4)

- Unit 1 – The Building Blocks of a Successful Job Search (6 min)
- Unit 2 - The Stepping Stone Approach to Building a Great Career (6 min)
- Unit 3 - Focus on the Opportunity vs. Job Title (3 min)
- Unit 4 – Build a Knockout Brand (6 min)

Build Your Job Search Skills and Knowledge (Units 5- 15)

- Unit 5 – Define Your Goal Job Criteria (10 min) + Homework (30 min)
- Unit 6 – Uncovering the Hidden Job Market (6 min)
- Unit 7 – Optimize Your Job Search (6 min)
- Unit 8 –The #1 Method of Job Search – Networking (9 min)
- Unit 9 – Requesting a One-on-One Networking Meeting (7 min)
- Unit 10 – Running a One-on-One Networking Meeting (12 min) + Homework (30 min)
- Unit 11 – Targeting an Employer of Interest (11 min) + Homework (60 min)
- Unit 12 – Sources of Advertised Job Openings (5 min)
- Unit 13 – Increase Your Visibility Online (5 min)
- Unit 14 – Build an All-Star LinkedIn Profile (11 min) + Homework (90 min)
- Unit 15 – Understanding the Employment and Staffing Industry (11 min)

Action (Units 16-18)

- Unit 16 – Prioritize and Maintain Momentum (5 min)
- Unit 17 – Set Goals and Track Activity (6 min) + Homework (30 min)
- Unit 18 – Stay Motivated and Navigate Challenges (9 min)

Course facts and features:

- Total time: Approximately 130 minutes of video over 18 units plus 4-6 hours to complete quizzes and assignments
- Designed by career development professionals with expertise supporting thousands of job seekers and entrepreneurs across multiple industries and professions
- On-demand and self-paced to suit any schedule
- Courses available 24/7 / 365 days a year on any device with an internet connection
- Stop, start, pause at your convenience
- Built in gamification awarding badges, levels, points and completion certificates
- Includes 11 quizzes, 4 worksheets and 5 downloadable tip sheets
- **Core Career Competencies Developed:** Communication (verbal and non-verbal), professionalism, critical thinking, self-presentation/branding (online and offline), networking, prioritization and goal setting, problem solving, project management