

Pro Tools

Window Shopping Exercise

Job Search Master Class

Let's pretend...

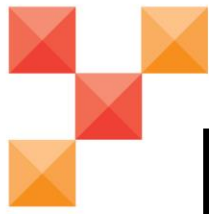
There is something you want to buy – a tool, a garment, a new digital gadget – but you don't have the cash today. The good news is that you'll be getting \$500 next month to make the purchase, but all you can do right now is "window shop" to explore your options. So you go online or into a retail store, read through the item specs, read reviews, and narrow down your "wish list."

What if that something would "pay" you? A new job, better job, career move, promotion – all those will reward you in the future. So let's seriously "window shop" your options.

Outcome of the Window Shopping Exercise:

By poring over dozens of Job Descriptions (JDs), you will:

- Know what the market needs within your job goal.
- Learn the market "language" as it relates to terminology, job titles, descriptions, acronyms, and so much more.
- Clearly understand the job titles you want to look for and all their uses and nuances in varying industries.
- Avoid searching for a "unicorn" – a make-believe dream job that doesn't exist in the marketplace.
- Learn how to "reverse-engineer" your résumé and LinkedIn profile later, using what you've learned in this exercise.
- Stumble across real jobs that you will want to apply to LATER, once you are ready. Not now! It will be tempting to say, "Ooh, this is the perfect job for me so I'm going to send in my résumé." Don't do it yet!



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Rules of Play:

- Do not do this exercise on a mobile device (phone or tablet).
- Save everything you find during this exercise in well-organized folders on your desktop or laptop computer.
- Use your **Job Search Master Class Job Tracker** to save the good job opportunities you find. You will use them later!
- As you find Job Descriptions (JDs), read them carefully from top to bottom. Don't skim or assume you know what it's going to say based on the title and first few sentences.
- Do not limit yourself to "window shopping" in your city. Remember this is research, you're not applying for jobs yet.

STEP 1:

- List the key words and phrases you will use to "pretend" to look for job opportunities. As you window shop and find new or better words, add to and improve your list.
- Block the time for your research. This is not a 15-minute drill; you will need several hours.
- Find a quiet place with no distractions. This is not "coffee shop" research.
- Use your Job Tracker and any other tools you need to collect insights from your research: OneNote, Evernote, whatever note-taking tool you prefer. Do NOT trust your memory!



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STEP 2:

- Go to a variety of job sources. Start with 3, such as:
 - One or two BIG job boards like Indeed.com, Monster.com, Glassdoor.com
 - One or two BIG corporate career sites in your field of interest. Don't worry if you don't want to work for them; their career sites are filled with valuable job descriptions.
 - LinkedIn Jobs
- If you have one primary job goal (Module 1, Lesson 3), then find at least 10 job descriptions that meet your goal on several levels:
 - You have at least 70% of the skills they are looking for.
 - The position is at the right level (scroll down to where they say something like 5-7 years or 15+ years, as your best indication).
 - You can visualize yourself doing those tasks all day, every day.
- If you have two distinct job goals that you want to research, find 10 JDs per goal. Separate your search efforts so you research one at a time.



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STEP 3:

- Once you have found at least 10 Job Descriptions that you believe are a fit, I want you to:
 - Print them - yes, here is where we go old school!
 - Spread all of them out on the floor or on a table.
 - Grab some highlighters and mark the key words and phrases you see that are repeated most often:
 - YELLOW** — What are the top skills they are looking for? Look for both functional skills (analytics, market research, strategic planning) as well as soft skills (cross-team collaboration, communication skills, innovation).
 - BLUE** — What are common terms they use for the title, the systems, the processes?
 - GREEN** — Things the job description is asking for that you don't have...yet.
 - Then summarize those on one page. Now, develop the “so what” from your window shopping and answer these questions:
 - What is the most common job title for your target position?
 - What are the top 5 skills, in general, they are all looking for?
 - What are 3 skills they are looking for that you don't have? We'll call these “stretch.”
 - What are 3 tasks or responsibilities that you are least excited about doing 8-5?
 - What are the 3 tasks or responsibilities that you are most excited about doing 8-5?



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If you want to see the big picture rather than a pile of marked up job descriptions all marked up, create a grid.

	JD #1 Company Job #	JD #2 Company Job #	JD #3 Company Job #	JD #4 Company Job #	JD #5 Company Job #	JD #6 Company Job #	JD #7 Company Job #	JD #8 Company Job #	JD #9 Company Job #	JD #10 Company Job #
Title										
Skill #1										
Skill #2										
Skill #3										
Task #1										
Task #2										
Task #3										
Stretch 1										
Stretch 2										
Stretch 3										

STEP 4:

- Further refine the Goal Profile Worksheet (Module 1, Lesson 3) that you created earlier.
- Check your résumé to be sure you are using the market's language. You may say to yourself, "I've done that!" but it's not in your resume anywhere. OR, if you have accomplished a skill in 3 different jobs on your résumé, repeat it 3 times.