

Job seekers who've been out of work for one year or longer (LTU) face a more difficult challenge than those who are newly unemployed. LTUs may require more intensive workshops and specialized services. Following are suggestions for workshops and specialized services they would receive.

The workshops would cover five essential components of the job search:

- Understanding the job search and emotions one faces;
- Networking;
- Résumé/Job Search Letters writing;
- LinkedIn campaign;
- Interviewing techniques.

The specialized services would include LinkedIn profile critiques and/or résumé critiques, as well as mock interviews if necessary.

Workshops

Roadmap for Job Search Success: This workshop addresses:

- a. Values
- b. Three types of skills
- c. The importance of accomplishment statements
- d. The Hidden Job Market

Adding to this will be a focus on internal barriers that are hindering the LTUs job search. This section would be similar to Coping with Job Loss. It would help them to see the barriers they are setting up, perhaps without even knowing it. **Length: 2.5 hours.**

Connecting for Your Next Job. This workshop encourages people to connect with people in their community. This workshop includes hands on exercises that demonstrate proper ways to connect. Role playing is an excellent way to demonstrate this. **Length: 3 hours.**

Résumé Writing. Currently we offer two résumé writing workshops. Résumé Writing talks about writing a résumé from start to finish. It also addresses strategies that Résumé Advanced doesn't, such as length of a résumé, how far back job seekers should go back in their job search, words to avoid using, important sections of their résumé.

Résumé Advanced digs deeper into accomplishment statements; addresses positioning, selling, and, branding the job seekers. As well, it goes into the applicant tracking system (ATS). A combined workshop would be tough, as there are different level of job seekers.

What will be emphasized in both workshops is a greater effort on selling themselves better through accomplishment statements. This can be done through practice on positive self talk and helping them to see where their duties could be seen as accomplishments. **Length: 3 hours.**

LinkedIn Campaign. This workshop is held in the computer lab, where the job seekers can open their LinkedIn accounts. This workshop would combine LinkedIn and Advanced LinkedIn. Emphasis would be placed on actively looking for people with whom to connect; connecting with the members our job seekers find; and engaging with their connections. An addition to the LinkedIn workshops could be on-the-spot critiques.

Complete Interview Process. This workshop would include answering questions and role playing. As it stands, we address first impressions, the types of interviews they may face, difficult interview questions, preparing for behavioral-based questions. There are two exercises attendees participate in, identifying requirements of the job as well as telling a story on how they performed a skill successfully.

In addition to these exercises, participants would answer questions, both traditional and behavioral-based. This would be similar to our workshop Interview Boot Camp. **Length: 3 hours.**

Special Services

LinkedIn Profile Critiques: Delivered individually or in a group setting. We are considering the idea of group critiques. These could be beneficial if the participants are willing to have their profile critiqued in front of others. The individual critiques would be similar to the ones already in place. **Suggested total time: 30 minutes.**

Résumé Critiques: Peer critiques are an option, but if the participants are at vastly different levels of occupations, they may not benefit from this format. Individual critiques lasting 30 minutes with prep time for instructors before the critiques. **Suggested total time: 45 minutes for each résumé.**

Mock Interviews: Customers have said that a mock interview is a very valuable exercise, as they can observe their body language and hear the answers they give. Feedback from the instructor and peers is essential. Mock interviews can be conducted one-on-one or in a group setting. **Suggested total time: one hour per customer.**