



South Western Ontario

Industry - Education Council

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Section One – Getting It All Together

Employment Information

Today's Job Market

- A more mobile workforce
- Some people combine two or more part-time jobs
- More contractors market their services on a short term basis
- There is a strong emphasis on high-tech skills

Employers Want

- High energy and good attitude
- Good communication and numeracy skills
- Adaptability and a desire to learn
- Strong computer skills
- Personal passion or strong motivation
- Ability to work well with others

*Experts say only 10% of jobs are advertised!
Most jobs are found by NETWORKING or by contacting potential employers before they advertise an opening.*

Job Search

- Check agencies, job boards, newspapers, trade journals and professional magazines
- Research potential employers thoroughly
- Access your personal network
- Tell everyone you know that you are looking for work
- Market yourself by contacting companies that interest you
– even if they are not advertising jobs

To be successful you will need:

- Information about your options
- A good résumé
- Good interpersonal skills
- Some work or volunteer experience – this is a great asset!

Finding a job is more than just looking at the job postings in the newspaper or online job banks. If you think about it; do you know of anyone that has ever gotten a job by just looking at an advertised position? In order to actually get the job there are a number of steps and tools that need to be in place before the actual hiring takes place. Within this manual, you will find steps that need to be taken, tools that need to be in place, and resources that will assist you in the process of better marketing yourself in today's workforce. It is designed for both those preparing to start a career and those having to adjust to job change and / or job loss.

Create an Employment Kit

Your Employment Kit is your one stop for all the information you need when looking for work. Take your Employment Kit with you to interviews!

YOUR KIT SHOULD CONTAIN	Have	Need to get
Legal identification (e.g. birth certificate, driver's license, passport, citizenship papers)		
Social Insurance Number		
Résumé (contains name, city/province, and dates for completion of high school, training programs, post secondary school, continuing education classes, sports programs and community organization participation)		
Personal information – legal name, current address, phone number, cell number, fax number and appropriate e-mail address.		
Personal and Professional References – names, addresses and phone numbers of people who have agreed to be references		
Copies of any diploma and certificates (e.g. Red Cross First Aid, WHMIS etc.)		
Letters of Reference – letters from people you have worked for, or who know you well and who can speak about the kind of person you are and the quality of the work you do.		
Samples of your work – include samples of work which you are proud of ~ a written report, computer web page, creation of new documents or correspondence		

Adapted from The Get Real Game Bill Barry. The Real Game Inc.

Did You Know???

25% of job seekers find jobs through newspaper ads and search firms

15% of job seekers find jobs through Employment Centers (Service Canada, Job Connect etc)

60% of job seekers find jobs through the "hidden job market" –

70% - 80% of all jobs are NEVER ADVERTISED!

Identifying Career Goals

When assessing career goals, consider the following:

What do I like to do? What is my dream job?

Three reasons why I think I might like this occupation?

Three major skills and abilities required by this occupation.

Three reasons why I think I would be good at this job.

What education/ training will I have to go through to excel in my chosen career?

Where do I want to live?

Is money important to me?

Visit these websites to help you assess your interests.

This site lists occupational profiles for which no university education is required.

<http://www.careerdirectionsonline.com/>

Visit the online version of this magazine loaded with advice and tips on finding your career path

<http://www.canadapropects.ca/canadapropects/>

This youth oriented website will help you identify the career that would suit you based on your interests (appropriate for any age group) <http://www.destination2020.com/>

Job Readiness Skills

1. Good Communication Skills
2. Positive Attitude
3. Flexibility and Adaptability
4. High Standards of Performance
5. Good Work Ethic
6. Acceptance of Responsibility
7. Productivity
8. Honesty and Reliability
9. Willingness to Keep Learning
10. Ability to Analyze and Evaluate

OCEA Pre-Placement & Integration Resource

Telephone Answering Machine Messages

Another item to consider in preparation for your job search is the subject of an appropriate message on your answering machine. Young children making cute little greetings, favourite snips from TV shows, lengthy or trendy comments are not something you should include in your message while you are conducting your job search. Create a message that let's whomever is listening know that they have reached the right number and who the number belongs to. If you live with individuals in your household who do not speak English very well, ask them to let the phone go to messages if you are unable to answer it yourself.

The following link will take you to a page from The Conference Board of Canada. They share their ideas about the most essential skills that employers are looking for. Learn more about the skills, attitude and behaviours that you need to achieve success by linking to the guide to read more. [Employability Skills 2000](#) outlines the fundamental, personal management and teamwork skills that many employers want in their workforce. [EmployabilitySkills.pdf \(93K\)](#)

Building a Network

Create a network of contacts to help you get a job!

Networking is a lifelong, evolutionary process that you should do frequently. It's as natural as eating and sleeping. Whenever you talk with others and seek their opinion to make an informed decision – a restaurant, a car repair shop, a hairdresser – you're networking!

When it comes to finding a job, nothing beats good, old-fashioned networking – contacting friends, relatives and former colleagues.

Key Points

You do it all the time

- Whenever you talk with others and seek their opinions to make an informed decision even if it's a good restaurant, band or movie – YOU ARE NETWORKING!

Tell people you know you are looking for work.

Tell people you don't know you are looking for work.

Prepare an “elevator” speech that can be delivered in 30-seconds.

- Tell who you are
- Tell what you do or would like to do
- Tell about your skills and what you are looking for
- Practice in front of the mirror and friends

Volunteer whenever possible to widen your circle of contacts.

Make yourself a “business card” which contains your name and contact information, possibly your skills and what kind of job you are looking for. Pass them out to your contacts.

Follow up at every opportunity.

Employers don't advertise jobs, because they will have to sift through résumés, interview people and then hire strangers. They would much rather hire someone who has come to them through a contact.

Employers aren't lazy...they are busy! So, be a convenient solution!

Tell everyone that you are looking for work.

Put the names of REAL people in the spaces provided – then follow up!

PERSONAL CONNECTIONS

“People who know you well enough to be able to describe your personal strengths.”

- Immediate Family
- Relatives
- Family Friends
- Friends
- Neighbours

ORGANIZATION CONNECTIONS

“People who know you through faith communities and/or community clubs.”

- Sports Team
- Musical Group/Band
- Service Clubs
- Organizations
- Volunteer

PROFESSIONAL CONNECTIONS

“People who you know through work or school and can describe your employability skills.”

- Teachers
- Supervisors
- Coaches
- Co-Workers
- Customers

CHANCE CONNECTIONS

People you encounter by chance

- Doctor/Dentist
- Store Owner
- Sales Person
- Pastor
- Bus Driver

Section Two – Getting Ready – Résumés & Cover Letters

Résumés Tips and Tricks

A résumé is a summary of your employment history (part-time and volunteer jobs), education, and accomplishments. Employers spend less than 15 seconds reading a résumé, so you have a very short time to get their attention!! So always put the most important things about you at the top of the résumé!

Technology has changed the way many employers and agencies are recruiting. Often times you will be requested to either fill out an online application form and “paste” your resume or email your resume as “inline text” instead of sending it as an attachment.

The purpose of a résumé is to present aspects of your life that are relevant to an employer. It must establish a strong first impression of your background and hiring value. The “job” of a résumé is to get you an interview!

Employers’ Pet Peeves about Résumés

- Clerical mistakes (spelling, punctuation)
- More than two pages long
- Coloured paper
- Handwritten corrections
- Old jobs that are not relevant
- Repetition and too much “minute” detail
- Attempts to inflate responsibilities or include skills you don’t really have
- Fancy graphics, unless the person is applying for a graphics position
- Poor quality paper
- A photocopy of a photocopy
- Misplacement of contact information

Consider creating two versions of your resume, one for electronic purposes and one for printing. The difference between the two will be the formatting or lack of formatting in the case of the electronic resume.

*Most employers prefer a **chronological** résumé format in which work experience and education are listed in reverse chronological order i.e. from most recent or current, working backwards.*

*Think about including an area at the top of your résumé called “**Highlights of Qualifications**” and include technical skills and interpersonal communication skills.*

Résumé Action Words

Use these words in your résumé to describe what you've done in the past.

ANALYTICAL	COUNSELLING	RESEARCH	MANAGEMENT
Analyzed	Advocated	Catalogued	Administered
Anticipated	Arbitrated	Clarified	Approved
Appraised	Coached	Classified	Arranged
Assessed	Clarified	Collaborated	Attained
Clarified	Consulted	Collected	Chaired
Compiled	Counselled	Compiled	Consolidated
Conceptualized	Diagnosed	Corresponded	Contracted
Diagnosed	Facilitated	Critiqued	Coordinated
Evaluated	Guided	Developed	Delegated
Examined	Interviewed	Drafted	Directed
Formulated	Listened	Edited	Enlisted
Interpreted	Mediated	Examined	Expedited
Review	Negotiated	Identified	Evaluated
	Referred	Illustrated	Executed
ENTERPRISING	Rehabilitated	Interpreted	Formulated
Achieved	Resolved	Investigated	Improved
Conceptualized	Represented	Organized	Increased
Created	Solved	Researched	Influenced
Customized		Reviewed	Instituted
Designed	SPEAKING	Translated	Integrated
Established	Addressed	Summarized	Recommended
Founded	Arbitrated	Systematized	
Generated	Convinced		FINANCIAL
Initiated	Demonstrated	TECHNICAL	Allocated
Implemented	Informed	Assembled	Analyzed
Introduced	Lectured	Built	Appraised
Invented	Litigated	Computed	Audited
Marketed	Marketed	Designed	Balanced
Originated	Moderated	Engineered	Budgeted
Persuaded	Pioneered	Fabricated	Calculated
Publicized	Presented	Inspected	Computed
Recruited	Performed	Maintained	Developed
	Spoke	Operated	Forecasted
	Translated	Overhauled	Projected
	Reported	Programmed	
	Represented	Remoulded	
		Repaired	
		Upgraded	

Sample Résumé Structure

Contact Information

Your contact information should be at the top of the first page and your name on top of any additional pages (if this is the résumé you will be using for printing purposes). Regardless of which version you are using, your contact information should always be at the top of your résumé. **Include** Your Name – Street Address – City, Prov., Postal Code – Phone Number – Email

Objective

Your objective should clearly state what kind of position or opportunity you are applying for. **Remember** your objective is not a means in which to tell the employer what you want from them, but what you have to offer them. You may find it necessary to change your objective frequently to match either the position you are applying for or the company you are soliciting for possible future employment.

Qualifications / Skills Summary

Since most employers or recruiters initially spend about 10 – 15 seconds looking at your résumé, having this information at the top of your résumé allows to the employer to quickly identify what relevant skills you have to offer. This information should be in point form and easy to read at a glance. **Include** both technical and personal skills. Technical skills could include things like computer skills, level of education, years of experience, machines you know how to operate and workforce related courses. Personal skills or Transferable skills could include, work ethic, communication skills, languages, attention to detail, or being mechanically inclined.

Employers are just as interested in your Transferrable skills as they are in your Technical skills. An employer can teach you how to run a piece of machinery – what they can't teach you is how to show up for work on time or get along well with others.

Experience

List your work experience, beginning with your most recent job. Include volunteer work if it relates to the job you are applying for. Use ACTION words. The information or details for each of your experiences should also be in point form, the word "I" does NOT belong in a résumé. Try to include numbers (supervised a crew of 10) or outline specific accomplishments (received employee of the month award).

Volunteer Work / Associations

Employers like to see that you have a sense of community through either volunteering or being a member of an association or team. These activities demonstrate that you have the ability to get along well with others, work within a team environment and are willing to give back to the community.

Things like age, height, Social Insurance Number, photos, physical description, religion, and health are not necessary and should be avoided. Never give reasons for leaving the last employer and don't talk about salary.

References

Ask people before putting their name as a reference! Try to include two professional and one personal reference. This information should be included on a separate sheet of paper.

Sample Résumé for General Labour – Printable Version

YOUR NAME

Your Address * City, Prov. Postal Code * Phone * Email (make sure user name is appropriate)

OBJECTIVE

Seeking a General Help / Customer Service related position within the hospitality industry.

SKILLS / QUALIFICATIONS

- 4 years combined fast food and landscaping experience
- WHMIS Trained / Own safety shoes
- Reliable transportation
- Commitment to seeing a task through to the end
- Customer Service orientated
- Reliable and punctual
- Ability to learn through hands on experience
- Open to working days, evenings, nights, weekends, and holidays
- Hard working with the ability to perform both physically and intellectually
- Strong computer (MS Word, Internet) and keyboarding skills (65 wpm)

*Don't forget to include in résumé ...
Memberships / Associations (Scouts, Lions)
Work experiences whether paid or not
Transferable and technical skills you may have
WHMIS/Health & Safety Training*

*Computer experience
Licences and certificates
Languages you speak
Volunteer work*

WORK EXPERIENCE

Beachgrove Golf Club ~ St. Clair Beach, ON

Grounds Staff / Back Shop Attendant ~ 2004 – Present

- Greeted and assisted clients
- Organized golf carts / Raked and mowed grass
- General maintenance inside and outside of club house

Pete's Family Restaurant ~ Belle River, ON

Wait Staff ~ 2005 – Present (part time)

- Provided fast, efficient and courteous service
- Encouraged patrons to purchase add-ons from menu (appetizers, desserts, beverages)
- Handled cash, debit and credit card payments

*In order to fit this example on one page, we had to use a 10 point font. However the font size of your **printable** résumé should **never** be any less than an 11 point font. If an employer has difficulty reading your résumé – chances are they won't.*

EDUCATION

Belle River District High School ~ Belle River, ON ~ 2003 – 2007

- **OSSD** (grade 12 High School Diploma)

VOLUNTEER EXPERIENCE / ASSOCIATIONS

Essex County Regional Conservation Authority ~ **Volunteer** ~ Tecumseh, ON ~ 2005 - Present

- Assisted in the planting of over 600 trees throughout Essex County

Golden Age Rest Home ~ **Volunteer** ~ Belle River, ON ~ 2003 - 2006

- Bi-weekly visit to an elderly gentleman for two hours each visit

Belle River Sea Scouts ~ **Member** ~ 1999 – 2006

- Cubs ~ 3 years / Sea Scouts ~ 2 years

References Available Upon Request

Electronic Résumé Preparation

When your résumé is scanned into the computer it is saved as an “image”. OCR (optical character recognition) software scans the image to distinguish between every character and a new “text” file is created. The computer can then “read” the text and can find and extract the information the company is looking for like name, address, phone number etc.

Many companies scan résumés into the computer as an image and there are certain standards that must be followed when creating an electronically friendly résumé. Keep in mind that this version of your résumé is stored electronically in a résumé data base. There is no paper copy after the scanning process takes place!

Creating a Scannable Résumé

To make your résumé easy for a company to scan and store:

Read instructions carefully so you can submit your résumé in the correct format (e.g. PDF, MS Word, Plain Text or ASCII text file format). Some companies want your résumé as part of an email message (inline text) and not an attachment.

- Start with a keyword summary – list specific words that may be used as search criteria by an employer.
- Remove all formatting – bold lettering, italics, special fonts, graphics, borders, centering and underlining.
- Use a plain type of font such as Arial 11-14 point.
- Remove page numbers and headers.
- Eliminate all tabs – use a separate line to set items apart.
- Use dashes instead of horizontal lines to separate text.
- Use asterisks, plus signs or capital letters at the beginning of lines.
- Limit each line to 65 characters so your résumé stays organized and easy to read.
This will cause your résumé to be longer in the number of pages it contains than your printable résumé – don't worry about it!
- Test-drive your résumé. E-mail it to yourself first so you can correct any errors.
- Include a brief, concise cover letter as the text of your e-mail.

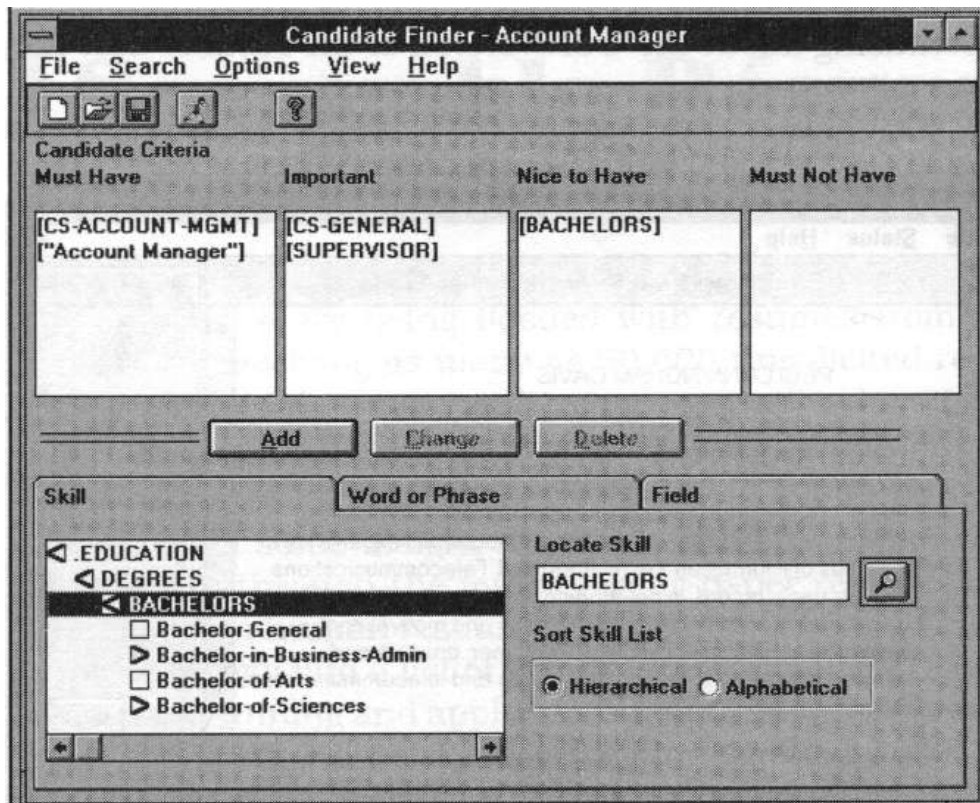
Importance of Keywords

- Use key words to define your skills, experience and education
- Use concrete words (team player instead of works well in teams)
- Use terms that the company will recognize and be looking for
- Use common headings on your résumé
- Cut out the job ads as a source for keywords

How a Résumé Database Works

More and more employers are using a résumé database. This database allows them to store the résumés they receive electronically. More importantly, it allows the employer to search through the résumés they have on file based on keywords.

After opening the résumé database, employers use keywords to describe their ideal candidate. They use words identifying technical skills like welding, keyboarding, and Microsoft Word. They also use keywords to describe interpersonal communications skills, or “soft skills” such as organized, problem solver, team player, customer service, etc.



After entering all the keywords, the employer presses “enter” and the résumé database searches through all the résumés it is storing. It pulls out any résumé that matches at least one of those keywords and then ranks the résumés in the order of matches.

Since you will be restricting how many characters fit on one line, your electronic résumé will be longer in respect to how many pages it contains. If it exceeds the recommended two pages it doesn't matter since it will not be printed but scrolled through, similar to how you scroll through a web page.

The Results Are In!

The results are ranked according to how many of the keywords the employer used in their search, matched the individual résumés stored in the database. Not only does the employer have the option of using keywords, they can also restrict the search to specific education levels.

Results: 23 Match of 492 Documents, 23 Retrieved, 23 shown

ST	SCORE	FIRST_NAME	LAST_NAME	CITY	STATE	DATE_I
✓	1.00	Cynthia	Kandar	Newton	MA	31-Aug-9
✓	0.97	Robert	Richtarek			29-Jul-9
✓	0.92	Robert	Miller	Weymouth	MA	29-Jun-9
✓	0.89	Pegi	Davis	Medford	MA	29-Jul-9
✓	0.89	Thaddeus	Florczak	Londonderry	NH	29-Jul-9
✓	0.87	Christopher	Ischay			22-Jul-9
✓	0.79	Brian	Day-Lewis	Tyngsboro	MA	31-Aug-9
	0.71	Gary	Lea	Martinez	CA	29-Jul-9
	0.71	Ernest	Strange	Framingham	MA	30-May-9
	0.66	Mary	Clupper	Tewksbury	MA	29-Jul-9
	0.66	Joseph	Matthews	Hudson	NH	31-Aug-9
✓	0.66	Robert	Bagley	Grafton	MA	31-Aug-9
	0.66	Brian	Morgan	Billerica	MA	29-Jun-9
	0.61	Edward	Rappoli	Stoughton	MA	31-Aug-9
	0.47	Kevin	Mcgonigle	Exton	PA	29-Jul-9
	0.47	Edmund	Rucels	Brampton	ON	19-Sep-9
	0.37	William	Byam	Bedford	MA	14-Jul-9
	0.32	Mario	Sarabia	San Jose	CA	29-Jul-9
	0.21	Scott	Ellyn	Marina Del R	CA	20-Jun-9
	0.21	Michael	Tizio	Taunton	MA	29-Jul-9
	0.03	Robert	Moniz	Leominster	MA	28-Jul-9
	0.03	Julia	Muszynski	Burlington	MA	31-Aug-9
	0.03	Charles	Stockler	Westford	MA	31-Aug-9

Buttons: Status (✓, X, ?), Show List, Show Image, Show Record, Print, Close, Show All

By having the right keywords in your résumé, you will bring the résumé out of the “electronic drawer” and put it on the top of the pile.

Some more tips:

- Job Ads are great places to find keywords because the vocabulary the employer uses when they write the job ad is the same vocabulary they use when they sit down at the résumé database.
- Pay a lot of attention to those really detailed job ads for the type of work you are looking for even if it’s a job that you are not considering applying for, e.g. in a city you don’t live in. These detailed job ads are a great source of keywords – if they apply to you.
- The “Highlights of Qualifications” section of your résumé is a great place to fit in those soft skill keywords highlighting the fact that you are a “Team player dedicated to customer service”.

Not only are employers using this technology within their own place of business, they are also using public résumé databases such as Workopolis.com, Monster.ca and Working.com to search through résumés that the general public has stored online at these sites. There is no cost to you as the job seeker to store your résumé here – but they do charge the employers a fee for this service.

Résumé Checklist

**The “job” of your résumé is to get you an interview!
Try to create a “Wow that’s impressive!” response.**

Check your résumé using the following suggestions.

Layout

- Attractive appearance
- White space around the page
- Two pages maximum

Personal Information

- Provide a phone number that has a message feature if you are not available.
- Do not use your cell phone if you cannot answer it during the day.
- If you are using your e-mail address, be sure it is one you check regularly and that you have an appropriately named e-mail address.
- Only include personal information that is relevant to the job.

Format

- Check spelling, grammar and punctuation. In some offices, spelling mistakes send the résumé to the “rejected” pile regardless of your experience.
- Have someone else read it over before sending it.
- Use point form whenever possible, emphasizing your key strengths.
- Vary your typeface style with italics, bold and capitals to keep it looking organized and interesting.
- Make sure your name and full phone number are at the top of page two in case the pages get separated. (this applies to your printable résumé only)

General

- Keep your résumé updated with new information and always check that everything is correct.
- Do not include names and phone numbers of references in your résumé. Bring this information with you to the interview.
- Check that dates and names are complete.
- Use action verbs whenever possible.
- Never include an important piece of information about you in your covering letter that does not appear somewhere in your résumé.

Email Addresses are noticed by an employer and are a definite reflection on your professionalism. Addresses such as prettyinpink@hotmail.com or lovetoparty@yahoo.ca are definitely not professional sounding. Think about creating a new email account with a more appropriate user name.

Résumé Worksheet

Use this sheet to outline your résumé before doing your final copy.

Name: _____

Address: _____

City, Province, Postal Code: _____

Phone Number: _____

Email: _____

Career Objective:

Highlights of Qualifications/Achievements

Work Experience

Education:

Achievements/Volunteer Work (including teams)

References

The Cover Letter

Purpose

- To transmit your résumé to a prospective employer
- To introduce you and your employment credentials to employers
- To generate an employer's interest in interviewing you
- To encourage an employer to read your résumé
- To demonstrate your written communication skills

Highlights

- Written communication and organizational skills
- Focus and priorities
- Personal style and work ethic

Elements

- An introductory paragraph that is interest generating and states employment goal
- Value selling paragraph that highlights your key strengths and abilities, focusing on employer's needs and your ability to meet them
- Background summary that briefly summarizes your relevant education and experience
- Statement of appreciation

A cover letter should complement your résumé, matching it in content. It is an opportunity to be specific about the job you are seeking and about the organization.

Your goal should be to convince the reader that you should be interviewed for the position. It should also introduce you to the potential employer and interest this employer sufficiently so that he/she will read your résumé.

*The most effective cover letter is one that has been tailored to match the position you are applying for and the company you are applying to. Gone are the days of the **one size fits all** kind of cover letter. Always research the company first and reflect some of that information in your cover letter.*

An example could sound something like this:

Upon researching your company, I noticed that you are using the XK 2,000 punch press machine. I have over 2 years experience operating similar machines within a plastic mould injection facility.

I don't know about you, but as an employer, I would pay more attention to the person who did a little research on my company than the person who didn't.

Outline - Cover Letter

Your Name
Street Address
City, Province Postal Code
Phone

Date (use full date January 1, 2008)

Addressee's name - Addressee's position or title
(Use name in ad or contact the company to get person's name and title with correct spelling)
Company name
Company's full mailing address

Dear (Mr. Mrs. or Ms. and Last Name):

Opening Paragraph:

- Open with a strong sentence that will capture the employer's interest, an attention-getting fact, question about the company, field of work, etc. (e.g., "The field of electronics is undergoing constant and rapid change.") Try not to open your letter with "I".
- Let the employer see that you have done your research by briefly showing your knowledge of the industry or the company.
- State the position you are applying for and where you heard about it. If you are responding to a newspaper advertisement, refer to the ad. If you were referred by someone, give the name of that person.

Second Paragraph:

- Explain briefly why you are interested in working for this employer and demonstrate that you know something about the organization.
- Show how your skills relate to this particular employer's needs and how your experiences fit the requirements. (Refer to specifics of the job ad, if appropriate).
- Relate talents to what the employer seems to be, or might be looking for.
- Take something from your résumé (e.g., volunteer or work experience, an award won, good academics) and expand on it to show how skills used there are applicable to the position you are applying for.

Third Paragraph:

- Ask for an interview to further discuss skills and how these will benefit the company.
- Make sure your telephone number is included, the best hours to reach you, or indicate whether you have an answering machine.
- If appropriate, let the prospective employer know you will be checking back to set up and appointment.

Yours truly,
(Sign your name here)
Type your name here

Allow enough spacing to sign your name – black ink is preferred.

General Labourer Cold Call Cover Letter Sample – Printable Version

YOUR NAME

Your Address * City, Prov. Postal Code * Phone * Email (make sure user name is appropriate)

Date

Company Name
Company FULL Address

Attention: Persons Name – Job Title

Dear Hiring Manager:

Always try to find out the person's name and their job title that you should attention your cover letter to. If you just can't obtain a specific name, resort to Dear Hiring Manager. Refrain from using "To Whom it May Concern" or "Dear Sir or Madam".

Please accept this letter as application for a General Labourer position. ABC Golf has earned a reputation for providing exceptional service to its clientele and I believe I have the experience and work ethic necessary to become a part of your winning team. If you are seeking a new employee who can be trusted to learn quickly and who has a high degree of flexibility and availability (in work assignments and hours of work), I invite you to review my résumé.

My related background includes (real life experiences: cutting lawns, working on small engines etc or education related; 2 years machine / automotive shop) and I am also trained and experienced in the following landscaping skills; laying of sod, various watering methods, cutting grass using a variety of machinery (lawnmowers, hedge clippers, weed whackers) and different fertilizing techniques. My attendance and punctuality are both exceptional and I take personal pride in accomplishing a job well done either working within a team environment or independently. I am willing to start at the bottom and work my way up through various levels in order to clearly understand your processes while at the same time establishing a career in this field.

I am available for a personal interview at your earliest convenience and I can be reached anytime at the above mentioned phone number or email address. Thank you for you for your time and consideration.

Sincerely,

(Sign your name here)

Your Name

Hospitality Cold Call Cover Letter Sample – Printable Version

YOUR NAME

Your Address * City, Prov. Postal Code * Phone * Email (make sure user name is appropriate)

Today's Date

Company Name

Company Address

Attn:

Dear

A Human Resources Manager from a local manufacturing company once mentioned to me that she doesn't even look at the résumé if the person did not mention in their cover letter that her company produces welding equipment. It's that personal touch that's going to set you apart!

Please accept my enclosed résumé as application for a Customer Service related position within your establishment. I am committed to seeing a job well done, can work any shifts including weekends and holidays, and thrive in a fast paced environment. *(Include something related to the research you did on the company here)*

My background includes over ___ years experience within the hospitality industry as a (Hostess, Waitress, Waiter, and Kitchen Help). You will find me to be a motivated, team- oriented individual with excellent customer service skills and the ability to prioritize and juggle dozens of simultaneous responsibilities. To be successful in this position, I believe in acting as a "sales representative" for a restaurant, by selling add-ons and extras. Throughout my work history I have developed a reputation for excellent customer service by:

- acknowledging the customer's presence and making eye contact;
- greeting customers in a friendly manner, and giving them full attention;
- taking time to answer a question or find someone else who could

I welcome the opportunity to further discuss my skills and qualifications during a personal interview and can be reached anytime at the above mentioned phone number. Thank you for your time and consideration.

Sincerely,

(Sign your name here)

Type your name here

More Résumé Tips

Use Titles or Headings That Match The Jobs You Want

With employers receiving hundreds of resumes you must make sure that your resume hooks an employer's attention within a 5-second glance. A great way to do this is to use job titles and skill headings that relate to and match the jobs you want. For example, compare the headings in the following:

Before:

Accounting / Recordkeeping
Administrative
Computer Skills

After:

Management of A/R and A/P Accounts
Computerized Accounting Applications
Departmental Administration / Recordkeeping

Use Design That Grabs Attention

Employers make snap judgments when glancing at your resume. If they see unrelated job titles or skills, the likelihood is very high that they will make an immediate assumption that you are not qualified for the job you want. Adding to this problem is the fact that employers don't have the time to read through each of your job descriptions to determine if you have the skills they need.

Create Content That Sells

Resume design should get attention but it's really the content of your resume, the descriptions you include of your skills and abilities, that determine how many interviews you generate. Compare the before and after statements from the resume shown below:

Before Resume:

Maintained records for accounts receivable and accounts payable accounts.

After Resume:

Managed over 1,000 accounts receivable and payable accounts working directly with the Chief Financial Officer.

Analyze Ads and Job Descriptions to Identify Keywords

Learning how to analyze the keywords that employers provide in help wanted ads and job descriptions is a key element in creating powerful resumes. For example, read the following ad for an Accounts Receivable Manager below and see how many keywords, phrases, or skill descriptions that it includes. **Accounts Receivable Manager**

Seeking experienced A/R Manager to oversee accounts, manage billing and collections, train accounting and clerical staff, develop status reports for management and prepare monthly balance sheets. B.A. Degree or A.A. Degree with minimum of 2 years experience required.

Even though this ad is small it contains 12-13 keywords or phrases that should be addressed in Roger's resume. You can also keywords from an ad like this to create headings for your resume such as: **Key Word Skill Headings**

Management of A/R Accounts
Billing and Collections
Supervision of Accounting and Administrative Staff
Balance Sheet and Management Status Reports

Taken from www.free-resume-tips.com/10tips.html

Section Three – The Application Process

Completing Application Forms

When filling out paper based application forms, if possible ask for two copies; one to practice with and the other to submit.

After you finish filling out the practice application form, use the following guidelines to check your understanding of how to complete a job application effectively.

Did you . . . ?

- Read the whole form first before beginning? This allows you to note the structure. For example, are you asked to fill in the blanks above or below the line?
- Follow the instructions carefully? Were you asked to “print in block letters”? Are there certain sections reserved for “Office use only”?
- Complete the name section correctly? Were you asked to begin with your first name or last? Your first name is also called a Given Name; last name is often called a Surname.
- Provide accurate/complete information? Be sure to check details from your previous work experience and education in advance. Bringing a copy of a current résumé with you will help you complete this part of the application. You may also be asked to include your résumé with the application, so be prepared with extra copies.
- Emphasize skills that would be relevant to the job? Focus your responses on the needs of the employer. Match the skills that you have already developed to those that the new job will require.
- Print legibly? A neatly completed application will leave a positive impression.
- Answer all questions? Fill in the space after a question that does not apply to you, with a dash or N/A meaning “not applicable”. This indicates that you have read the question, not missed it

Be Aware:

Human Rights legislation make it illegal to include questions that directly or indirectly indicate discriminatory hiring practices decisions based on race, ancestry, place or origin, religious beliefs, gender, age, marital or family status, disabilities or criminal record. Factors such as physical strength may be required for a job that requires a lot of heavy lifting and therefore would not be considered discriminatory.

*If you are unsure about any of the information you are being asked to fill out – **ASK** for clarification. It’s much better to ask than to guess and risk making a mistake.*

Other Issues

Salary:

This is something that you will want to discuss after you have been offered a position. When completing the application simply write “negotiable”, “open” or “will discuss”. If asked about the salary that you received at your previous job, you may write “going rate” if you prefer not to provide this information.

*If the employer **insists** on a dollar figure, check out the Labour Market Information site to get an idea of common wages for various occupations. Information on this website is gathered by calling employers and asking them what they pay. Give an informed answer!*

www.labourmarketinformation.ca

Social Insurance Number (S.I.N):

- This information will provide anyone who is reading the application with personal data about you. It is required to provide you with a salary or wage, once you have accepted a position. If asked for it on a job application, you may write “will provide on offer of employment”

Are you bondable?

- If you are applying for a job position where you will be handling valuables, your employer will buy insurance against the loss or theft of these valuables. You may not be bondable if you have committed a criminal offense in the past for which you have not been pardoned. You should be aware of this before you respond to the question. It is important to be honest. Remember your employer will also be able to obtain this information once you have provided your SIN number.

*Adapted from: Expanding Your Horizons (2nd Edition), pp. 139-140
McGraw-Hill Ryerson Ltd., 1999*

Refugees and Work Permits:

- Refugees must have a Work Permit in order to work in Canada. A Social Insurance Number is not enough.
- To apply for a Work Permit you must fill out a form provided by Citizenship & Immigration Canada and include a copy of your immigration papers.
- The Case Processing Centre is in Vergeville, Alberta and the process takes about 6 weeks.

Job Application Form Sample

Application For Employment			
Personal Data			
Name (last)		(first)	(Middle Initial)
Phone number (home)		Phone number (message)	
Address (street)			
(city)		(province)	(postal code)
Social Insurance Number (to be added if hired)		Date available	
Position applied for		Salary expectation	
Are you legally entitled to work in Canada?		Yes	No
Would you be willing to work? Full-time		Part-time	Shifts
		Weekends	
Are you bondable?		Yes	No
Do you have a driver's licence?		Yes	No
Languages you speak / read / write		! English	! French ! Others (specify)
Are you willing to relocate?		Yes	No
Work History			
<i>Present or last employer</i>		From	To
		Salary	
Company name and Address			
Telephone		Supervisor's name	
Position held		Supervisor's Title	
Duties			
Reason for leaving			
May we contact your employer?		Yes	No
<i>Previous employer</i>		From	To
		Salary	
Company name and Address			
Telephone		Supervisor's name	
Position held		Supervisor's Title	
Duties			
Reason for leaving			
May we contact your employer?		Yes	No

<i>Previous employer</i>		From	To	Salary			
Company name and Address							
Telephone				Supervisor's name			
Position held				Supervisor's Title			
Duties							
Reason for leaving							
May we contact your employer? Yes No							
Education							
School	Name and Address	Course of Study	Years Attended		Circle last year completed	Did you graduate?	List diploma or degree
			from	to			
High School							
University or College							
Other (specify)							
Other References							
Name and Occupation		Address			Phone Number		
List any skills or experiences you feel are of value:							
1.							
2.							
3.							
4.							
I hereby declare that the foregoing information is true and complete to the best of my knowledge. I understand that a false statement may disqualify me from employment or cause my dismissal.							
Signature: _____				Date: _____			

Electronic Application Forms

With the move towards a paperless office (or as close as one can get), there is a growing trend for employers to recruit directly from their website – eliminating numerous filing cabinets full of résumés. It is so much easier and economical to have this information stored electronically than to have an employee read each and every résumé for a match. We've seen more and more employers refusing to accept applications for employment in any means other than their online application forms. Having your résumé stored electronically allows the employer to search through these résumés based on keywords. (See pages 11, 12)

"We do NOT accept applications or résumés through fax, email, mailing or hand delivery. Please create a Profile on our website and fill out our online application form". (taken from an actual employer's website)

There are two types of online application forms. One in which you fill out some basic contact information and then paste your electronic résumé into a text box, and one that requires that you basically create your résumé from scratch by filling in the blanks.

Online Application Form Example One

We prefer to receive employment submissions electronically. Electronic submissions may be sent via email to hr@company.ca or by filling out the following application form. Please do NOT send email attachments. All information must be sent in plain text.

Your Name:

Address:

City:

Province/State:

Postal/Zip Code:

Country:

Email Address:

Telephone:

Facsimile:

Paste your Resume in plain text here

In this example of an online application form, you type in the required information and then paste your electronic résumé into the text box provided. Each area where you type the information is called a "Field", there are mandatory fields and optional fields. Read the instructions carefully when filling out.

It's not going to go away!

This method of recruiting is becoming increasingly more common and preferred by both companies and staffing agencies.

Your printable résumé with all the formatting (bold, underlining, bullets etc.) won't work in this case. It's for an application just like this, that you need an electronic résumé in place. The formatted résumé works great for hand delivery, faxing or mailing, however if you haven't considered having the two different versions, perhaps these examples have given you a reason to rethink your decision. (See page 11)

Online Application Form Example Two

Company 1 Move Down Remove Company

Company Name

City

Province/State

Country

Start Date

End Date

Job Title

Job Description

This example application form requires quite a bit more time to fill out. You are typing in all of your employment experience, education levels, skills and years of experience using that skill. Quite often you will be asked to choose an occupation category to submit your résumé under.

No matter what kind of application form you are filling out, have all the required information in front of you before you start the application process. Often there will be a “time out feature” associated with the process. This means that you are given a limited amount of time to complete the form. If you take longer than the time limit, you lose all your data and have to start over again. Sometime you won’t be able to start over again until another day.

Surprise!

There may be another step after the application form. It is not uncommon that once you finish filling out the application form, you find yourself in a skills assessment quiz, where you are required to answer right or wrong questions – Pass this test and the third step is an online interview – That’s right, an interview!

Remember... There are resources out there to help you with this!

Section Four – The Interview Process

“The person who gets hired is not necessarily the one who can do that job best; but, the one who knows the most about how to get hired.” No one ever got a job without first meeting face-to-face with the employer.

The Interview Process

The interview is your chance to show the employer who you are and gives you the opportunity to expand on your résumé. It is a time for the employer to get a feel for who you are as well as for you to learn more about the company.

Before you go to the interview, be sure that you have learned some things about the company you want to work for. This shows that you are interested in the job and allows you to impress the interviewer with your preparation work.

Practice answering interview questions before the interview with a friend or family member to make sure that you have some suitable and sensible answers prepared.

Before and during the interview, **relax**. You have been asked to come to an interview because your résumé has shown potential.

Believe that...

*There is no question you cannot answer,
You are well suited to the position, and
You would be an asset to the company.*

Four Steps to a Successful Interview

- State a skill or attitude which you have.
- Tell a story which supports the skill.
Mentioning . . . What, When, Where, Who, Why
- State the positive results.
How it benefited you and others.
- Now relate that skills to the job for which you are applying.

Remember to...

Research – Rehearse – Relax

Remember to...

*Prepare – Practice for those
behaviour based interview
or “tell me about a time
when...” interview questions.*

Tips for Answering Interview Questions

- Avoid simple yes or no answers. Explain your answers in more detail.
- Vary your answers in length for thirty (30) seconds (when answering a question about negatives, e.g., your weaknesses) to no more than five (5) minutes (when summarizing your strengths or the reason the employer should hire you).
- Look for opportunities to use examples or accomplishment stories to illustrate your skills.
- Add numbers, titles, time-lines, dollar values and other details to your answers to boost their significance.
- Relate your skills to this job opening and emphasize your ability to contribute to the organization.
- Talk in a conversational manner. Speak up to be heard. Add emphasis and enthusiasm to your answers. Vary the pace of your speech. Pause to gather your thoughts.
- Keep your body language positive (i.e., eye contact, open gestures, facial expressions, smiling, nodding and posture).
- Ask for clarification of questions that seem unclear by asking, "Could you repeat that?", "Could you clarify that a little?", or simply stating, "I'm not sure I understand what you are asking".
- Postpone questions about salary, benefits and holidays until an offer is made to you.

Be aware that your answers can help eliminate you if they are:

- Too scripted and formal in tone.
- Too wordy and long-winded.
- Unfocused and rambling.
- Confusing and poorly organized.
- Delivered in lecturing style.

Remember to...

Ask for the Interviewers business card at the end of the interview... Find out later why!

Questions Not To Ask!

*Inquiries should not include any questions that could be rephrased, "What's in this for me?"
Avoid the following topics:*

Salary

Overtime

Benefits

Questions about the employer that would be embarrassing

Research – Research – Research!

Research is such a crucial part in preparing yourself for the interview. Research the company; what products do they produce, what machinery do they use, who are their clientele, what is their mission statement, how many locations do they have, how long have they been in business. Research not only the company, but the position you are being interviewed for.

**Prepare – Prepare – Prepare
And Never Say No!**

*You know that it's coming, you know they are going to ask it, don't act so surprised when they do ask it and NEVER, EVER say NO. So what's the question? Do **you** have any questions? The employers expect you to ask questions. In fact, candidates who do not ask questions are often eliminated from consideration. Thoughtful questions display your interest in and enthusiasm for the job. – don't blow it by not having a prepared question to ask. This could be a definite make or break answer!*

Questions You Can Ask the Interviewer

- How has this position become available? Is this a new position?
- Who held this position previously and where are they now?
- What would you say are the top priorities in this position?
- What are the challenges and opportunities of this position?
- What qualities are you looking for in the person who will be hired? What are the three (3) main responsibilities of this position?
- What are the key objectives of this position?
- What are the biggest obstacles to succeed in this position?
- What deadlines would I be dealing with?
- Where does this position fit into the company or organization?
- How will performance be measured and how often?
- Who would I supervise? Who would be my boss? Where is my work area?
- Can you tell me more about the person to whom I would report?
- How would you describe the team that I would be joining? The department?
- How would orientation be handled? Training? Safety Policies?
- Where might this position lead?
- Describe a typical day in this department? Week? Month?
- Are there any opportunities to take training courses?
- Can you tell me more about your customer service approach? Your products or services? Your expansion plans? Your community service? The company or organization's history? (Tie the answer into your research).
- Based on our conversation, how well do you see me fitting into your company/organization?
- Are there any concerns you have about my background? My skills?
- Is there anything else I can tell you?

DO'S and DON'TS of Interview Body Language

In an interview, it's not always just what you say that is important, but also how you say it and how you look when you are saying it. Despite answering all questions thrown at you with precision and confidence, if your body language is weak, your overall image may be perceived in this way, too. In order to make sure your physical actions and gestures are conveying the right message, here are a few do's and don'ts to keep in mind.

DO Enter The Room Confidently. When you meet your interviewer for the first time, hold your head up, put on a smile, and be sure you look like you are enthusiastic about the opportunity. Interviews are not fun, but if you go into it anticipating torture, your body language will reflect this attitude.

DON'T Shake Hands Like A Dead Fish. In any professional environment, a handshake can say a lot about a person. Make sure your handshake is firm, not timid and limp. In the same respect, don't overdo it. You certainly don't want to be remembered as someone who broke the interviewer's fingers!

DO Try To Mirror Your Interviewer. Mirroring the body position of the person you are talking to is a natural tendency, and this strategy often results in a more relaxed atmosphere. Pay attention to your interviewer and try to mirror his or her attitude and actions in a subtle way. If your interviewer is extremely upbeat and enthusiastic, try to pick up on that emotion. In the same respect, if he or she is more subdued, it is best to follow the same rule. This doesn't mean, however, doing everything your interviewer does. You want the environment to be comfortable - not creepy.

DON'T Swing Your Legs, tap your feet, twirl your hair, wring your hands, or bite your fingernails. All of these actions demonstrate lack of confidence and fear and can be extremely distracting. You want to make sure your interviewer concentrates on your great answers, not your fidgety behavior. You may want to consider taking out any facial piercing.

DO Pay Attention To Your Posture. It sounds elementary, but sitting up straight and having good posture will tell your interviewer that you are confident and have a strong personality, while slouching will paint you as lazy and weak. As uncomfortable as you might be in that business suit, sit up straight and keep your head up.

DON'T Cross Your Arms In Front Of Your Body. Sitting with your arms crossed in front of you indicates defensiveness, resistance, aggressiveness or a closed mind. Use your hands to be expressive when you are talking. When the interviewer is speaking, keep your hands folded in your lap, rested on the arms of your chair, or in another position that is lower than your elbows.

DO Make And Keep Eye Contact. Failing to make eye contact with your interviewer will keep you from truly connecting with him or her, and might make you seem shy or even evasive. Yes, making eye contact can be uncomfortable, but it is an important tactic. Similarly, try to utilize other body expressions that demonstrate interest, such as nodding, tilting your head, or raising your eyebrows when the other person is making a point.

The Behavioral Based Interview

Most employers are moving towards interview questions that reveal behavioral characteristics. They will ask a series of situational questions. These questions may assist them in determining how you may respond to circumstances that occur within their structure. These

are not easy questions. It is tough to prepare for this type in interview. The best advice is to know yourself. What are your strengths, achievements, or weaknesses? Some of the skills they may choose to focus on include:

- Leadership
- Communication (verbal, written or interpersonal)
- Creativity
- Problem solving
- Listening
- Ability to work in a group
- Time management
- Coping (handling stress)
- Decisiveness
- Tolerance of ambiguity
- Assertiveness
- Goal setting
- Commitment to task
- Versatility
- Organization and planning

Have you ever been asked “tell me about a time” question in an interview? Behaviour based interviewing is based on the fact that the best way to predict someone’s future behaviour is based on their past performance. This leads to those tell me about a time questions.

The interview is very much about determining if there is rapport between you and the employer. Do they see you as a good “fit” for their company? Do they like you? Do you like the employer?

If they want to check your technical skills they could have you type a letter, network computers etc.

Practice some of these questions:

- Tell me about a problem you've had and how you solved it.
- How do you go about organizing your work and scheduling your time?
- Describe a situation where you made a decision that backfired. If you had to do it over, what would you do differently?
- What did you do in your last position to contribute toward team success?
- Tell me about a project that required you to work well under pressure.
- Describe what type of relationship you had with your last supervisor.

The Interview Checklist

Before the interview:

- **Do your research**
Gather some information about the company so that you know a little about it. This shows the interviewer that you are interested in the company and have taken the time to learn more about who they are.
- **Some good ways to do research include:**
Searching the internet to see if they have a website and reading their online material.
Talking to people that have worked there before
Making use of reading material that the company may put out e.g. flyers that show what types of product the company manufactures.
- **Be prepared to talk about your strengths**
- **Practice- Practice - Practice**
Get a friend or family member to ask you some sample interview questions to prepare your answers in advance.
- **Dress appropriately**
Business attire for an office, business casual clothes for other types of positions
Do not wear hats or logo shirts
Women should not wear revealing clothes, or excessive makeup
Consider removing earrings, facial piercings - be conservative
No perfume for women or aftershave for men
- **Know where you are going and whom you are seeing**
It is a good idea to do a test drive to estimate how long it will take you to get to the interview and to ensure that you know how to get there.
- **Arrive ten minutes early**
Arriving early shows that you are interested in the position and is a good way to display your punctuality!
- **Bring along extra copies of your résumé and your references**
Often, the interviewer will have a copy of your résumé in front of him/her but it is good to show that you are prepared with another copy should it be needed. You may find yourself being interviewed by more than just one person, so bring at least 4 or 5 copies of both your résumé and your references.
- **Wait by yourself**
If someone is driving you, a parent or friend, have him or her wait outside or somewhere else to pick you up later. Do not have them wait in the lobby with you.

Smokers Beware!

If you smoke, do NOT smoke before the interview; the smell of smoke will linger in your hair, breath and clothing!

At the Interview – Reminder Tips

- SMILE – Appear friendly and enthusiastic.
- Give a firm handshake.
- Have good eye contact during the interview.
- Sit up straight, lean forward and don't fidget.
- Bathe, shower, brush your teeth and wear freshly washed and pressed clothing.
- You may be asked to fill in an application even though you have already sent a résumé. Be sure to do this.
- You may be asked to do some testing for the position. If you refuse, your interview will be over, so if you want the job, do your best.
- Do not convey negative comments about previous bosses, co-workers, companies or teachers. ALWAYS BE POSITIVE.
- Listen carefully to the questions and do not be afraid to take a minute to respond. If you are not sure what is being asked, ask the interviewer to repeat the question or re-phrase it.
- Try to relay at least one story that shows a strong point of yours during the interview.
- Ask the interviewer what the next steps are in the process.

Be very careful about the use of humour. The interview is not the place to showcase your comic relief abilities.

Take a few minutes to answer the following:

Write three questions you are most concerned about receiving in an interview.

What questions are you most prepared for?

Be enthusiastic about the career you're involved in or the position you're seeking.

What questions have you already come across that you have found particularly difficult?

Remember

Whenever you have negative information like "weaknesses", always put a positive spin on it and talk about what you are doing to improve that weakness.

Put yourself in the employer's place. Do not waste time during an interview. Market yourself as who you really are so that the employer does not lose money in training time and lost revenue for a poor match.

Practice These Interview Questions...

Questions	What the Employer is Really Asking
Getting Acquainted Questions	
Tell me about yourself	Why should I hire you? What are your strengths?
What do you do in your spare time?	How well rounded are you? What else is there to you?
What do you know about our company?	Have you done your research?
Work Experience	
Give me a brief summary of your work experience.	What are your strengths? What do you really want to do?
Describe a time when you were faced with a stressful problem.	Can you handle stress/pressure? Have there been any problems in the past?
What kinds of machines or equipment can you operate?	What skills do you have I may be able to use?
Tell me about your greatest accomplishment.	What are your strengths?
Education	
What course did you like best in school? Why?	Where did you succeed? What are your strengths?
Work Style and Suitability	
How did you find out about this job?	Do you have a connection to us? How hard did you work to find this job?
Why do you want to work here?	Have you done any research?
Why did you leave your last job? Never say anything negative about a former employer.	Are there any problems I should know about?
Have you ever done this type of work before?	What are your experiences? What is your potential for success?
Do you have any health problems that would interfere with you work?	Are you going to cost me as a potential health claim?
When are you available for work?	Are you leaving another job?
What are you goals for the future?	Do you have future potential for us?
Can you work under pressure or tight deadlines?	How will you fit into our organization?
Why should we hire you?	Tell me your strengths? Assure me that you will "fit in".
What interests you the most about this position?	What are your strengths?
Human Relations	
Do you prefer working alone or with others?	Do you work best in a team or as an individual?
Describe what you would consider the ideal job	What do you really want to do?
Do you work well on your own?	Can you work unsupervised?
What are your greatest strengths? Weaknesses?	What are your weaknesses? How are you trying to improve yourself?
What would your last employer say about you?	Have there been any problems in the past? What are your strengths?

Follow-up Letters

A follow-up letter is sent to an interviewer expressing your appreciation for the opportunity to meet with him/her and adding anything new that might reinforce your application for the position.

Why ask for the Business Card?

This is one of the reasons why. Remember, the interviewer had to take time out of their busy day to conduct the interview. They still have to complete their regular daily responsibilities' on top of the time they spent during the interview process.

You Use Follow-up Letters:

- To express your appreciation for being able to meet with an employer.
- To show your appreciation for being given helpful job search information (this type of follow-up letter is called a thank-you letter).
- To show your continued interest in pursuing employment with a particular company.
- As an opportunity to stand out from many other job seekers with the employer.
- To create a positive impression.

Mention what impressed you about the company, what you learned about the company during the interview.

Don't use the follow up letter to try and correct mistakes that you may have made during the interview. This is not an opportunity to do a second interview.

Remember!

- Make good notes immediately after a job interview, so that you can refer to them in your letter. During the interview you can ask the interviewer if they mind if you take notes.
- When writing your follow-up letter, remember to express your continued interest in the position for which you are applying.
- Tell the employer how your skills link with the needs of the company. Ask yourself, "what is important to this employer?"
- Include any relevant additional information about yourself that was not mentioned in the interview.
- Make sure to check your spelling and grammar. Ask someone to proof-read your letter before mailing it.
- In order to make a good impression, you should always have your letters mailed or emailed no later than two (2) days after the interview or meeting.

One More Interview Tip

Never underestimate the influence the secretary/receptionist may have with the interviewer over the final decision. Always smile and acknowledge their presence when you arrive for the interview!

Whatever is Online - Remains Online....Beware

Internet background checks costing people jobs!

If you plan on looking for a job in the near future, you might want to think twice about sharing a lot of personal information online.

According to a survey conducted by CareerBuilder.com, one in four hiring managers say they are using internet search engines to research potential employees. And here's the shocker, they are rejecting more than half of the job candidates they check out based on web postings.

"We encourage student's not to put anything out there that they wouldn't want their grandmother to see." St. Thomas University Career Development Director, Diane Crist said.

She added that even though job recruiters on campus aren't telling the college that they are checking out the student's this way, "I think that students must assume that employers have that capacity and they don't want things to pop up that they are not prepared for."

That fact that employers are scrutinizing internet postings didn't come as a surprise to St. Thomas Junior Laura Paperella. Even so, she said, "When I first heard about it I felt my privacy was being violated, I thought how can employers look at your page." That page could be on the popular student Web site Facebook.com or MySpace.com. uses both, but she says now she uses special privacy screens, "to keep it more of a private thing for family and friends."

Seems like a good move. The CareerBuilder.com survey pointed to the following information the discovered on the Web that caused them to deny hiring of potential employees:

- 31 % of candidates lied about qualifications
- 25 % had poor communications skills
- 24 % of candidates were linked to criminal behaviour
- 19 % bad mouthed their previous company or fellow employees
- 19 % of candidates posted information about themselves drinking or doing drugs
- 12 % of candidates lied about an absence
- 11 % posted provocative or inappropriate photographs
- 8 % of candidates had an unprofessional screen name

By Pat Evans, Kare 11 News – Minneapolis – St. Paul – Minnesota (Nov 2006)

Section Five – Keeping the Job

Keeping the Job

Getting a job is hard work. Once you have a job, you probably would like to stay in it for a while. How, then, do you keep a job? Employers generally agree that there are some very important qualities that employees must possess if they want to keep their jobs.

- Keep a positive attitude.
- Show interest in the job and the organization.
- Act cheerful even when you are not feeling upbeat.

You obviously made the right impression during the interview process or you wouldn't have gotten the job. Now what you have to do, from the first day on the job, is to continually boost your skills.

There are at least 12 essential skills and work habits that all employers hope their new hires will have. Consider how you match up to the attributes of the "perfect worker."

Dependability & Loyalty

- Punctuality - being on time every day
- Attendance - being at work unless you are truly ill or there is an emergency
- Productivity - working to assure both quality and quantity measures are met
- Initiative - starting work without being told – foreseeing what needs to be done

Teamwork

- Cooperation - getting along with people...boss, coworkers, customers
- Attention to Details - following rules or directions, working safely
- Accuracy - not making mistakes and if you do, own up to it
- Flexibility - doing more than one job task

Respect

- Diligence - improving job performance routinely- self awareness
- Appearance - appropriate clothing, respecting yourself, employer & customer
- Open-mindedness - accepting constructive criticism, learning from mistakes
- Honesty and Trustworthiness - doesn't cheat, steal, or lie

You need to make a good impression from the get-go and continually build on that effort with each passing workday. If you jump in and give a bad impression at the start you'll have a very hard time undoing the 'rep' and moving forward in your career.

Activity

Using the following scale, please circle the number that best represents your present level of competence of these important skills and habits.

1 = Excellent 2 = Good 3 = Satisfactory 4 = Fair 5 = Needs Improvement

Dependable & Loyal	Punctuality					
	I am on time for things	1	2	3	4	5
	Attendance					
	I have good attendance for school/work	1	2	3	4	5
	I call in early if I can't make it to school/work	1	2	3	4	5
	Productivity					
	I take my time and try to do quality work	1	2	3	4	5
	Initiative					
	I can start on time and without being told	1	2	3	4	5
I can see what needs to be done without being told	1	2	3	4	5	
Team Work	Cooperation					
	I get along with authority figures (teachers/bosses/parents)	1	2	3	4	5
	I get along with my peers (fellow students)	1	2	3	4	5
	I get along with strangers/customers/community)	1	2	3	4	5
	Attention to Details					
	I try to follow all rules and directions	1	2	3	4	5
	I am conscious of safety in things I do	1	2	3	4	5
	Accuracy					
	I do things carefully and accurately	1	2	3	4	5
	I take responsibility when I make mistakes	1	2	3	4	5
	Flexibility					
I can change jobs when necessary	1	2	3	4	5	
I like learning new jobs	1	2	3	4	5	
Respect	Diligence					
	I always try to do the best job I can	1	2	3	4	5
	I try to improve my skills in things I'm not very good at	1	2	3	4	5
	Appearance					
	I try to dress appropriately for the situation	1	2	3	4	5
	I treat others with respect	1	2	3	4	5
	I have respect for myself and my values	1	2	3	4	5
	Open-Mindedness					
	I accept criticism without becoming upset	1	2	3	4	5
	I try not to make the same mistake more than once	1	2	3	4	5
	Honesty & Trustworthiness					
I do not lie, cheat or steal	1	2	3	4	5	
I can always be relied upon to do the right thing	1	2	3	4	5	

Tips for First Day “Stage Fright”

The first day at your new job can be really nerve-racking. Chances are you don't know the procedures or people. Here are some tips to make sure you get off to a good start.

- Be on time
- Introduce yourself
- Find out the proper times and places to take your breaks
- Find out where to keep your lunch and other personal items
- Find out who your supervisor is
- Tell people you've just started and ask for help or directions when you need it
- Be polite and courteous. Take your time in starting new friendships
- Be attentive. Watch what's going on for clues on how to act and speak appropriately
- Say “thank you” to people who help you

What are the Expectations from Supervisors?

- Good communications skills
- Positive attitude
- Accept changes (flexibility and adaptability)
- High standards of performance
- Good work ethic
- Acceptance of responsibility
- Willingness to keep learning
- Ability to analyse and evaluate
- Accept constructive criticism

Workplace Mistakes to Avoid

To guard your job security, be sure to avoid the 11 common pitfalls on this checklist from Jennifer Star, a corporate recruiter and trainer:

- Lie on Your Job Application or Résumé
- Be Indiscreet About Your Job Hunt
- Gossip or Take Lots of Personal Calls
- Drink at Work
- Surf the Web Excessively
- Become Romantically Involved with the Boss
- Forget to Double-Check Your Work
- Alienate Your Coworkers
- Point the Finger at Everyone but Yourself
- Be late or have poor attendance
- Make Faces

Be conscious of your facial expressions; you may not realize how you can be saying one thing while your face could be saying something else. "I had a client who was given a bad review and was ultimately fired for rolling his eyes in staff meetings," Star says. Jennifer Star, a corporate recruiter and trainer – taken from www.monster.ca

Impress the Boss

The following lists contain responses to a survey from employers in the trades, government, service sector, and office environments asking what a new employee must do to create a positive impression. Consider each response carefully. How can these help you to keep your job?

First Day

- punctual
- follow dress code
- open to learn
- enthusiastic
- energetic
- prepared to complete paperwork
- ask questions
- take initiative
- show interest
- pay attention
- know where to go the next day

Congratulations on getting hired! All of your hard work has paid off. You got to know yourself using the career planning tools, discovered some opportunities, prepared your resume and cover letter, got an "A" in the interview section and at last you have been offered a job. Way to go! – Now what?

First Month

- responsible
- you know what you're talking about
- willing to admit mistakes, and what you do and don't know
- willing to learn from others; ask questions
- have an understanding of the company
- know how different people like to work
- meet standards for performance goals
- show incentive
- show commitment to the workplace
- excited about working for the company

Showing Your Stuff

- if experienced, new ideas are welcome immediately, if inexperienced, wait a month or two and present ideas in appropriate manner
- wait until the second month until you know the work environment

Content taken from: www.nextsteps.org

Section Six – Workplace Culture & Safety

Protocol

Greetings

- Canadians usually greet each other with a smile accompanied by a nod, and/or verbal greeting, such as: "Hello," "Hi," "How are you?" Note that the greeting "How are you?" is not an enquiry about your health. The best response is a short one such as "Fine, thanks."
- In business situations, a firm handshake is appropriate in greetings and introductions.
- If you see an acquaintance at a distance, a wave is appropriate.

Titles / Forms of Address

- Canadians give their names in sequential order beginning with their first name and ending with their surname.
- To show respect when you meet someone for the first time, use their title (Dr., Ms, Mrs. or Mr.) and their surname until they ask you to call them by their first name.
- Often Canadian workplaces are fairly informal, and most employees will call each other by their first names.

Punctuality

- Canadians value punctuality: be on time for all business related appointments.
- Be prepared in advance of any appointments: check the location, time and date.

Body Language

- Canadians value direct eye contact during conversations; it is often considered rude not to look directly at the person with whom you are speaking.
- In face-to-face conversation it is considered rude to stand closer than approximately two feet to the person with whom you are speaking.
- Canadians do not gesture extensively with their hands.

Dress

- In the workplace more formal attire is usually expected (e.g.: business suit, dress shoes, blouse, skirt and jacket). Check with your employer about company dress codes.
- Strong cologne on men, and strong perfume and /or heavy makeup for women is not appropriate in the workplace.

Relationships in the Workplace

- Canadians tend to make a distinction between their personal and family affairs and their business relationships. It is not uncommon to discuss what you did on the weekend or leisure activities with your co-workers; however, it is inappropriate to discuss personal problems during work hours with co-workers.
- Relationships between employees and supervisors are often more formal than relationships between co-workers. Employees should show respect towards their supervisor; for example, employees tend to use a more formal level of English with supervisors and do not trouble their supervisor with unimportant matters. A high level of professionalism is vital in relationships with superiors.
- Also note that support staff should be treated with the same level of professionalism as superiors and co-workers as they are generally the backbone of an organization.
- Interactions with co-workers tend to be less formal, although professionalism is expected; remember that all actions and conversations that happen in the workplace reflect on you as a professional. Personal conversations with co-workers should happen outside of work hours or on your breaks.

Guidelines for Workplace Behaviour

- Do not assume that people from a different country think the way that you do. What you think is normal behaviour may be inappropriate in another culture.
- When communicating verbally, don't assume that what you meant is what the other person heard. Be sure to clarify your meaning by rephrasing or testing understanding. Seek clarification if you are uncertain about your understanding of what you have been told or heard.
- Pay attention to cultural differences in the workplace and attempt to understand the reasons for differences. While you may not like or agree with the differences, you need to try and understand why they exist because they may affect workplace communication.
- To be successful in a Canadian workplace you need to adapt to your organization's culture.
- Canadian companies tend to celebrate specific holidays, especially Christmas. If you need time off to celebrate a major holiday outside of the Christmas time frame, make arrangements with your supervisor.

I'm New to Canada

You've applied for a Social Insurance Number (SIN), translated your diplomas, degrees and certificates, and settled into your new home. Now you're ready to find a job. Learn how your foreign credential, experience and education qualify you for an exciting career in Canada.

For health and safety reasons, several professions and trades – including medicine, engineering, electrical work and education – are regulated, meaning you need a license to work in these fields. Each province and territory sets its own standards and has its own regulatory organizations for most of these occupations.

For a Complete List of Canadian regulatory organizations, check out the Canadian Information Centre of International Credentials (CICIC) website at www.cicic.ca.

Depending on where you live in Canada, you may be required to: pass a language test, complete a technical exam, demonstrate work experience, and provide copies of any degrees, certifications, diplomas or

qualifications you earned abroad before you will be considered for a license. As several occupations are practiced differently in Canada than elsewhere in the world, you may also need to work first under the supervision of a licensed professional, pass additional Canadian training courses or further develop your communication skills.

Even if you plan to work in one of the 85 percent of the jobs that are not regulated in Canada, it may still be beneficial for you to have your credentials assessed by an expert. An occupational assessment can help you prove to a potential employer that you have the skills, education, and experience to excel at the job being offered.

*General information and advice for new immigrants is also available on the Government of Canada's **Going to Canada** web portal at www.goingtocanada.gc.ca and the websites of Citizenship and Immigration Canada www.cic.gc.ca.*

The Canadian Immigration Integration Project www.ciip.ajcc.ca and the Foreign Credentials Referral Office www.credentials.gc.ca.

Though you are not required by law to have a license to work as a machinist, computer scientist, salesperson or television producer, your employer may still ask that you join a professional association or have specific credentials. Talk to employers in your area and learn about the qualifications, certifications, professional memberships and skill sets they look for when hiring new staff.

If you are a permanent resident, pay close attention to any travel demands that you may encounter. If you take prolonged trips outside of Canada, you may risk losing your immigration status.

Taken from Canada prospects magazine 2007-2008

Workplace Safety Information

By law, you have basic rights, including these:

- The right to know about what hazards there are in your workplace and to know what to do to prevent being injured by them.
- The right to participate in health and safety activities in your workplace without fear of repercussions.
- The right to refuse work that you reasonably believe can be dangerous to yourself and others.

However, you also have responsibilities, including these:

- Work safely: use all machinery and equipment the way you were trained to.
- Report hazards: if you know that Ontario's health and safety laws are not being followed, you must report the circumstances to your supervisor or employer as soon as possible.
- Use or wear protective devices: do not remove a guard or device designed to protect you. Wear your safety gear – it's the law!

How to protect yourself

- Learn how to do the job safely. Ensure that you are not in danger.
- Think the job through. Know what to do when an injury or emergency situation occurs.
- Ask, ask, ask. There are no stupid questions.
- Get help, especially if you have to lift something heavy.
- Wear the gear. Find out what to wear to protect yourself, how to wear it and how to maintain it.
- Inform your supervisor if you see anything unsafe that may hurt you or someone else.
- Report injuries. If you get hurt, it's your job to tell your supervisor.
- Talk to your family about your job. Sometimes they know something you don't know!

Ontario Prospects 2006

For further information visit

- WorkSmartOntario – The official website of the Ontario Ministry of Labour for young workers and new workers. Find out how to be safe at work. Find out how to be treated fairly. www.worksmartontario.gov.on.ca
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- Workplace Safety and Insurance Board website – Read the real stories and even take an e-learning awareness course called Health & Safety 101. www.youngworker.ca

Section Seven – Internet Resources

Local Links

Career Development Services	www.careerdevelopmentwindsor.com/
City of Windsor	www.citywindsor.ca
Multicultural Council of Windsor and Essex County (MCC)	www.themcc.com
Net Success Inc.	www.netsuccess.on.ca
New Canadian's Centre of Excellence Inc. (NCCE)	www.thinknew.ca/ncce
South Essex Community Council	www.secc.on.ca
South Western Ontario Industry Education Council (SWOIEC)	www.swoiec.com
The Assessment Centre	www.tcet.com/careerEmployment.aspx
The Windsor Star	working.canada.com/Windsor/index.html
Unemployed Help Centre	http://uhc.ca/
Windsor Essex County Family YMCA/New Canadian's Programs	www.windsor.essex.ymca.ca
Windsor Women Working With Immigrant Women (WWWWIW)	www.wwwwiw.org
Women's Enterprise Skills Training of Windsor Inc. (WEST)	www.westofwindsor.com

Career Exploration

Alliance of Sector Councils	www.councils.org
Canada Prospects	www.canadapropects.ca
Canadian Careers	www.canadiancareers.com
Career Directions	www.careerdirectionsonline.com
Career Gateway	www.edu.gov.on.ca/eng/career
CareerMATTERS	www.ilc.org (click on Career Matters)
Destination 2020	www.destination2020.com
Essential Skills – HRSDC	http://srv600.hrdc-drhc.gc.ca/esrp
Job Futures	www.jobfutures.ca
Labour Market Information – Government of Ontario	www.ontario.ca/labourmarket
Making Career Sense of Labour Market Information	www.makingcareersense.org
Mazemaster	www.mazemaster.on.ca
Ontario School Counsellors' Association	www.osca.ca
Ontario Workinfo Net	www.onwin.ca
Ontario Job Futures	www.on.hrdc-drhc.gc.ca
Salary Expert	www.salaryexpert.com
Statistics Canada	www.statcan.ca
Training and Careers – Service Canada	www.jobsetc.ca
VECTOR (Video Exploration of Careers, Transitions, Opportunities, & Realities)	www.vector.cfee.org
Youth in Motion	www.youth-in-motion.ca

Résumé, Cover Letters, Interviews

Career Bookmarks	careerbookmarks.tpl.toronto.on.ca
Get a Job You Freak	www.growden.com/freaklinks.html
Quintessential Careers – Résumé Tutorial	www.quintcareers.com/resume_tutorial
Showcase Your “Home Run” Accomplishments	www.careerlab.com/art_homeruns.htm
Monster Career Centre	www.monster.ca

Apprenticeship Careers

Apprentice Search	www.apprenticesearch.com
Apprentice Trades	www.apprenticetrades.ca
Canadian Apprenticeship Forum	www.caf-fca.org
Careers in Trades	www.careersintrades.ca
National Canadian Association of Skilled Trades (NCAST)	www.promotingskilledtrades.com
Skilledtrades.ca	www.skilledtrades.ca
Skills Connect – Government of Ontario	www.edu.gov.on.ca/skills.html
Tradeability.ca	www.tradeability.ca

Education and Training

Campus Program	www.campusprogram.com/canada
Canadian Virtual University	www.cvu-uvc.ca
CanLearn	www.canlearn.ca
DistanceStudies.com	www.distancestudies.com
Education@Canada	www.educationcanada.cmec.ca
Independent Learning Centre (ILC)	www.ilc.org
Ministry of Education, Ministry of Training, Colleges and Universities	www.edu.gov.on.ca
Ontario College Application Services (OCAS)	www.ontariocolleges.ca
Ontario Learn	www.ontariolearn.com
Ontario Universities’ Application Centre	www.ouac.on.ca
School Finder	www.schoolfinder.com
Study in Canada	www.studyincanada.com

Student Loans, Awards and Grants

Canada Student Loans Programs	www.hrsdc.gc.ca
Ontario Student Assistance Program (OSAP)	http://osap.gov.on.ca
Scholarships Canada	www.scholarshipscanada.com
Student Awards	www.studentawards.com

Starting a Business

Canada Business – Government Servicesfor Entrepreneurs	www.cbsc.org
Canadian Innovation Centre	www.innovationcentre.ca
Canadian Youth Business Foundation	www.cybf.ca
ENTERWeb	www.enterweb.org
Junior Achievement of Canada	www.jacan.org
Mentors, Ventures and Plans (for young entrepreneurs)	www.mvp.cfee.org
Ministry of Economic Development & Trade	www.ontariocanada.com
Ontario Business Connects	www.cbs.gov.on.ca/obc
Strategis: Canada’s Business and Consumer Site	strategis.ic.gc.ca

Job Banks

Canada Jobs	www.canadajobs.com
Canadian Forces Recruiting	www.recruiting.forces.gc.ca
Career Edge – Canada’s Youth Internship Program	www.careeredge.org
Cool Jobs Canada	www.cooljobscanada.com
Exchanges Canada	www.exchanges.gc.ca
Inventory of Programs and Services	www.ips.iwin.ca/index.htm
Job Bank – Service Canada	www.jobbank.gc.ca
Job Boom	www.jobboom.com
Job Bus Canada	www.jobbus.com
Job Connect	www.edu.gov.on.ca/eng/training/cepp/aboutjc.html
JobSearch	www.jobsearch.ca
Jobshark	www.jobshark.ca
Monster.ca	jobsearch.monster.ca
Ontario Government Jobs	www.gojobs.gov.on.ca
Ontario Internship Program	www.internship.gov.on.ca
Persons with Disabilities Online	www.pwd-online.ca
Public Service Commission of Canada	www.jobs-emplois.gc.ca
Telecommuting Jobs	www.tjobs.com
WorkinfoNet.ca	www.onwin.ca
Working.Canada.com	working.canada.com
WORKink – Canadian Council on Rehabilitation and Work	www.workink.com
Workopolis.com	www.workopolis.com
Youth Opportunities Ontario (includes summer jobs)	www.youthjobs.gov.on.ca
Youth Employment Strategy	www.youth.gc.ca

Resources for Internationally Trained Individuals

Canada International – Services for Non-Canadians	www.canadainternational.gc.ca
Canadian Information Centre for International Credentials	www.cicic.ca
Career Bridge	www.careerbridge.ca
Integration-Net – Citizenship and Immigration Canada	www.integration-net.cic.gc.ca
OCASI – Ontario Council of Agencies Serving Immigrants	www.ocasi.org
Opening Doors to Internationally Trained Individuals – Ministry of Citizenship and Immigration	www.citizenship.gov.on.ca/english/citdiv/apt
Settlement.org	www.settlement.org
Work Destinations	www.workdestinations.org
World Education Services Canada	www.wes.org

Resources for Aboriginal People

Aboriginal Human Resource Development Council of Canada	www.ahrdcc.com
Aboriginal Institutes' Consortium	www.aboriginalinstitute.com
Aboriginal Recruitment Coordination Office	www.arco.on.ca
Aboriginal Youth Network	www.ayn.ca
Assembly of First Nations	www.afn.ca
CareerPLACE	www.careerplace.com
EmploymentFlyers.org	
– Aboriginal Programs (YMCA Toronto)	www.employmentflyers.org/flyers.html?type=8
Gezhtoojig Employment and Training – Sudbury	www.gezhtoojig.ca
Grand River Employment and Training (GREAT)	www.greatsn.com
Indian and Northern Affairs Canada	www.ainc-inac.gc.ca
Miziwe Biik Aboriginal Employment and Training – Toronto	www.miziwebiik.com
National Aboriginal Achievement Foundation	www.naaf.ca
Ontario Secretariat for Aboriginal Affairs	www.aboriginalaffairs.osaa.gov.on.ca
Say Magazine	www.saymag.com

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