

BRAVEN CONTINGENCY PLANNING GUIDE

HOW TO GET HIRED IN A TIGHT JOB MARKET

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HOW HAS COVID-19 AFFECTED THE JOB MARKET?



COVID-19 has affected many communities and changed our way of operating and navigating the world around us. One of the largest impacts it's had is on the job market. There are many unknowns about what the economy will look like with the evolving nature of the information that is available. The purpose of this guide is to empower you with the information you need and help you uncover what is in your locus of control to navigate the job search during this time. While these circumstances are challenging, this is an opportunity to exercise your resourcefulness, adaptability, and sense of possibility.

HOW COVID-19 HAS AFFECTED THE JOB MARKET TO DATE

Step one is to understand how the job market is affected so you can plan accordingly. Here's what you need to know:

1 It will be harder to secure a job in general. During this time, there are more job seekers than there are opportunities available which will make the job search more competitive.

Unemployment
As of May 7, 2020 ([Division of Labor 5/7/20](#))

- **22 million** unemployment claims filed
- **15.1%** unemployment rate

Hiring Freezes & Layoffs/Furloughs
As of April 28, 2020, the industries with the highest rate of hiring freezes and layoffs were:
Accounting, Travel/Transportation, Hospitality, Aerospace, and Educational Institutions ([Candor](#)).

2 Certain industries are highly impacted by COVID-19 and others are emerging. Getting a job in impacted industries will be more difficult. However, emerging industries will have more opportunities.

HIGHLY IMPACTED

- Mining/oil and gas
- Transportation
- Employment service (human resources, recruiting, etc.)
- Travel arrangements
- Leisure and hospitality

* Source: [Brookings](#), 3/17/20

EMERGING

- Healthcare
- Technology (online Learning, productivity tools, etc)
- Shipping and fulfillment

* Source: [Ladders](#) 3/28/20

**The data on this page evolves daily. To see up to date data, reference the linked sources.*

WHAT CAN YOU DO AS JOB SEEKER?

Seeing this data might make you feel overwhelmed by what your next step should be and what your options are. During this time of uncertainty, there are two things that are in your locus of control. Those are:

1. **Your ability to stand out in the job application process**
2. **Your Contingency Plan**

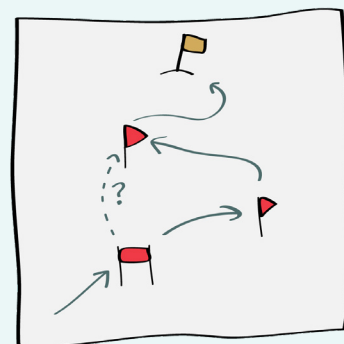
1. YOUR ABILITY TO STAND OUT IN THE JOB APPLICATION PROCESS

To stand out, you need to ensure that you have the skills, networks, experiences, and confidence required to secure your next step to your career goals.



2. YOUR CONTINGENCY PLAN

With the changing job market, your job seeking mindset needs to shift. You'll need to broaden the kinds of opportunities you are applying to and increase the number of applications you submit to increase the likelihood of securing a job or opportunity. Your contingency plan will outline the types of jobs and opportunities you should apply to so that you are giving yourself the best chance. You'll lay out the strategies you'll take to widen your job search.



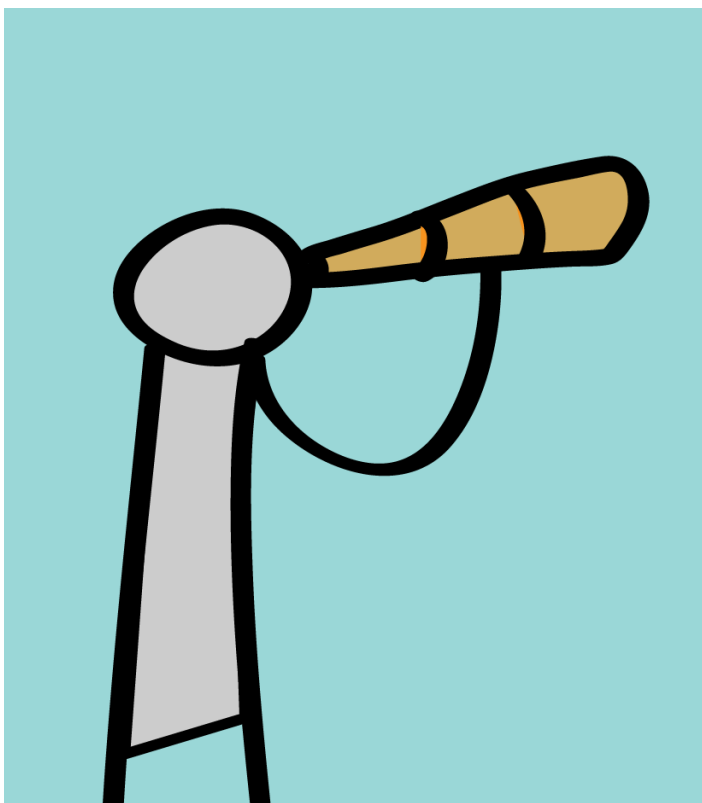
KEEPING AN OPEN MIND

During your job search, you'll need to keep an open mind about what opportunities are right for you and how many you'll need to apply to. The competition for jobs will be tight, so you'll need to cast a wide net. You'll likely need to apply to jobs that you may not have considered before.

In your search, consider applying to fellowship programs, graduate school programs and pathway jobs.

Fellowship Programs are short-term professional or work opportunities that can last for a few months to several years. Most fellowships are accompanied by a stipend. Through a fellowship you can gain a lot of experience quickly. Check out the [GoGrad Fellowships](#) page to learn more about fellowships, how to apply and where to find them. Some fellowships might require you to be in graduate school, so make sure to double check that you meet the requirements of a fellowship before applying.

Graduate School Programs are a good option to consider if it makes sense for your desired career path. For example, if you are interested in becoming a user experience researcher, you might consider applying for a program focused on human-centered research. Do a quick search for “[your desired career] graduate programs” to see what kind of programs are a good fit for the career you want to go into. If there are a few you are interested in, reach out to the program managers to get more information and start putting together a timeline for your application process.



Pathway jobs are jobs that might not necessarily require a degree or provide full-time employment, but do provide a pathway to a long-term career. These jobs are short-term alternatives that can help you obtain a better opportunity when the economy eases up. For example, you might consider applying to a Human Resources Assistant role where there is a clear path to move up to a Human Resource Specialist role and onwards.

200+ jobs and opportunities. We recommend applying to at least 200+ jobs and opportunities. In a regular job market, we'd recommend applying to 100+ jobs for new graduates. During this time, you'll want to increase that number by 2X.

The average time it takes to apply for one job is 2 hours. So, applying to 200 jobs might take you 400 hours or the equivalent of 10 weeks in a full-time job. In the grand scheme of things this number will feel small when you land a job that you're able to grow in!

STAND OUT WITH YOUR SKILLS

1

Finding Current Job Openings - Make sure you are routinely checking job boards. Filter for jobs posted in the last two weeks to see what job postings are live and cross-reference with [Candor Hiring Freezes](#). We recommend these job boards:

Wayup believes all students should be able to find the perfect job or internship. Sign up for free, create a virtual profile, get notified if you're a match for jobs in your area, then apply with one click.

LinkedIn is not only for creating your digital professional profile, but it can also be used to find your next job. Find the open jobs available at some of your favorite organizations.

Handshake is a platform that allows recruiters who are explicitly targeting college students to find them more easily than on a larger platform like LinkedIn. Check with your university career center to see if they are connected to Handshake. If not, you can sign up on their website.

2

Get your professional materials in order

Emphasize remote-friendly skills on your resume and LinkedIn. Examples of remote-friendly skills are: work independently, strong communication skills, self-motivation, flexibility, adaptability, etc.

Polish your resume - Make sure you have all of the pieces that make an excellent resume using the resume checklist in the appendix. Don't forget to spend some extra time tailoring your resume to each type of job/opportunity you apply to. Do this by using keywords from the job description in your resume where it makes sense and showcase the skills they are explicitly looking for in your bullet points and skills list.

Polish your LinkedIn profile to increase your network and connections. The more direct connections you have on LinkedIn, the more likely you are to get a 2nd or 3rd degree connection that might give you a foot in the door at your future job. Also, don't forget that most employers will view your LinkedIn profile during the hiring process. A more impressive profile will likely give you better results! Use the checklist in the appendix to ensure you're good to go!

Sweat the small stuff! Things like sending a thank you note to people who have interviewed you, tailoring your cover letter to the role, and ensuring you have a professional LinkedIn headshot will give you the upper hand in the applicant pool. With more people entering the applicant pool, the small stuff will make the difference between who is hired and who isn't.

Be ready to interview virtually - Make sure you are leveled up on what you'll need to be a master at interviewing virtually. Here are the nine winning strategies you need:

<p>TECHNOLOGY</p>	<ol style="list-style-type: none"> 1. Practice using the video conference tool that will be used in the interview beforehand so that the interview won't be your first time. 2. Set up your device for success. Use a laptop or desktop computer. If you must use a tablet or phone, prop it up. Ensure your video camera, speakers, and microphone work. Have headphones handy in case of echoing or other sound issues. 3. Only use a consistently strong connection. If sign-on is required, do it 5-10 minutes early so that you can troubleshoot if necessary.
<p>PROFESSIONALISM</p>	<ol style="list-style-type: none"> 1. Use a professional username and a profile photo for your account. 2. Recreate the in-person interview. Wear the same outfit you would wear to an in-person interview, and find a distraction-free background in a quiet, clean space where you can be alone. 3. Remove distractions by closing all windows and apps and disabling all notifications on your computer and phone (which should be on silent mode with no vibration).
<p>NOTE-KEEPING</p>	<ol style="list-style-type: none"> 1. Have application documents handy. You may want to reference your relevant experiences and strengths. 2. Prepare a list of questions and talking points. Virtual interviews allow you to show up with a prepared list of questions and talking points to answer most common questions. Practice beforehand so that you aren't reading directly from your notes in the interview. 3. Have a notepad and pen ready so you don't have to type while on the call. Use it to write down names and titles of interviewers for follow-up.

Streamline your job application process

Create an application tracker to track all 200+ jobs and opportunities you're going to apply to. Using a tracker will help you keep track of what jobs you've applied to, which ones you still need to apply to and what next steps need to get taken all in one place. Access the Braven tracker template at bit.ly/35fuMw0.

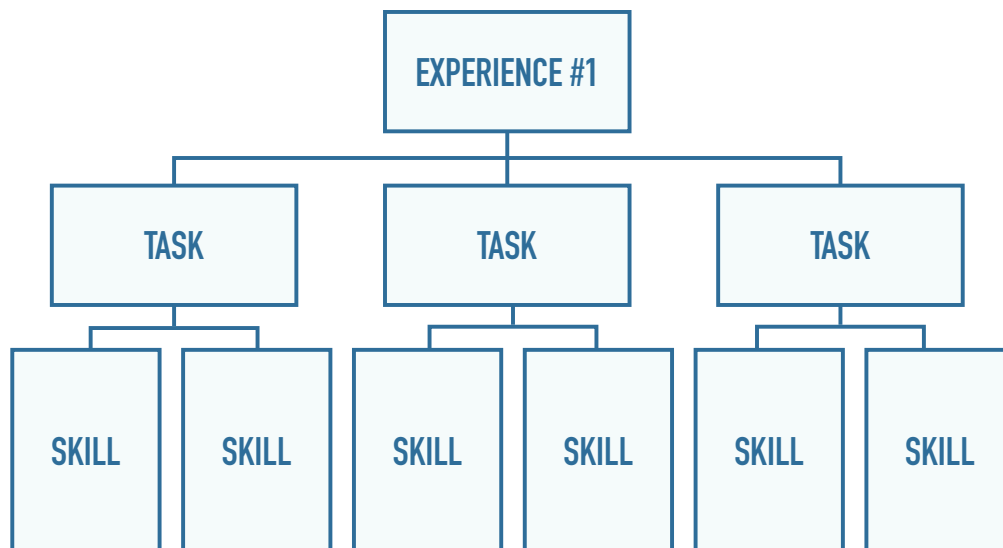
Keep drafts of all your resume/cover letter language. Each application you send will be tailored to the opportunity you're applying for. But that doesn't mean you need to start each resume and cover letter from scratch. Start your system by:

Saving a master resume with **all** of your experience in it as a Word or Google doc.

Cutting and pasting the relevant experience from your master resume into a tailored resume that you'll submit for your application.

Moving all of your cover letters to one place. Cut and paste relevant sections from old cover letters to new ones. Don't forget to proofread before sending it out!

Identify your transferable skills - You might have your heart set on the career, industry, or role you want. However, now's the time to take stock of your transferable skills and understand how you can widen your job search. Follow the instructions on how to identify your transferable skills in the appendix to get a list of your transferable skills. You'll end up with transferable skills charts like the one below. Use these skills to communicate your abilities in your resume, cover letter, and interviews.



STAND OUT THROUGH YOUR NETWORKS

85% of jobs are filled through networking. That means that you find out about a job opening or get referred to a job through someone in your network. With a constricted job market, getting an employee of a company or someone who knows an employee at a company to put in a good word for you can mean all the difference in making sure your application is considered.

1

Grow your network virtually by:

Asking advocates to help expand your network. Advocates are people who you call friends and family, people you are close to and who you know want to help you. Ask them if they know anyone you should meet.

Reconnecting with latent connections. A latent connection is someone who you know but haven't talked to in a long time like a friend from childhood or a friend of your uncle's that you met once. They are people who probably have an entirely different network of people for you to tap into. Reconnecting with a latent connection could open the door to new people who can help you in your job search. In your note to them, mention that you are searching for a job and that you'd love to connect.

Conducting virtual informational interviews to get more information about someone's experience in an industry/role/company, to make a good impression, and to keep the door open for further conversations. Use LinkedIn to find people who you can connect with. Determine which people you want to connect with based on their employer, role, and/or location. When you're ready to connect, click the connect button and write them a note to increase the likelihood that they will reply to you.

2

Use your network to get a referral for the jobs you apply to. Large companies often have a referral system where an employee can flag an application on an online platform, whereas smaller companies often have a more informal process where an employee sends a note to the hiring manager letting them know that they should look out for your application. At that point, your application is flagged and has a much better chance of being considered.

Get a referral by:

1. Applying to the job
2. Utilizing your LinkedIn network to find someone who works at the company. If there is someone who is a 1st degree connection, you can reach out to them directly asking for a referral. If the person is a 2nd degree connection, reach out to the 1st degree connection to connect you both. In your message, make sure to include 1) a greeting, 2) pleasantries or compliments, 3) the reason for your message, 4) a call to action with reasoning, and 5) closing.

STAND OUT WITH YOUR EXPERIENCES

To stand out in the crowd, bolster your resume with some of these experiences that can up-skill you!

Online courses - If it makes sense for the career field you are seeking to go into, consider taking online courses that can give you some of the skills you'll need to excel in those roles. You can either take one-off courses or enroll in a program that teaches a few fundamental courses to get your started. Here are a few different websites with online courses:

- [Coursera](#)
- [LinkedIn Learning](#)
- [Udemy](#)

Volunteering - Consider volunteering at organizations that you care about. If you've volunteered at an organization for a long time, it will demonstrate commitment to future employers.

Contract/part-time work - Contract or part-time work allows you to work on projects that help you develop and practice the skills you'll use in your future full-time role.

Micro-internships are a great way to upskill yourself and add experience to your resume. They are usually short-term internships where you work on 1-2 projects that will allow you to grow your skills. Check out [Parker Dewey](#), an organization that aims to connect college students and recent graduates with short-term, paid professional assignments.



STAND OUT WITH CONFIDENCE

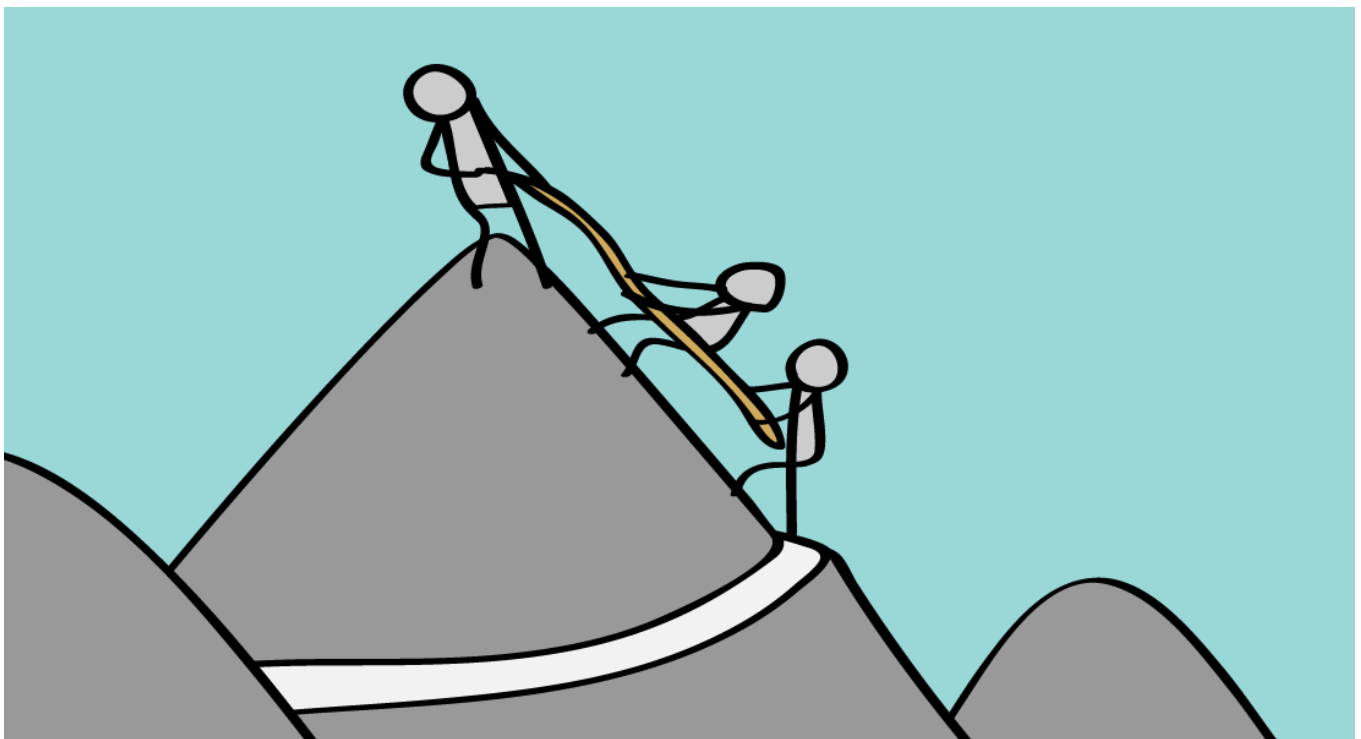
During this time of uncertainty, it may feel overwhelming to apply to 200+ opportunities and only hearing back from 5% of the applications you've submitted or even working on the 100th version of your resume. Know that you aren't alone in your struggle! Keep your confidence up by:

Reaching out to your network to get resume feedback, share advice and support one another.

Joining online groups on LinkedIn or Facebook that center around your career industry or the job search. You might find your next referral opportunity or even great advice to keep your motivation strong in the job search.

Practicing your professional skills. Constantly work on building your virtual network, improving your resume and LinkedIn, and practicing interview questions. Practicing your professional skills is something in your locus of control in a COVID-19 world. If you continue to practice these skills, you will not only see results, but you will also see personal growth!

Though this is a tough time to be in the job market, keep an open mind. You might not get your dream job right now, but if an opportunity looks like it could lead to your dream job or it meets your financial needs, take it! Remember that your job is not a reflection of your worth and that during this time you'll need to be flexible and nimble.



CREATE YOUR CONTINGENCY PLAN

Now that you know what skills, networks, experiences and confidence you'll need to stand out in the job application process, the next step is to create your contingency plan. Your plan will identify the types of jobs and opportunities you'll apply to in your job search. In the contingency plan you will layout these four strategies:

A - What are the roles in my intended career field that I'll apply to?

B - What are other roles that match my skill set?

C - What opportunities can I apply to that will create pathways to a career?

D - What opportunities can I apply to that will upskill myself?

When you're done creating your contingency plan, it'll look something like this:

A	B	C	D
ROLES IN MY INTENDED CAREER FIELD	ROLES THAT MATCH MY SKILL SET	OPPORTUNITIES THAT CREATE PATHWAYS TO A CAREER	OPPORTUNITIES THAT UPSKILL MYSELF
<ul style="list-style-type: none"> • Recruiter • HR representative • HR generalist • HR specialist 	<ul style="list-style-type: none"> • Training and development specialist • Advertising & promotions assistant • Marketing assistant • Public relations specialist • Meeting, convention and event planner 	<ul style="list-style-type: none"> • MBA, concentration in Human Resource Management • MA, Human Resource Management • Human resources management intern • Recruiting intern • HR assistant 	<ul style="list-style-type: none"> • Human Resource Management certificates (SHRM, LinkedIn) • Human resources management online courses • Admin-oriented micro-internships

CREATE YOUR CONTINGENCY PLAN

Follow these steps to create your own contingency plan:

STEP 1: REFLECT

In my current reality, what are uncertainties that I'm struggling to manage right now? How does this affect my job search?

Example: An uncertainty I'm struggling with is financial security. In my job search I need to apply to any type of job even if it doesn't relate to my major, so that I can secure income for myself and family.

STEP 2: LAY OUT YOUR STRATEGY A

STRATEGY A - Applying to open jobs in your intended career field like you would have pre-COVID

1. In the table on page 16 under column A, list the roles you are planning to apply to in your career field of interest.
2. Use this list to search job boards like LinkedIn, Handshake, and WayUp for those role(s)/industries. Filter for roles that have been posted in the last week.

Don't forget to assess if an opportunity is right for you. An opportunity is right for you if:

1. It's aligned to your career goals
2. Your years of experience are in the ballpark

3. Cross-reference those job openings with this [Candor Live Hiring Freeze list](#) to make sure the organization isn't on a hiring freeze.
4. Add the live job postings to your application tracker.

CREATE YOUR CONTINGENCY PLAN

STEP 3: LAY OUT YOUR STRATEGY B

STRATEGY B - Widen your job search by applying to jobs that fit your skill set

1. Follow the three different options below to get a list of other jobs that match your skill set/interests.
2. Filter out any roles you might not be qualified for or might be highly affected in this job market.
3. In the table on page 16 under column B, list these roles that match your skill set/interests.
4. Search for open job positions for these roles and add them to your application tracker.

OPTIONS	STEPS
Transferable Skills Match Find jobs that match your transferable skills	<ol style="list-style-type: none">1. <u>Identify your transferable skills</u> and create a list (appendix)2. With your list of transferable skills, go to <u>Career One Stop Shops' Skills Matcher</u> OR <u>O*Net OnLine's Skills Search</u> and check off the skills closest matching to your transferable skills to get a list of roles that require those skills
Tasks Match Find jobs that match tasks you would be doing in your current career field of interest	<ol style="list-style-type: none">1. Go to <u>O*Net OnLine's Related Task Search</u> and enter the role you interested in2. Select the closest matching occupation3. Select the tasks you are able to do based on the list given. This will give you a list of roles with tasks related to the ones you've selected.
Interest Match Find jobs based on roles that match your interests	<ol style="list-style-type: none">1. Go to <u>O*Net Online's Interest Profiler</u> and fill out the interest survey. This will give you a list of roles that might be a good fit for you

STEP 4: LAY OUT YOUR STRATEGY C

STRATEGY C - Apply to opportunities that are pathways to a long-term career

1. Identify the type of grad school programs that would accelerate you in your career field if this makes sense for your field. You can Google search keywords such as "INDUSTRY graduate program".
2. Identify the type of fellowships that align with your interests. You can Google search keywords such as "INDUSTRY fellowships." For example if you are interested in education, you can search "education fellowships." You can also create an account at the ProFellow website to look through their list of fellowships.
3. Identify roles that are Pathway jobs to your long-term career. As defined on page 5, these are jobs that might not require a degree or provide full-time employment, but do provide a clear path to a long-term career.
4. Identify internship openings in your career field. Make sure to filter the job board for internships or part-time roles to get a list of internships.
5. In the table on page 16 under column C, list these opportunities.

CREATE YOUR CONTINGENCY PLAN

STEP 5: LAY OUT YOUR STRATEGY D

STRATEGY D - Up-skill yourself through online courses, volunteering or micro-internships

1. Identify online courses that would give you a competitive edge as a candidate in your intended career field/role if this makes sense for your field. You can Google search keywords such as “INDUSTRY courses/certificates”.
2. Identify volunteer opportunities that align with your interests.
3. Sign up for [Parker Dewey](#) and apply for relevant micro-internships that will upskill your resume.
4. In the table on page 16 under column C, list these opportunities.

STEP 6 AND BEYOND: ROUTINELY APPLY FOR JOBS/OPPORTUNITIES IN YOUR PLAN

Set up your systems to streamline your application process

1. Create a master resume and cover letter bank
2. Create an application tracker so that you can track all of the jobs and opportunities you are applying to
3. Update your LinkedIn profile and main resume
4. Schedule at least 1 hour a day in your calendar to apply to 1 job/opportunity
5. Use your contingency plan (on page 16) to identify specific job openings or opportunities and add them to your tracker
6. Apply to 200+ jobs/opportunities!

YOUR CONTINGENCY PLAN

Fill out the table below with the types of jobs or opportunities you are looking for in each strategy. Use this table as your search key when you are sitting down to apply for jobs.

A	B	C	D
ROLES IN MY INTENDED CAREER FIELD	ROLES THAT MATCH MY SKILL SET	OPPORTUNITIES THAT CREATE PATHWAYS TO A CAREER	OPPORTUNITIES THAT UPSKILL MYSELF

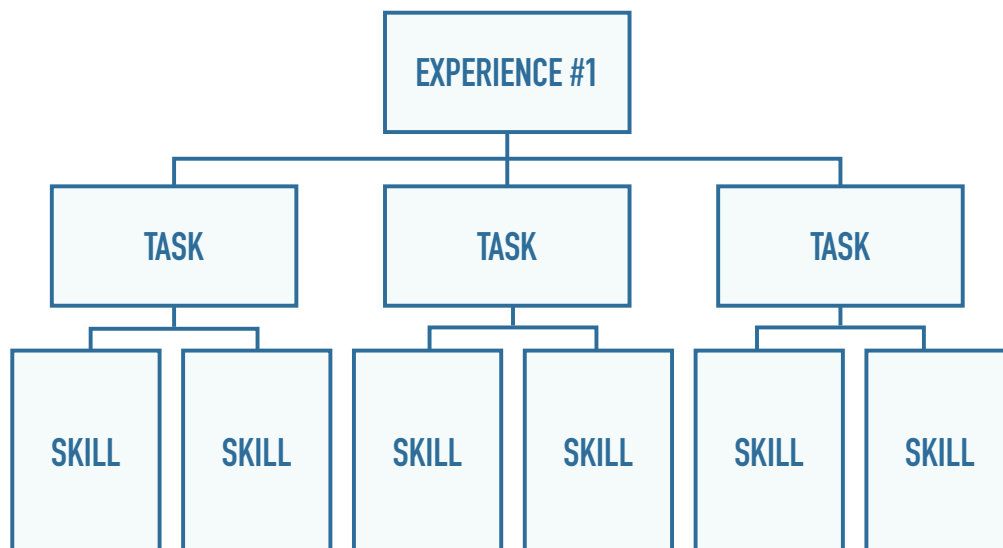
APPENDIX

IDENTIFY YOUR TRANSFERABLE SKILLS BY:

1. Making a list of experiences you have had (ie. projects, jobs, internships, student clubs, etc)
2. For each experience, list 2-3 tasks you completed during that experience.
3. For each task, name the 1-2 transferable skills you used to complete each task.

Feeling stuck? Reference this [list of transferable skills](#)

4. You'll end up with multiple charts like this for each experience.



5. The skills you used to complete your tasks are your transferrable skills. List them here:

RESUME CHECKLIST

EDUCATION

University name
Major and minor (if applicable)
GPA (if 3.0 or higher)
Anticipated graduation date
Honors society (if applicable)
Relevant coursework (that applies directly to the opportunity)
High school education (only if you're a first-year)

EXPERIENCE

Internships
Work experience
School projects
Role title
Bulleted impact statements anchored by action verbs (e.g. monitored, pitched) and demonstrating quantitative or qualitative results (e.g. served 200 customers daily)
Dates of involvement
Location of involvement (city, state)
Listed chronologically, with most recent experience at the top

LEADERSHIP & ACTIVITIES

Activities and club involvement
Leadership roles
Volunteer roles
Bulleted impact statements anchored by action verbs (e.g. monitored, pitched) and demonstrating quantitative or qualitative results (e.g. wrote 50-page conflict resolution curriculum)
Dates of involvement
Location of involvement (city, state)
Listed chronologically, with most recent experience at the top

HONORS

Awards
Dates of awards

INTERESTS & SKILLS

Interests: What do you spend your free time doing?
Skills (e.g. Conversational Spanish, Excel, HTML)

GENERAL GUIDELINES

Fill one page
Easy to read and spot information
Consistent formatting
Clear section headings
Header that includes name, email, and phone number (address optional)
No spelling or grammatical error
Saved with a clear and professional title (i.e. Washington_Denzel_Resume)
Saved as a PDF when complete (only email your resume in this format)

LINKEDIN PROFILE CHECKLIST

BASICS

- Upload a high resolution photo with a simple background that's of you from the shoulders up
- Make sure basic information (name, title or headline, and location) are easy to view
- Both first and last name are capitalized
- Create a custom URL that is short and includes your first and last name
- Have at least 50 first degree connections

SUMMARY

- Summary is written in the 1st person
- Includes your mission, interests, and skills
- States what types of opportunities you're interested in

EDUCATION

- Specifies the correct title of your major (ex: "Business Administration," not "Business")
- Specifies degree type -- Bachelor of Arts or Bachelor of Science
- Includes any previous degrees from other institutions

EXPERIENCE

- Includes all previous work experience
- Each experience has at least one detailed, specific point that highlights qualitative or quantitative results to illustrate achievements
- Include links to projects, writing, videos, or presentations when possible

SKILLS

- Adds 10-15 industry specific skills
- Avoids vague skills like "leadership"
- Ask for colleagues to endorse your skills

OTHER SECTIONS

- Include any additional languages you speak/write
- Include relevant coursework
- Include any honors or awards you have received
- Include volunteer experience
- Include any clubs, organizations you are a part of
- Include test scores, if impressive, for ACT, SAT, GRE, GMAT, and LSAT



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