

**DEEP DIVE:**  
**FINDING AND  
APPLYING TO  
JOBS**

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Beyond Graduate School Deep Dive: Finding and Applying to Jobs  
Published by The Center for Graduate Career Success  
PO Box 6811 Denver, CO, 80206

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# How to Make the Most Out of This Workbook

This workbook is designed to accompany video lessons in the Finding and Applying to Jobs Deep Dive.

Completing this Deep Dive and its accompanying workbook activities will help you unlock the hidden job market and find jobs that are right for you. Then you'll learn how to effectively apply to the positions you find.

This workbook contains reflective activities, as well as templates and prompts, that will help you locate appropriate jobs, write effective resumes, and compose cover letters that will make your application stand out.

Each video lesson contains a set of "next steps" to take after watching and listening. Take time after each video to complete the activities in this workbook. Doing so will help you apply what you're learning to your own unique situation and help you move forward in your job search.

-Your Beyond Graduate School Team-

# Lesson 1: How to unlock the hidden job market

## Activities

### Evaluate your current strategy

How have you currently been looking for open positions? After having watched the lesson, are there changes you'll make to your strategy? Where will you start looking for open positions now?

### Identify professionals you can connect with

Use networking to help you unlock the hidden job market. To start, spend some time online, finding companies that are located in your area and that hire in the career field you're interested in. Once you've identified those companies, look them up on LinkedIn and then click on the "People" tab to see who works there. Look for alumni from your program or for people who studied the same subject you have. Who are some people you'd like to connect with? Make note below.

## Connect and network

Once you've identified some people you'd like to talk to, draft a connection and informational interview request you can send them. We've included some guidelines to follow below. Proof it, and send it to them!

Guidelines when drafting and sending a connection request:

- Briefly introduce who you are, providing the person with context.
- Indicate what connection you have to the person.
- Explain why you are reaching out to them.
- Describe what you are hoping to gain from the conversation.
- Indicate how long you expect the conversation to last.

## Lesson 2: How do I show I'm the right fit for a company?

### Activities

#### Determine what type of company culture is right for you

Identify what kind(s) of company culture work(s) best for you. Take some time and use the space provided below. Write about what kind of impact you want your work to have, what kind of office environment you'd prefer, and what kind of leadership style you respond best to.

#### Examine job ads to learn about company culture

Find job ads from several different companies, all of whom hire in your career field. Read the job ads carefully, and make note of what they reveal about company culture. Which company's culture most aligns with the company culture you're looking for?



## Network to learn more about company culture

Identify three people in your professional network who work at companies of interest. Draft and send messages to them, asking to speak to them about the company culture where they work. If you don't yet have these kinds of connections in your network, use LinkedIn to identify people who work at companies of interest and draft and send connection requests to them.

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