**COMMUNICATION – FILL-IN-THE BLANK: SESSION 7**

**Business Communication: Process and Product – 9th Edition**

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**Chapter Fifteen: The Job Search, Resumes, and Cover Letters in the Digital Age**

A successful job search today requires a blend of old and new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ skills.

It’s natural to think that the first step in finding a job is writing a resume. However, that’s a \_\_\_\_\_\_\_\_\_\_. The job-search process actually begins long before you are ready to prepare your resume.

List the Four Steps in a Successful Job Search:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The first step in a job search is \_\_\_\_\_\_\_\_\_\_ your interests and goals and \_\_\_\_\_\_\_\_\_\_ your qualifications.

For guidance in choosing a career that proves to be satisfying, ask yourself the following questions:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In addition to analyzing your interests and goals, take a good look at your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Prepare your resume foundation by asking following questions:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Once you have analyzed what you want in a job and what you have to offer, you are ready to focus on the job-search \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The most successful job candidates seek to transform themselves from unknown into known quantities through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Because most candidates find jobs today through networking, be prepared to work diligently to build your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ networks.

Three steps that will help you establish your own network:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As digital technology continues to change our lives, job candidates have powerful new tools at their disposal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ networks.

A large part of your job-search involves building a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for yourself.

Personal branding involves deciding what makes you \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ in the job market.

Experts suggest that you create a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that describes what you do, who you are, and what’s special about you.

Now that you have your tagline and business card, work on an \_\_\_\_\_\_\_\_\_\_\_\_\_\_ speech.

In today’s highly competitive job market, the focus is not so much on what you want but on what the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ needs.

The most popular resume format is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ format.

Experts disagree on how \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a resume should be.

Although resumes have standard categories, their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and content should be strategically planned.

In organizing your qualifications and information, try to create as few \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as possible.

A summary of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_may be a short summary statement or a list of three to eight bulleted statements that prove you are the ideal candidate for the position.

The next component in a chronological resume is your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – if it is more noteworthy than your work experience.

When your work or volunteer experience is significant and relevant to the position sought, this information should appear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your education.

Your employment achievements and job duties will be easier to read if you place them in bulleted \_\_\_\_\_.

In addition to technical skills, employers seek individuals with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ capabilities.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ want to know specifically what you can do for their companies.

You will also want to highlight exceptional \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, such as working well under stress, learning computer programs quickly, and interacting with customers.

If you have any awards or honors, highlight them by listing them under a separate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

It is also appropriate to include school, community, volunteer, and professional activities.

Listing references directly on a resume takes up valuable space. Instead, recruiters prefer that you bring to the interview a list of individuals willing to discuss your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Just as electronic media have changed the way candidates seek jobs, these same \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tools are transforming the way employers select qualified candidates.

The one basic resume you should prepare is a print-based \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ resume.

A cover message, also known as a cover letter or letter of application, has always been a graceful way of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your resume.

**Chapter Sixteen: Interviewing and Following Up**

Whether you are completing your education and searching for your first serious position or are in the workforce and striving to change jobs – a job \_\_\_\_\_\_\_\_\_\_\_\_\_\_ can be life changing.

An interview has several purposes for you as a job candidate. It is an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to (1) convince the employer of your potential, (2) learn more about the job and the company, and (3) expand on the information in your resume.

From an employer’s perspective, the interview is opportunity to:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No matter what interview \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you encounter, you will feel more comfortable if you know what to do before, during, and after the interview.

Once you have sent out at least one resume or filled out one job application, you must consider yourself an active \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Even with the popularity of email, most employers contact job applicants by \_\_\_\_\_\_ to set up interviews.

Whether you answer the phone directly or return an employer’s call, make sure you are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the conversation.

Once you have scheduled an in-person or video interview, you need to start preparing for it. One of the most important steps in effective interviewing is gathering detailed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about a prospective employer.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the potential employer’s website, news sources, trade journals, and industry directories.

In addition to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ presence, examine the company’s ads and promotional materials, including sales and marketing brochures.

To feel confident and be ready to sell your qualifications, prepare and practice \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stories.

Practice telling your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stories until they fluently roll off your tongue and sound natural.

Potential employers definitely \_\_\_\_\_\_\_\_\_\_\_\_ candidates’ online presence using Google and social media sites such as Facebook, LinkedIn, and Twitter.

Top reasons employers chose not to hire candidate: (List Some)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tips to clean up your online presence:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Throughout the interview you will be \_\_\_\_\_\_\_\_\_\_\_\_\_ questions and \_\_\_\_\_\_\_\_\_\_\_\_\_ your own questions.

You have already sent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ messages to your interviewer by arriving on time, being courteous, dressing appropriately, and greeting the receptionist confidently.

Always aim your answers at key \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interviewers seek: expertise, competence, motivation, interpersonal skills, decision-making skills, enthusiasm for the company and the job, and a pleasing personality.

After opening introductions, recruiters generally try to start the interview with personal questions designed to put you at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Interviewers want to understand your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for applying for a position.

After questions about your background and education and questions that measure your interest, the interview generally becomes more specific with questions about your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Questions that look into the future tend to stump some candidates, especially those who have not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ adequately.

Challenging questions may make you uncomfortable, but the important thing to remember is to answer truthfully without dwelling on your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Nearly all salaries are negotiable, depending on your qualifications. Knowing the typical salary range for the target position is very important in this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Questions related to situations help employers test your \_\_\_\_\_\_\_\_\_\_ processes and \_\_\_\_\_\_\_\_\_\_ thinking.

Instead of interview questions, you may be asked to tell \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The components of the \_\_\_\_\_\_\_ Technique include: (1) **S**ituation, (2) **T**ask, (3) **A**ction, and (4) **R**esults

U.S. federal law states that “it is illegal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ against someone (applicant or employee) because of that person’s race, color, religion, sex (including gender identity, sexual orientation, and pregnancy), national origin, age (40 or older), disability or genetic information.”

Many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interview questions are asked innocently by inexperienced interviewers.

At some point in the interview, usually near the end, you will be asked whether you have any \_\_\_\_\_\_\_\_\_.

After you have asked your questions, the interviewer will signal the end of the interview, usually by standing up or by expressing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that you came.

Before you leave, summarize your strongest qualifications, show your enthusiasm, for obtaining this position, and \_\_\_\_\_\_ the interviewer for a constructive interview and for considering you for the position.

Once you have thanked your interviewer, it is time to alert your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that they may be contacted by the employer.