

Career Success in Nova Scotia: Getting Hired



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Labour market and employment requirements are subject to change, and it is recommended that the reader verify the information before making any career decisions.

Visit explorecareers.novascotia.ca for the most current and detailed information.

To order additional copies of this publication contact AskLMI@novascotia.ca.

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The Success Process

An effective job search is more than applying to advertised job openings. The best job search strategies involve planning and positioning yourself to tap into resources that can help your job hunt.

This guide will show you the steps you can take to improve your chances of getting the right job!

You will learn:

- How to prepare for a job search.
- How to research potential employers and job opportunities.
- How to network effectively.

The steps to success include:

Step 1: Get ready	2
Step 2: Get labour market information	5
Step 3: Get job search tools	9
Step 4: Get out there	12
Step 5: Get an interview	15
Step 6: Get feedback	18
Step 7: Get working	19
• APPENDIX A: Detailed resource list.....	21
• APPENDIX B: Sample interview questions.....	23

Step 1: Get ready

Looking for work can feel like a roller coaster. Some days you feel confident and excited for a new opportunity. Other days you feel overwhelmed and doubtful. You wonder if you will ever find a job.

If you are new to a job search, have lost your job, or have not looked for work in a long time it can be hard to feel confident. When negativity strikes, redirect your energy into recognizing your strengths. Focus on the positives and stay open to opportunities that come your way.

Your skills, interests, values, and experiences are what make you unique and employable. There are jobs out there for you!

Improve your Confidence!

There are resources and tools out there to help you realize the unique things you have to offer:

Talk to people! Your friends and family, coworkers, mentors, teachers, or counsellors are all great resources. Nova Scotia Works staff

and school guidance counsellors have experience navigating the job market. These people can help you identify your skills and talents.

Use online resources. Job Bank's Career Planning section has self-assessment tools and quizzes that can help you identify your strengths and suggest careers that might suit you.



I never dreamed about success. I worked for it.

Reflect on your past. What you have learned from your jobs, education, and life experiences? Make a list of the skills you have learned, where you learned them, how you have used them and why they are important. These lists will help identify your transferable skills and prepare for your job search.

Identify Goals. A good understanding of what you are trying to achieve can help build confidence. Here are a few questions you can ask yourself when planning your job search strategy.

- Are you looking for work in your current field, or do you want to try something different?
- How long can you afford to look for the right opportunity?
- Are you looking for a job, any job?
- Do you need to find something now to pay the bills while you continue looking for something in your field of choice?
- Where would you like to be in your career in 5 years? 10 years? 15 years?

Websites to visit:

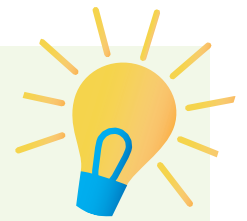
[jobbank.gc.ca/
career-planning/quizzes](http://jobbank.gc.ca/career-planning/quizzes)
and
6personalities.com



More about Goals

It is important to identify goals in a way that is most likely to lead to success.





Facing challenges

Sometimes even when you seem to be doing everything, you will face job search challenges that can be hard to handle on your own.

Do you...

- Worry about lack of skills or education?
- Live with a disability?
- Struggle with your mental health?
- Lack English communication skills?
- Have questions about Canadian workplace culture?
- Struggle to balance the cost of finding and travelling to a job?

You are not alone.

There is help, but it is up to you to seek it out.

Start by visiting a Nova Scotia Works Centre to ask for advice.

novascotiaworks.ca

Contacting Immigrant Services Association of Nova Scotia for resources and courses to help immigrants find jobs in their field.

lsans.ca

Find non-profit community resources created to help people in a similar situation.

ns.211.ca/homepage

Stay Positive!

- **Follow a daily routine.** Commit to a schedule built around a typical workday. Routine can help maintain your job search momentum. When you find work, you'll have one less adjustment to make.
- **Create a job search plan.** Break your job search into smaller, achievable goals. Set priorities instead of trying to do everything at once.
- **List your positives.** Make a list of all the positive things about yourself. Look at your skills, personality traits and successes. Note projects you are proud of and things you are good at. When you get discouraged use this list to remind yourself of your strengths.
- **Volunteer.** Looking for work is tough and can be discouraging. Volunteering can help you keep a sense of value and purpose. It can also provide career experience, social support, and networking opportunities.
- **Focus on the things you can control.** You can't control whether an employer returns your calls or decides to hire you. Focus on what you CAN control, like tailoring your resume and cover letter to companies you want to work for and setting up meetings with your networking contacts.
- **After hours.** Do what makes you happy. Keep in touch with friends and family, enjoy your hobbies, watch TV, run errands, make plans or take part in other self-care activities.

Step 2: Get labour market information

What is LMI and why do you need it? LMI stands for **Labour Market Information**. It is any information about jobs and the people who do them.

LMI can tell you what jobs are available now, and what is expected in the future. It can clarify the skills, education or training that is needed to be successful.

LMI includes information about wages, job duties and work environments. You should always consider LMI as a tool to help make

the best decisions possible about your own job and career path.

Questions LMI can help answer:

- What jobs am I qualified for?
- Will this job match my lifestyle?
- Who is hiring? Where are the job postings?

- How long will it take to find a job in my field?
- Where are the opportunities in this field located? Will I be able to find work locally, or will I have to move?
- Will I need additional training? How can I get the skills I need for the jobs I'm seeing?
- Does my resume reflect my experience in a way that relates to the job opening?



LMI - What is it?

LMI includes reports, studies, statistics and other information about:

- Labour supply and demand
- Employment rates
- The local economy
- Future labour trends
- Business growth and decline
- Information on jobs and sectors
- Skills and qualifications

Where can you find LMI?

The explorecareers.novascotia.ca website should be your first stop for Nova Scotia LMI. The “**discover a job you’ll love**” section has profiles of occupations that can help you understand your field.

- Wage and salary data help you understand what you can expect to earn in a job. If you are new to a field, you should expect closer to the minimum. The median amount reflects those with several years of experience. The high would reflect people who are well experienced in that field.
- The outlook of either a good, average, or limited chance of a qualified person finding a job gives an idea of how long it might take you to find a job in your field.
- The “about the job section” gives an overview of the job and the

types of places people work and the typical job requirements to work in the field.

- Demographic information can give an idea of where the jobs are in the province: Are most in one region? Or are they spread out in relation to the population? Other information shows the chance of working full-time, being self-employed, pay by education level, and potential rate of retirement.
- “Employment Requirements & Contacts” provides information on regulating bodies and licences needed to work in specific fields. It also highlights industry contacts that can be a source of networking opportunities, more informal labour market information, and job advertisements.
- Related jobs can help expand your thinking about what

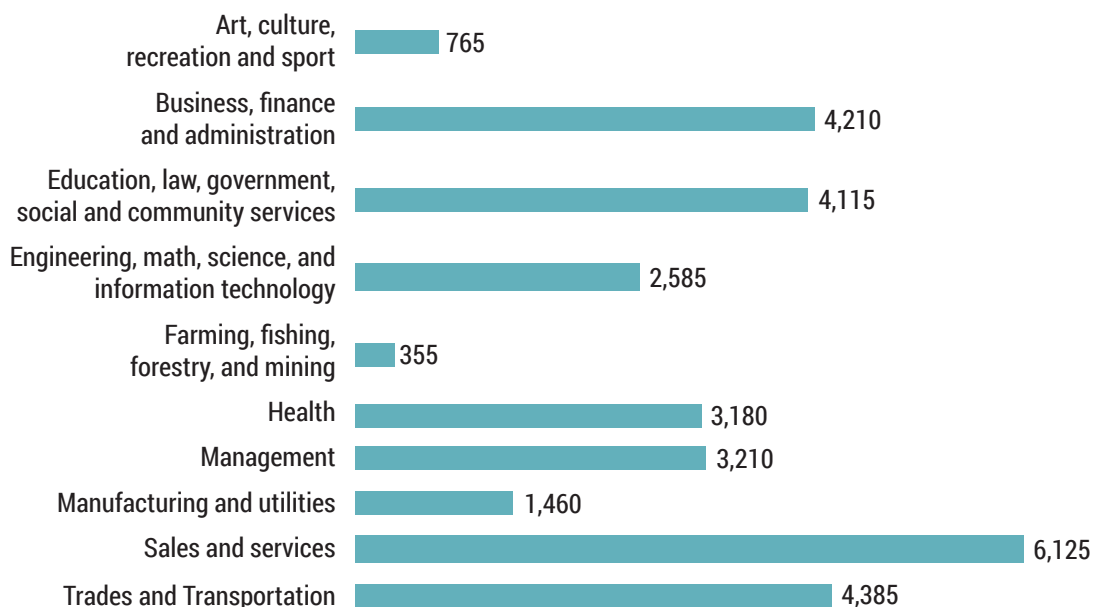
you might be qualified for, or potential advancement pathways.

- Under the “Education & Training” section of the home page you can search for your level of education and get a list of job profiles that may match your background.
- Explore the Labour Market Information section for more detailed statistics on work in Nova Scotia.

Jobbank.gc.ca has extensive Canada-wide LMI resources.

- The “Explore the Market” feature is useful to explore jobs in your region by their employment potential.
- The “Trend analysis” section has the latest news articles on job creation and layoffs in your industry or region, sectoral profiles, and economic scans.

What kind of work are people getting hired to do? Estimated total job opportunities, 2019-2021, Nova Scotia



Top 5 trades

employed in
Nova Scotia

Census 2016

1

Carpenters
5,220

2

Automotive
Service
Technicians
4,175

3

Heavy
Equipment
Operators
2,345

4

Electricians
2,170

5

Welders
1,685

What about pay?

Top 5 highest
median income in
Nova Scotia by
occupation.

Statistics Canada, 2016 Census
of Population, Statistics Canada
Catalogue no. 98-400-X2016375

1

Judges
\$305,550

2

Petroleum
Engineers
\$149,522

3

Financial,
Communications
and Other Business
Services, Senior
Managers
\$117,377

4

Air Pilots,
Flight Engineers
and Flying
Instructors
\$113,705

5

Construction,
Transportation,
Production and
Utilities, Senior
Managers
\$103,232

Top 10 in demand jobs

in Nova Scotia
(2019-2021)

Service Canada

1

Retail
Sales
Supervisors

2

Continuing Care
Assistants, Nurses
Aides, Orderlies
and Patient Service
Associates

3

Registered
Nurses and
Registered
Psychiatric
Nurses

4

Light Duty
Cleaners

5

Transport Truck
Drivers

6

Information
Systems
Analysts
and Consultants

7

Other
Financial
Officers

8

Cooks

9

Advertising,
Marketing, and
Public Relations
Professionals

10

Early Childhood
Educators and
Assistants

LMI tip

Hard skills are
technical knowledge
or training you
learned through
experience.

Soft skills are
personal habits and
traits that shape
how you work.



Job openings

Job postings provide valuable labour market information like the skills required, education levels expected, wages offered, and availability of that job in a specific region. Looking at a range of postings can give you a sense of what employers are currently looking for in your field of interest as well as where those jobs are located.

Some common job posting sites are:

- **jobbank.gc.ca**
Job Bank has job postings from across Canada as well as a Job Match tool where you can create a profile to be matched to jobs that suit you.
- **careerbeacon.com**
Career Beacon is a useful site for searching jobs in Nova Scotia and learning about employers, as well as great career advice written for Atlantic Canadians. Register for a free account to help simplify the application process.
- **ca.indeed.com**
Indeed is the world's largest job site; it aggregates jobs from most other websites and is more likely to include pay or salary information in job postings.
- **novascotiaworks.ca**
Nova Scotia Works is a job search and discovery resource that connects job seekers with online and in-person support and advice. Use practical tools to create and save resumes and cover letters, search for job opportunities, and track your job search activities.

Other places to look for jobs and career information:

On-line

- LinkedIn
- Facebook
- Company/employer websites
- Recruiters and their agencies
- Temporary Employment Agencies
- Kijiji
- Industry/Sector Council Websites
- Economic Development Agency Websites

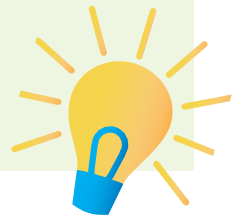
Community

- NSW Career centres
- Newspapers
- Help wanted signs
- Bulletin Boards
- Magazines or Trade Publications
- Word of mouth/networking (referrals)
- Visit a business in person with a resume
- Email a resume directly to a contact

LMI tip

Labour Market Information

is constantly changing. Make sure to note the source and date the information was published, the sources used, and check for the most recent version to inform your decision making.



Step 3: Get job search tools

A correct, complete, and clear resume and cover letter are almost always necessary to get an interview. Put in the time and effort to make these documents impress.

Creating a great resume is being able to put into words who you are and what you have done in a way that makes your qualifications clear to employers.

There are as many ways to write a resume as there are types of jobs out there, and certain fields might have a preferred format. Generally, the 3 most common types of resume formats are chronological, functional and combination. Consider what

format will show employers your qualifications and which format will highlight your strengths and help you stand out.

If you have completed the previous two steps in the success process, you are likely in a strong position to write a winning resume. Here's what to keep in mind:

- **Use a Template.** You don't need to start from scratch - Microsoft Word or other web services have

templates and builders that make it much easier to build a stylish and practical resume.

- **Target.** Make sure you have your list of skills, LMI/job information, and the job ad in front of you before you start writing. It is much easier (and recommended) to write a resume when you know who and what you are writing it for.



When writing a targeted resume, you'll want to make changes to your profile/summary, skills or experience sections that are specific to your LMI research and the job posting. This can be time-intensive, but the potential rewards are worth it.

- **Highlight.** Include any job requirements from the posting that you have in your skills, highlights, or profile section – somewhere that is quickly and easily noticed. Try to make it easy for the person reviewing

your resume to see that you “check all the boxes”.

- **Keep it Simple.** Include the most relevant and current information to the posting you have and try not to bog down your resume with unneeded or unasked-for details. Only include references on your resume if it is asked by the employer.
- **Use Keywords.** Some employers use hiring software or sites that screen resumes for certain

keywords. If you don't use them, you may get overlooked. Try to use the same words from the job ad or company website – using industry buzzwords, company values and action words to describe your accomplishments may also help you get an interview.

- **Double-check.** Have multiple people review your resume and cover letter for spelling, grammar and formatting before you send it off to employers. Small errors like typos or missing words do not reflect well on your attention to detail or work ethic.

- **Use a Cover Letter.** Your cover letter is your introduction and like your resume, it should be tailor-made for each job you apply for. The letter should have contact info specific to the employer. Show your interest and understanding of the employer's business and summarize why you are a good fit for the job.

Sample cover letter

John Doe
123 Anywhere Street
Anytown, NS B3B3K3
902.222.2222
johndoe@gmail.com

Dear [Contact Name]

State why you are writing first

I am writing in response to your posting for a [Customer Service Representative] currently open at [Company Name]. It is a company I think highly of and would love to learn more.

I am currently attending [High School] and am taking courses in [list relevant courses]. My education in these areas will aid me in being an asset to your company as a [Customer Service Representative].

My experience includes [any previous experience - customer service, babysitting, volunteering etc.]

Thank you for your time and consideration of my application. I look forward to hearing from you.

Sincerely,

John Doe

Include a general overview of your relevant skills

LMI tip

Agility is the ability to adapt quickly to changes (like job loss). It is also called **Adaptability** or **Flexibility**. It is an example of a soft skill that employers find valuable in employees.



- **Get Help.** You don't need to do it alone. **Visit a Nova Scotia Works Centre** or go online to **novascotiaworks.ca** and ask for help from a professional. Tell them about yourself and your experiences and listen carefully to their suggestions.

Common resume types

Chronological

- Lists most recent position first.
- Preferred by employers.
- Most common resume type.

Functional

- Focuses on skills and experience.
- Often used by people who are changing careers or who have gaps in their employment history.

Combination

- Mix of chronological resume and a functional resume
- Highlights relevant skills while providing chronological work history.
- Emphasis what makes you the best fit for the job, while still giving the employer desired information.

Your social media channels

Assume hiring managers are looking and be prepared to manage your image. Keep in mind that if you wouldn't be comfortable seeing your comments or photos published in your local newspaper, you probably don't want to post them on social media.

Social Media Tips:

- **Assume any potential employer will Google you.** Do a search for your own name or ask someone else to do it for you. Make sure you are prepared to talk about what comes up.
- **Don't post or share** potentially offensive or controversial things.
- **Review and adjust your privacy settings.** Many sites allow multiple levels of control over who can find you and see your content, whether it's everyone, friends only, or friends-of-friends.
- **Consider creating separate social media accounts** for personal and professional use.
- **Don't publicly "vent"** negative things about employers or coworkers (or anyone, ideally).

- **Don't forget to "clean up"** or hide/delete old posts, photos or questionable content.
- **Review your privacy settings** often – safety features are added and removed all the time.
- **Remember.** If you wouldn't publish it in the local newspaper or on a billboard, don't post it on the internet – anywhere!

Networking card

Think of a Networking Card as a resume business card. This is a useful tool when you find yourself in a situation where having your resume in hand is not possible. A networking card has your contact information and highlights from your resume and can easily be carried with you.



LMI tip

Networking is an important way to find information about jobs. You can talk to people in the industry at an industry networking event, a job fair, or through informational interviews.

You can learn about what skills or credentials employers want to see on a resume, the preferred industry resume style, career pathways, hiring patterns, and upcoming changes or trends.

Sample Networking Card

<p>John Doe High School Student</p> <p>t. 902.222.2222 e. john@gmail.com linkedin.com/johndoe</p>	<p>Summary:</p> <ul style="list-style-type: none"> • Customer Service • Ability to work under pressure • Produce high quality work with a keen eye for detail • Ability to work independently • Team player • Self-motivated and professional • Readily adaptable to new and diverse challenges
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Step 4: Get out there!

With a great resume in hand you're ready to start applying. It can feel hard to stand out as one applicant in a sea of jobseekers. Yet, there are things you can do to help you stand out as a top candidate.

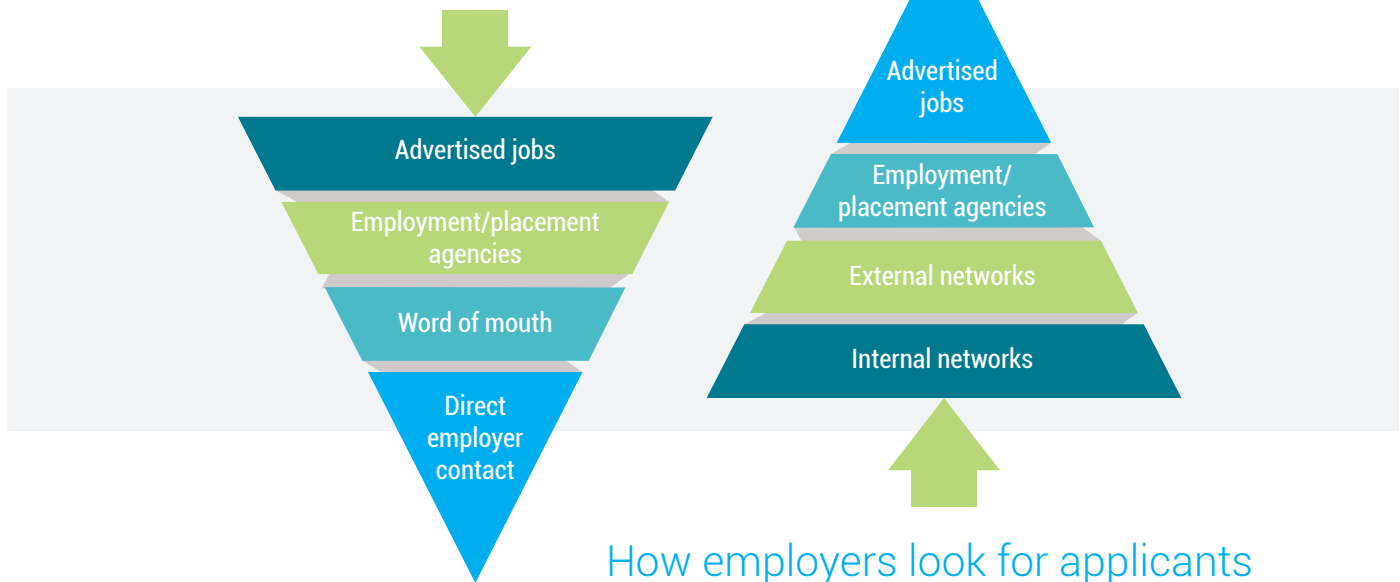
Checking these boxes will make you feel like you've truly done everything you can do to present your best self to employers.

Some of these actions may force you to step outside of your comfort zone and try new things. Still, they are highly recommended to increase your chances of an interview or a job offer.

- **Develop a plan.** Identify companies you want to work for. Try to get informational interviews, leave a résumé, fill out a job application and follow-up. Keep track of your job search goals, activities, job



How most people look for work



leads, interviews, and contact information. To stay organized track what companies you've applied to, the position title, how you applied, any follow-up contact, and the outcome.

- **Keep to a schedule.** Try to align your job search schedule with the times when employers will be at work and available. Hiring managers and supervisors are more likely to be in the office during daytime hours and typically have more time available in the early morning, before their schedule begins to fill up for the day. This makes early mornings an ideal window for sending emails and making phone calls.
- **Create more opportunities: Build your network.** Talk to everyone you meet about your job search. It only takes one person to make a call or forward a job ad today,

that could have you starting a great job tomorrow. Use social media to set up an informational interview with someone who has a job you find interesting.

Go to community events, coffee shops and even malls prepared to talk about yourself, your job search and your skills. Have your networking card ready!

- **Use Social Media: LinkedIn.** LinkedIn is a major player in the professional labour market. When setting up your profile, use your resume to populate your information. Join groups that fit your goals, connect with people you know and don't be shy to ask people who know you well to recommend you in your job search. Even one person saying good things about your previous work or volunteer involvement can instill confidence in an employer looking for the right

candidate. Talk to a career professional if you need help completing this step.

Active participation on LinkedIn is the best way to say, 'Look at me!' without saying 'Look at me!'"

Bobby Darnell,
Business Development,
S&ME



- **Use the right tools for the job (search).** LinkedIn might be the social media platform of choice for professional networking, but that doesn't mean it's the only way to build your network. Sites like Facebook, Instagram and Twitter all offer unique ways to build an online portfolio of your values, integrity, influence and skills – all things that make up your personal “brand”.
- **Consider your career goals and target industry when choosing a platform.** Find out where the people in your industry gather and plan to be there.

No matter what platforms you use, make sure your online

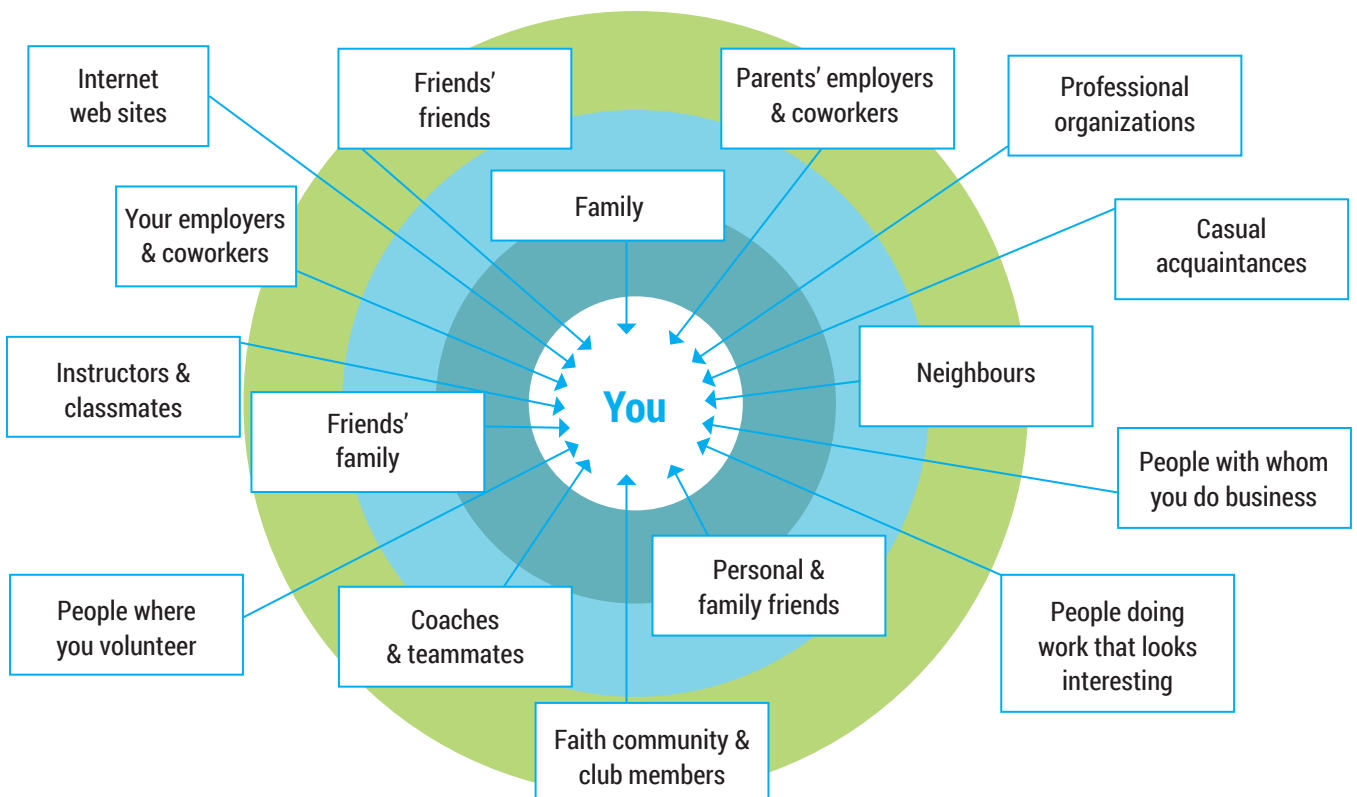
presence is consistent, supports your credibility, and represents the image you want employers to see.

- **Gain Experience: Volunteer** Volunteering tells employers a lot about you personally. Consider the skills you want to learn, the things you are passionate about and the people you would like to connect with. Do you want to work with youth, seniors, adults or animals? Are you interested in the environment, recreation or education? The skills, experiences and connections you gain through volunteering can be highlighted in your resume and cover

letter. Visit **VolunteerNS.ca** for ideas, and don't forget to add your volunteer connections on LinkedIn.

- **Build your skillset: Take Courses.** Your LMI research has likely given you a better idea of what skills you need for the job you really want. If you don't have them yet, start developing them. If paid courses aren't an option, check out Skills Online NS (**coursepark.com/ns**), your community organizations or try searching online. Adding these activities to your resume and/or mentioning them in your cover letter and interview can say a lot about your work ethic to employers.

Who is in your network?



Step 5: Get an interview

Congratulations! You've been invited to an interview! Take some time to pat yourself on the back for the hard work you've done to get here.

Employers put a lot of time and effort into choosing the best candidates from a potentially large pile of applications, and it's not always easy to get an interview.

The interview is an opportunity for employers to get to know you better, before deciding to hire you and trust

you with their business or organization goals. This is also an opportunity for you to get to know them.

Build your confidence before you go into your interview with these 3 steps: **prepare, practice, and present.**

Prepare

You did your homework when you wrote your targeted resume and cover letter and now is a good time to review and learn more. The more you research about the job, company and industry, the better you will feel walking into the interview.



Build your confidence before you go into your interview with these 3 steps:

1

Prepare

Research the employer

Research the job title and industry

Have a copy of the job ad, your resume and cover letter that you used to apply

Have a copy of your updated and recently contacted references

2

Practice

Practice introducing yourself and answering, "tell me a little bit about yourself...". Think Elevator Pitch

Practice answers to common and behavioural interview questions

Practice your eye contact, handshake and body language

3

Present

Come prepared (with documents) and on time (which means early)

Look and feel good

Shake hands, make eye contact and smile

Engage, be honest and ask questions

Ask when you can expect to hear back

Follow up with a thank you note or email.

Look for news articles, press releases and reviews online to get a feel for the business or organization's culture and values. Understanding the business's challenges can put you in a position to help provide solutions to their problems, which is a major part of what employers are looking for. Get ready to share information about yourself and your experiences. Show the employer how you can help meet their needs.

Create a document listing your references. Include three or four work related references along with their job title and contact information. Remember to ask

permission before using someone as a reference and let them know to expect the employer's call. Make sure they will speak positively about you before sharing their information with a potential employer. Choosing inappropriate references is a common mistake made by jobseekers.

Practice common interview questions

- Tell me a little about yourself.
- What do you know about the company or job?

- What experience do you have related to this role?
- What would you say are your strengths and challenges related to this job?
- What are your career goals?

Get ready to answer a few common interview questions, as well as some less predictable behavioural questions. Behavioural interview questions are when employers ask you about what you have done in the past (a behaviour) to predict what you might do in the future as an employee.

Using the STAR method to respond to these types of questions is a good way to make sure you have answered the question completely. More sample behavioural interview questions are found in APPENDIX B.

Present

When it's time for the interview, put your phone on silent and out of sight. Be engaged with the people and discussion and not focused on yourself – your nerves, your papers, saying the right things

or what people think about you. Be clean and avoid wearing anything distracting. Keep the focus on your skills and the value you can add! Don't let your grooming take away from your skills and ability.

Your goal is to engage your potential employer and - believe it or not - make them feel comfortable with you. Be sincere, positive and show your personality. Humour is ok but try to avoid sensitive topics.

Breathe easy and ask the questions you prepared ahead of time through your research.

When you reach the end, thank them for their time and ask when you can expect to hear back. If the interviewees have business cards, take home one of each. It will make sending thank you emails that much easier and give you a point of contact if you need to follow up. Don't be afraid to call or email if you haven't heard anything in a while – employers are busy, but you've been working hard too.

Interview questions: Using the STAR method

An interviewer might ask, "Tell us about a time when you were recognized at work."



Using the STAR method to answer the question, you might say something like this:

"Our team was in a staff meeting talking about a big project."

"I was asked to share my thoughts on project results."

"I pointed out recent examples of accomplishments by myself and my colleagues."

"My employer was happy to hear me recognize my coworkers' accomplishments and I was known as a team player because of it."

Step 6: Get feedback

Here's the hard part: You might complete all the steps for success. You might do everything right, and still not get the job. Rejection is painful in all areas of life, but it's also unavoidable.

How can you deal with the pain of rejection? How can you be more positive and resilient?

The answer is with persistence. Remember:

- Request feedback from the employer. Ask if there was a skill you would benefit from getting, or any suggestions they have for you moving forward.
- Have friends, family, and former coworkers read over your documents and give you suggestions for the next part of your search.
- Don't rush yourself.
- Review your goals.
- Approach your mistakes as lessons learned and not failures.
- Keep going with your job search and networking, knowing there will be more opportunities.
- Remind yourself that you are doing all the right things to be successful.
- Keep doing the work to bring more opportunities within reach.
- Whether it's studying, volunteering or meeting new people, keep doing it.
- Look for reassurance from your family, friends and career coach, because they've been in your shoes too.



Resilience is the process of adapting well and moving forward through challenges. It is another soft skill that employers look for today.

Step 7: Get working

If you were fortunate enough to be the successful candidate: congratulations! A new challenge awaits – becoming a successful and happy member of your new team.

A new job can be overwhelming, but here are eight tried and true tips to get through the early stages.

- **Make great first impressions.** Be on time every single day. Dress and feel your best. Smile and listen carefully to everything you are told. Ask questions, take notes and treat everyone you meet respectfully. Work hard!
- **Discover the work culture and values.** Watch how others dress and interact with each other. A shared company culture, respect and valuing things like diversity and inclusion at work can help people work better together.
- **Build relationships.** Ask lots of questions, take part in lunch routines (try not to eat at your desk), offer support and help to your colleagues, and be approachable.
- **Understand your rights and responsibilities at work.** Safety at work should always be one of your first priorities. Understand your rights and responsibilities by asking HR or visiting <https://novascotia.ca/lae/employmentrights/>.



- **Address conflict or problems.** If something about work is bothering you, ask for help by talking calmly and professionally to the appropriate person – letting things go can create more issues. Problems related to your personal life should be handled outside of work, unless they change your day-to-day
- **Set work goals.** Once you have become familiar with your new job, start to think about what makes someone successful in your role. Set new goals to become that person. This may include continuing your skill-building efforts through on-the-job learning and giving and receiving feedback. Be sure to discuss your goals with your supervisor during formal or informal performance reviews and discussions.
- **Expect Change.** Consider that this job might not be your last. Knowing that change will happen, and that the role, team or organization may not end up being a good fit means that you can be ready to adapt, build skills or start a new job search, if need be.
- **Keep your resume up to date** with the new skills and responsibilities you gain at work. Anticipating change and having a plan for managing it in a positive way is a big part of being resilient and successful in our changing world of work.

Canadians can expect to hold roughly 15 jobs in their careers.

51 per cent of people now stay in any one role for under two years.

– Workopolis



Now that you've finished this guide you are either already working or well on your way to getting hired.

With the steps to success in mind you are prepared to meet any current or future job search challenges.

May your future be bright!

Appendix A: Detailed resource list

Step 1: Get ready

Identify Skills and Interests	<p>Myblueprint.ca – access assessments that help identify your interests and guide your planning.</p> <p>Careeringear.nsc.ca – explore options with creative career games and resources.</p> <p>Careercruising.com – explore your career options. Visit your local Nova Scotia Works Employment Services Centre for user access.</p> <p>Job Bank Career Planning – career quizzes can help you get to know yourself better and explore the range of career opportunities available to you. https://www.jobbank.gc.ca/career-planning/quizzes</p> <p>16personalities.com – personality test to help you understand who you are and why you do things the way you do.</p> <p>Essential Skills – learn about essential skills and assess your skills. www.canada.ca/en/employment-social-development/programs/essential-skills/tools.html</p>
Get help	<p>Nova Scotia Works – visit a Nova Scotia Works Centre and ask for advice on self-assessment, interpreting labour market information, resume building, job search strategies, and more. novascotiaworks.ca.</p> <p>Immigrant Services Association of Nova Scotia – contact ISANS for resources and courses to help immigrants to find jobs in their field. ISANS.ca</p> <p>Ns.211.ca – find non-profit community resources created to help people in a similar situation.</p>

Step 2: Get labour market information

Labour Market Information	<p>Explorecareers.novascotia.ca - Find job prospects, wages, education, training paths, and demographic profiles.</p> <p>jobbank.gc.ca – find a job, explore careers, learn about the labour market.</p> <p>clmi-explore-icmt.ca - View wages, outlooks, and job posting counts for a selected occupation and other labour market information across Canada.</p> <p>noc.esdc.gc.ca - Canada's National Occupation Classification database, for a glimpse at “average” profiles of Canadian jobs and the essential skills required to do them.</p> <p>explorecareers.novascotia.ca/skills – learn about skills in demand by industry.</p> <p>Explorecareers.novascotia.ca/median-income – learn about median income by occupation and industry.</p>
Job Sites	<p>Jobbank.gc.ca</p> <p>CareerBeacon.com</p> <p>Indeed.com</p> <p>Novascotiaworks.ca</p>

Step 3: Get job search tools

Resume & Cover Letters	Nova Scotia Works – Access resume, cover letter builder and resume review support, job tracking, and connect to workshops and other supports through novascotiaworks.ca . Job Bank resume builder – get started on your resume with the Job Bank resume builder. www.jobbank.gc.ca/findajob/resume-builder
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Step 4: Get out there

Social Media	LinkedIn - www.linkedin.com Instagram - www.instagram.com Facebook - www.facebook.com Twitter - twitter.com
Volunteering	Volunteers.ca - volunteering can build skills and increase your network. ns.211.ca – search for volunteer opportunities in your area.
Upskilling	SkillsOnlineNS – Increase your earning potential, get hired faster or be better at your current job by updating your skills, for FREE. coursepark.com/ns Nova Scotia School of Adult Learning (NSSAL) – offers a variety of free educational programs for adults across the province. novascotia.ca/adult-learning Virtual Campuses – NSCC and Nova Scotia universities offer online programs, both complete programs and individual courses. Visit their websites for more information. nsc.ca algonquincollege.com – offers online full-time and part-time programs as well as individual courses. khanacademy.org – topics cover math, science, and more.
Skill & Employment Programs	Skills Development – provides financial assistance to eligible individuals to help them get the skills training they need to find employment. novascotia.ca/employmentnovascotia/programs/skills-development.asp Fast Forward Program – provides an opportunity for individuals receiving Employment Insurance Benefits to attend approved training for the duration of their claim. novascotia.ca/employmentnovascotia/programs/fastforward.asp Job Creation Partnership – an Employment Nova Scotia program that supports projects that provide eligible individuals with work experience. novascotia.ca/employmentnovascotia/programs/job-creation-partnerships.asp START Program – helps employers find and attract the people they need. Employers can receive funding when they hire eligible unemployed Nova Scotians to fill their job vacancies. novascotia.ca/programs/start/

Step 7: Get working

The Workplace	Employee Rights – learn about your rights and responsibilities as an employee. novascotia.ca/lae/employmentrights/
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Appendix B: Sample interview questions

1. Tell me about yourself.

Purpose:

- To put you at ease.
- To learn from you why they should or should not hire you.
- To find out if your mind is on what you can offer the employer or on personal concerns that may interfere with your work performance.
- To learn a little bit about your background.

Suggestions:

Briefly touch on the following three areas:

- a. Your qualifications and experience related to this position.
- b. Your attributes, including your ability to get along with others.
- c. Some appropriate personal information to indicate stability and a well-rounded character. For example, personal interests, community involvement and fitness.

2. Tell me about your experience with this type of work.

Purpose:

To find out if you can do the job or not.

Suggestions:

- a. If you have done this work, state where and give examples of your achievements.

- b. If you have done related work, or had related training, say so and list your transferable skills indicating your interest in this position and willingness to learn.
- c. If you have not done this work, mention work-related attributes and skills and quickly indicate your interest in on-the-job training. If eligible, describe wage subsidy possibilities.

3. Why do you want to work here?

Purpose:

To find out what you know and like about the organization and if you would stay. To see if your work qualifications fit their requirements and approach. To find out if you are genuinely interested in contributing to the company or only want the security, benefits, or prestige they offer.

Suggestions:

- a. Describe what you know about the organization. If you can honestly compliment the company on such points as its reputation, service, product, location, growth, quality, or appearance, do so.
- b. Indicate your interest in the work you do and how your skills match their requirements.
- c. Make "you" statements, not "I need" statements.

4. Why should we hire you?

Purpose:

- This is a question purely about selling yourself. Think of yourself as a product. Why should the company buy you?
- This is not a time to talk about what you want, it is an opportunity to summarize your accomplishments in relation to the position, and communicate what makes you unique.

Suggestions:

- a. This is your sales pitch and should take no longer than 2 minutes to answer.
- b. Don't underestimate personal traits that make you unique and a good fit for the job, your personality type, people skills and working style are all relevant to your ability to do the job.
- c. Think of 2 or 3 key qualities that match what the employer is looking for. Demonstrate your experience for each one by providing examples from your previous experience.

5. Why did you leave your last job?

Purpose:

To discover any problems that would be a reason not to hire you. To assess your attitude towards employers, supervisors, policies, organizational changes, or difficult situations (you must find out what your former employer will say about you when contacted).

Suggestions:

- a. Find something positive to say about your former company (products, services) and its personnel.
- b. Briefly and matter-of-factly state your reason for leaving.
- c. If you left on good terms or have a good letter of reference from your last job, say so.
- d. If you left on bad terms, keep in mind that your interviewer may check references. Mention what the employer appreciated about you, some of your work achievements and the good relationships you still have with some personnel. Note that you are seeking the opportunity for new challenges and career growth and contribution.

6. What salary do you expect? What kind of money do you want? What are your salary expectations?

Purpose:

To find out how close you come to what they are willing to pay and if you are realistic about current salary ranges and rates. To get an idea of your own sense of self-worth.

Suggestions:

- a. Politely say: "Could you help me by giving an indication of the salary range you are willing to offer a person with my qualifications?" They will often share this information.
- b. Express your interest in working for them and request more specific information about the job description if you need it, stating that your responsibilities will influence the salary:

"Salary is negotiable. I'm ready to discuss an amount that considers my responsibilities and qualifications and is fair to both of us."

- c. If the employers are obviously interested in hiring you, or insist on an answer, name an amount, or range that you know is realistic. Ask about benefit plans, raises and opportunities for training and promotion only if they are indicating an interest in hiring you.

7. What motivates you?

Purpose:

- No right or wrong answer, employer wants to learn about motivating you.
- Trying to determine the key to you being successful in the job you are being interviewed for.

Suggestions:

- a. I'm motivated by personal achievement. I like to work hard and achieve the goals I have set out for myself.
- b. I really enjoy helping people, and when I see the opportunity to make a difference in someone's life, I take the initiative.
- c. I'm motivated by a challenge. The more challenging the project, the more I want to be successful in getting it finished.
- d. I love to learn new things, so projects that challenge me intellectually motivate me tremendously.

8. What are your greatest strengths?

Purpose:

- To discover reasons for hiring you.
- To find out how well you know yourself.
- To find out if you believe in yourself and are confident that you are the right person for the position.

Suggestions:

Briefly mention that besides the work skills, training and/or experience that you would contribute, you also offer job-related qualities such as (list your attributes). If possible, and if there is time, be ready to back these attributes up with specific illustrations; for example, a time at work when you met a tight deadline.

9. What are your weaknesses?

Purpose:

To discover if you are wrong for the job due to such reasons as a lack of experience or training, poor people skills, refusal to follow orders, poor attitude, laziness, or inability to cope with pressure, to name a few.

Suggestions:

Describe a positive attribute that you know you have. For example, state that it is important to you to meet deadlines; maintain high standards; satisfy the customer; maintain the equipment; or see that all messages are answered. Then continue with a statement of reassurance such as: "I have to really make myself be patient (diplomatic, firm) when I see that this is not happening". Be ready

to describe such a situation and how you effectively handled it.

OR

Honestly state an obvious weakness or handicap, and then describe factors that compensate for it. Remember that once you have raised a doubt you have to explain it immediately. Always finish your answer on a positive note.

OR

If you genuinely cannot think of any weaknesses, tell the employer this.

10. What are your long-range goals? OR Where do you see yourself in five years?

Purpose:

- To discover whether you will stay with the company.
- To find out what it is that you really want.
- To identify your career plans.
- To see if your goals fit in with those of the company.

Suggestions:

Keep your answer work-related, with the specific company in mind. State your interest in, and commitment to, staying and growing within this field of work.

11. How long have you been out of work? How often have you changed jobs?

Purpose:

- To find out if you have a work-ready attitude.
- To find out if you are a high risk who may not stay with the company.

- To see if you are settled, reliable, and able to cope and get along well with others.

Suggestions:

- a. State the length of time it has been since you left your last job; then, if it is true, point out that you have been working diligently at a full-time professional job search, doing career planning, interviewing people in the field and staying up-to-date with industry trends. When mentioning volunteer or family work, remember to relate the skills and abilities you gained from this experience.
- b. Explain any good reasons you had for changing jobs so often. These could include moving, the recession, cut-backs, a health or family concern (such as child or eldercare), seasonal or contract work, or other reasons.

12. Situational Questions

Where you are given a scenario and asked what you would do in that situation. Draw on an example from your work history to demonstrate your experience. These are a form of behaviour-based questions only a scenario is given rather than you being asked to provide an example.

Purpose:

- Assess your ability to handle unexpected questions
- Assess your ability to judge and handle real life situations
- Learn of actual experiences you have had
- Discover if you are aware of company policy and government rules

Strategy:

- a. Mention your commitment to follow company guidelines and to consult your supervisor where appropriate.
- b. Describe a time when you successfully dealt with such a situation.
- c. Describe related situations, experience, skills, attributes.

Samples of questions an employer might ask:

What would you do if:

- You discovered another employee was (stealing from the organization), (breaking important safety rules), (breaking confidentiality)?
- You saw a customer stealing?
- Two different supervisors gave you conflicting instructions?
- Fellow employees kept interrupting your work to discuss personal problems?
- A customer became angry and threatened violence?

