



Newsletter 2017

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Message From The Editor.....	1
Quote of the Season	1
Make LinkedIn Work For You.....	2
A Company Of One Selling The Product Of You	4
Email Your Resume from Your Phone!	5
Have Fun And Gain Valuable Experience!	6
Dear Career Counsellor	7
Computer Courses At OVRC.....	9
Career And Pre-Employment Workshops	10



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Message From The Editor

+ Jude Gaal

CAREER COUNSELLOR / WORKSHOP FACILITATOR

As the last days of spring fade away with the cherry and apple blossoms we have a lot to look forward to. This summer Osborne Village Resource Centre Manitoba Inc. (our official name) celebrates its' first year as a standalone after separating from Manitoba Institute of Training and Technology. Canada is celebrating 150 years of nationhood, and Winnipeg hosts the Canada Summer Games. In this issue volunteer coordinator and employment facilitator John Perry points out the benefits the 6,000 volunteers of the Summer Games will receive in his article *Have FUN And Gain Valuable Experience!* Some of us may choose to go on holiday and chill, while others may choose to explore something new. Those lazy, hazy days would be a great time to learn more about social media and how it can benefit your job search. In the

article *Social Media Success: A Guide for Job Seekers*, Shannon Gausephol, Business News Daily Associate Editor, notes that LinkedIn is "the go-to network for both professionals and hiring managers." She adds that "79 percent of recruiters hire through LinkedIn, and of those who use it, more than 90 percent search for, contact and screen candidates based on their profiles on the site".¹ These numbers are too high to ignore. Career counsellor Kristina Lonstrup is a big fan of LinkedIn and shares advice on how to use it for a successful job search in *Make LinkedIn Work For You!* Executive director Keith Robinson also gets into the conversation telling us why he is such a big fan of LinkedIn in *A Company Of One Selling The Product Of You*. Many of us use our smart phones to check out social media and may also want to use our devices to email resumes. Employment facilitator and tech extraordinaire Betty Punkert let you know how to do just that in *E-Mail Your Resume From Your Phone!* To round things off you will find our quote of the season compliments of employment facilitator Lisa Elmhurst, and career advice from Kristina Lonstrup in her *Dear Career Counsellor* column. For more information about OVRC's free career, pre-employment workshops and computer courses check out the last two pages of the newsletter. Let us know what you liked and what you would like us to write about in our Fall newsletter. We love getting your feedback! Till then, have a wonderful and safe spring/summer.

INSPIRATIONAL QUOTE

“Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.”

Amy Jo Martin

*Innovator, NY Times Best-Selling Author,
Speaker, Founder of Digital Royalty*



Make LinkedIn Work For You!

+ Kristina Lonstrup
CAREER COUNSELLOR

1. Book a resume appointment before booking a LinkedIn appointment at OVRC.

To get your LinkedIn rolling, it is important to ensure that your resume properly promotes your skills, knowledge and attributes. OVRC's employment facilitators have the knowledge and experience to help you identify the necessary characteristics of your occupation. We want to help you market yourself in a way that inspires others to see you as a competent professional.

For example, a fundraising professional will want to promote quality skills such as outreach, networking, and relationship-building. They would want to promote important software experience such as Raiser's Edge and Customer Relationship Management (CRM) databases. Fundraising attributes we would want to highlight are your energy, extroversion, determination, drive, and persistence.

Key words are important on your LinkedIn to help catch the attention of recruiters. Without a descriptive resume, your LinkedIn profile may go unnoticed. Let us help you!

2. Get your professional photo taken.

Yes, we do that too! I see too many faded, blurry, low-quality selfies on LinkedIn. It's important that you feel pride in your professional appearance. For your LinkedIn appointment we would ask that you wear an interview outfit for the photo session. OVRC is in a building that has a variety of attractive backdrops that you will enjoy. After taking a number of photos in different settings we can compare and you will select the best one. Confidentiality is important to us so be assured that your photos will be kept in your own private drive.

*Need help articulating your brand? Join our **Branding Yourself** workshop!*

3. Are you seeking new opportunities? Then say so!

If you are a job seeker, you don't want to make the mistake of creating a headline that states that you are currently employed. When entering your employment history data, be sure to put an end date to your last position. We can work with you to develop an opening line to attract others to view your profile and your experience. You want to promote that you are available and willing to discuss potential employment opportunities. We all know about the hidden job market—don't allow yourself to become a hidden job seeker!

An example of a good opening line would be Fundraising professional seeking new opportunities. Let's talk!

We will work together to develop an opening line for you.

*Need help identifying cool companies? Join the **My Target Company List** workshop!*

4. Creative searches to develop a prosperous profile

Why do companies put so much money into their social media strategies? Because they want to be noticed and build their fan base. Who are you a fan of? By following your dream companies on LinkedIn, you will receive updates on industry knowledge, relevant articles, and potential networking events.

The beauty of following companies is that you are also able to access the profiles of professionals who work for that company—including HR professionals and recruiters. View profiles to identify key skills and attributes, and update your profile accordingly to get noticed. Connect to profiles of human resource personnel—connecting to potential candidates is their job.

Continued on page 3 >

Need help on how to get to know companies better?
Join our **Research = Job Search Success** workshop!

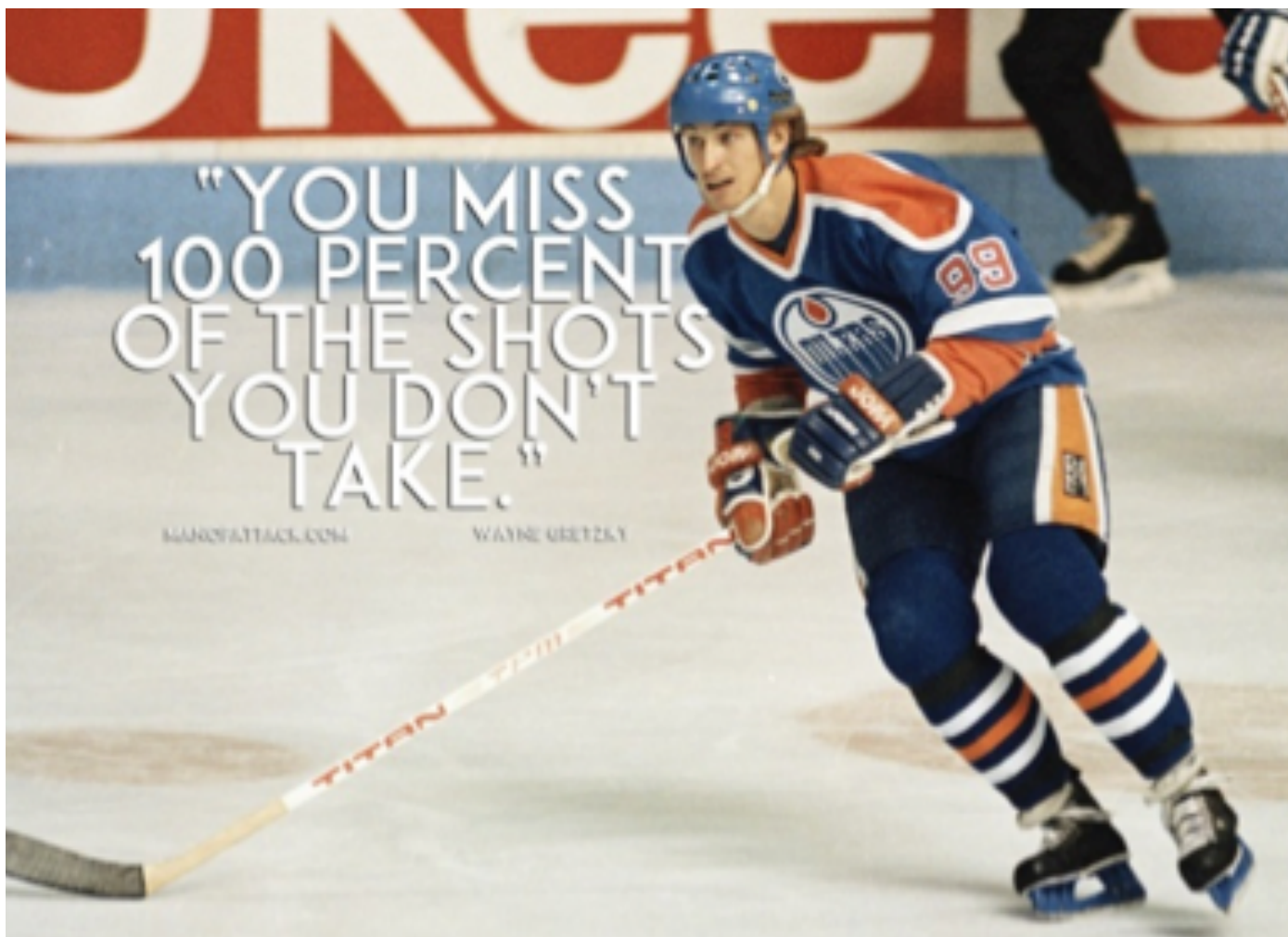
5. Do your research

When writing to connect to professionals, it is best to create a personalized message.

We can help you discover strategies for learning more about companies to give your messages a personalized touch. This will give you a competitive edge when addressing the question "What do you know about our company?" Your connection will be impressed that you've done your homework; it will also show that you are serious about their company and that you are passionate about your professional life.

6. "Like", "Comment", "Share", "Endorse", "Recommend", PARTICIPATE!

If you want to play the game, you have to join the game! Visit your LinkedIn profile daily and **participate**. By interacting on LinkedIn, you become more visible to your connections. **Do something nice for someone else, it will make their day.** If one of your connections makes an effort to make a post, be supportive to them. "Like", "Comment", "Share", "Endorse", or "Recommend"! Thank the person for posting an interesting article and make a polite comment about it.



A Company Of One Selling The Product Of You

+ Keith Robinson
EXECUTIVE DIRECTOR

As the deadline got closer to submit my contribution to the Spring/Summer newsletter my wife and I also were immersed in making a large purchase for our home. I knew that I wanted to write about LinkedIn, which in my opinion is the most effective of the many social media platforms available. I also knew that many people are still confused and or skeptical about this platform, even though it was launched in 2003. But I wasn't quite sure how to start. After making the purchase I had one of those light bulb moments. Why not use the analogy of making a purchase, a concept that everyone understands and can relate to, to explain the benefits of using LinkedIn. Every step we took towards our purchase can be related to the steps an employer would take to make a new hire, and a wise job seeker would take to be hired.

Because we were going to spend thousands of dollars, the first thing my wife and I did was go online and google reviews about the products we were considering. The reviews gave us information about the quality of the product and its' bells and whistles. To an employer you are a product and your LinkedIn profile is like a review. Recruiters read profiles on LinkedIn. A person's profile provides answers to questions like, who is this person and which of these profiles do I want to look at in more detail?

Thinking of LinkedIn as your personal retail space will help you use this valuable tool to your best advantage. To attract a potential employer you need to showcase your unique skills, abilities and attributes in a convenient spot that is easily accessible—LinkedIn. Take a moment and look at your profile. Would your profile attract someone to read further? If not, it's time to refresh your brand. If you don't have a profile, it's time to get one.

After we read all the reviews and decided on the products that would best fit our needs we took a drive to the store to see which products lived up to their advertising. On LinkedIn, a potential employer would investigate further by reading your profile in depth. This would include checking out your work history. If the employer has a connection with one of your past employers, they might call and ask what you were like as an employee. Wow! A possible reference check before

being interviewed! Good thing to keep in mind, isn't it?

Let's look at this from another angle. A buyer wants the best product for the best price. Say you have just created a new line of dinnerware. Would it not be wise to check out how your competitors are marketing their dinnerware? Of course it would. To get employers to recruit us, would it not be beneficial to check out other LinkedIn profiles to see how we stack up? Of course it would. How are you promoting of your skills, abilities and attributes? Is it attracting potential buyers? If not, it's time to re-brand your message.

Companies use focus groups to get feedback on their products and services; you could also use LinkedIn in the same way. Contact people from your connections—your focus group—that you trust and whose opinions you value. Request a few minutes of their time and ask specific questions about your profile. *What do you like? What could I improve upon? What stands out, positively or negatively? Am I promoting my skills in the best way?* Your focus group can provide feedback that could take your LinkedIn profile to the next level and attract employers you want to work for.

While it is important to not undersell yourself, it is also important to provide the potential employer with accurate facts regarding your expertise. They may like what they see and ask to meet, so be ready to back up the information in your profile with solid evidence. One of the products my wife and I looked at did not live up to our expectations. We were disappointed because that particular brand was our top choice: more importantly, it also made us wary of making future purchases from this particular company. Are you highlighting your skills in a manner that clearly indicates to an employer your level of proficiency? If not, make an appointment with one of OVRC's employment facilitators to create a resume that will demonstrate your top skills, abilities and attributes. Then book an appointment with career counsellor, Kristina Lonstrup, to update your LinkedIn profile.

Remember you are a company and your product is you. Every successful company also invests in research and development. OVRC offers the **Career Exploration** workshop; it is designed to help you assess yourself and research career opportunities. When you know where you want to go, sign up for the **Target Company List** and **Research = Job Search Success** workshops. You will learn where to research companies and what to look for. Finally, to develop your promotional skills and access the hidden job market, OVRC offers **Branding Yourself, Informational Interviews** and **Ace That Interview!** Take the time and invest in your own research and development. This investment has the potential to reduce the amount of time it will take for you to find your next job. Give us a call at 204.989.6503, drop in or go to our website at ovrc.ca for more information about the free services, workshops and resources available to you.

E-Mail Your Resume From Your Phone!

+ Betty Punkert
EMPLOYMENT FACILITATOR

When clients don't have a computer at home, one of the most frequent questions they ask is,

"How can I email potential employers from my phone?" Because some email providers have built in storage, and some don't, the answer and the complexity depends on who your email provider is.

Email services such as *Yahoo Mail*, *Shaw Webmail* and *MTS Webmail* do not have built in storage and are better managed on a computer. If you have *Gmail*, you have built in storage called *Google Drive*. If you have *Hotmail* or *Outlook*, you have built in storage called *Microsoft OneDrive* (formerly *SkyDrive*). These storage services are sometimes referred to as "cloud storage" because you are saving the document on the provider's computer instead of your own system. To learn how to email potential employers from your phone read the step by step instructions.

Step 1: email the file to yourself as an attachment (from a computer)

- Choose a file name that is distinct. If every file in your storage starts with "resume" or your name, it will be hard to tell them apart.
- Create a subject line that makes sense like "revised resume for storage"
- If you have your resume in your email, you can skip Step 1 because your resume is in your Inbox.

For GMAIL

Step 2: go to your Inbox (from your phone) and open the message that has the attached resume.

- Open the Gmail app on your phone.



- Open the message.

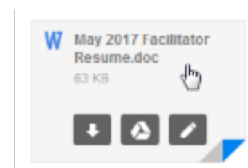


- At the BOTTOM of the message, there is a little graphic of your resume.

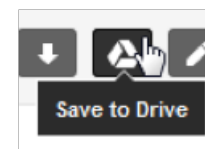


- This is called a thumbnail.

- Hover over the thumbnail and it changes. You will see three icons:
 - o an arrow,
 - o a small triangle, and
 - o a pencil (to edit in Google Docs).



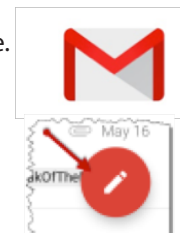
- To save the file to your Google Drive storage, click the small triangle (Save to Drive).



- You can close the original message now.

Step 3: compose a new message and attach the file from your Google Drive on your phone.

- Open the Gmail app on your phone.

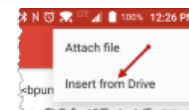


- Click the pencil to create a new message.

- Click the paperclip at the TOP of your screen to attach a file



- Choose Insert from Drive.



- Select your resume from the list of files available.



- Click the Select button at the bottom.



For HOTMAIL

Step 2: open the new message with the attachment from your Inbox.

- Open the Outlook app on your phone.



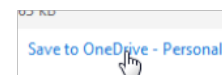
- Open the message you sent yourself (or that the facilitator sent you).



- At the TOP of your message is a little box with the name of your file.



- Click **Save to OneDrive Personal**.



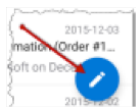
- You can now close the original message.

Step 3: create a new message and attach the file from your OneDrive on your phone.

- Open the Outlook app on your phone.



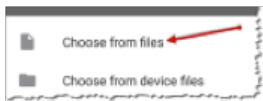
- Click the pencil to create a new message.



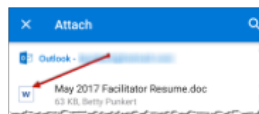
- Click the paperclip at the BOTTOM of your screen to attach a file.



- Click on Choose from files.



- Select your resume from the file list to attach it.



Whether you are using *Gmail* or *Hotmail* you are now ready to:

- fill in the subject line,
- add the recipient(s) email address and
- write your message in the body of the email.

When using services like Indeed or Kijiji to apply for a position directly, you should still use a computer.

If you are not sure what to include in the body, go to ovrc.ca and click on the Newsletter tab at the top left of the page. Scroll down to **Summer 2013** and click. Go to the article *And - click send... Email Resumes* for advice on filling in the subject line, and what to include in the body of the email. And there you go!

NOTE: These instructions are ONLY for emailing your resume as an attachment. When using services like *Indeed* or *Kijiji* to apply for a position directly, you should still use a computer. OVRC's computers are available for your job search most afternoons between noon and four. Check our calendar online at ovrc.ca, call ahead at 204.989.6503 to confirm available computer times, or pick up a monthly calendar the next time you are at the Centre.

Have FUN And Gain Valuable Experience!

+ John Perry
EMPLOYMENT FACILITATOR

If you are a job seeker, volunteering can enhance your ability to obtain employment. Paid or unpaid, experience is experience and that's what employers look for. As the Employment Facilitator & Volunteer Coordinator at the Osborne Village Resource Centre, I have suggested volunteering to a large number of clients. Those who have taken me up on this suggestion have benefited by gaining experience in their desired career, obtaining professional references, and contributing to their community in a positive manner. Some clients have even been hired for paid positions.

This year Winnipeg will be hosting the Canada Summer Games between Friday, July 28, and August 13th.

The Canada Summer Games team notes, "To make this massive event a success for the 4,000 athletes and coaches and more than 20,000 expected visitors, 6,000 volunteers are



Continued on page 7 >

needed." That's right 6,000 volunteers are needed in all kinds of positions, with varying degrees of experience needed. Take a look at the list below*:

- Accreditation
- Administration
- Ceremonies
- Community Relations
- Forks Festival
- Food and Beverage Services
- Games Operation
- Language Services Centre
- Marketing
- Materials Management
- Media and Communications
- Medical
- Mission Services
- Protocol
- Event Services
- Spectator Services
- Sport Operations
- Technology
- Transportation
- Village Operations
- Volunteer Services

After the Games each person's volunteer experience can strengthen their current or future job search in a number of ways. They will be able to:

- Use their experiences to create answers for behaviour descriptive interview questions at an interview
- Incorporate new skills in their resumes
- Use their volunteer experience to help them write that all important first sentence in a cover letter
- Keep in touch with a new network of people who could provide them with information about companies, job leads, support, encouragement, and most importantly increase their job opportunities

Not bad for two weeks of fun and excitement! So the next time you'd like to amp up your resume, or develop new skills, take advantage of volunteer opportunities in the city. It just may lead you to some exciting times and your next job.

*Source: www.2017canadagames.ca/en/content/volunteer-position-descriptions

"To make this massive event a success for the 4,000 athletes and coaches and more than 20,000 expected visitors, 6,000 volunteers are needed."

Canada Summer Games

Dear Career Counsellor

+ Kristina Lonstrup
CAREER COUNSELLOR

Dear Career Counsellor:

I am a parent of a teenaged son. I would like him to get started on his career path but he is apprehensive and shy. What would you recommend?

Kathy

Dear Kathy,

I understand that your son feels pressure to find suitable careers, and shyness is an added challenge. If only selecting a career was as easy as walking up to an all-you-can-eat buffet. Unfortunately for many, career exploration is a guessing game, without a proper display of ingredients.

I invite your son to participate in our free pre-employment workshops. Our workshops are fun, engaging, and interactive. Most importantly, the client is NOT expected to draw up a list of ingredients for career satisfaction from their own imagination. The client is given a variety of ingredients to help them evaluate what they need for career satisfaction, and to and to determine their likes and dislikes.

Here are a few strategies OVRC can provide to get your son thinking enthusiastically about career development.

Identity

In the **Career Exploration** workshop one of our missions is to provide exercises to uncover the client's professional identity. The exercises will exhibit the job seeker's **values, attributes, and preferred skills**. From here, we have tools for making informed choices about career selection.

Suitability

The client will use a website called **Career Cruising** to research occupations in the **Career Exploration** workshop. Each career profile gives a detailed description of the occupation, including appropriate attributes and characteristics to match to a client's list of desired criteria.

Research

Aside from researching ourselves and researching occupational profiles, what about Winnipeg's **workplaces**? I recommend the **Target Company List** workshop to discover sectors and dive into associations, and other resources. The outcome of this workshop will be a list of desirable Winnipeg workplaces for a client to target.

Next, we encourage the client to join our **Research = Job Search Success** workshop. This workshop focuses on developing research skills that will help an individual discover

if an organization would be a good fit. With this information a client can then decide whether or not to pursue employment.

Logistics

Once the client has some ideas of intriguing occupations, the career counsellor can help identify educational programs, volunteer opportunities, and/or training options to get a career plan started. OVRC's employment facilitators will then work with a client to build an entry-level resume for an occupation, or area of interest. Preparation and a detailed plan will build confidence.

Practice

The **Branding Yourself** workshop is a confidence-building exercise for networking. The client is provided with tools for selecting professional characteristics to develop an articulated summary of their goals.

An additional workshop for making informed career decisions is the **Informational Interviews** workshop. Here, the client will prepare a strategy for seeking advice from employers. Informational Interviews are an efficient tool for networking and they make a wonderful impression on the employer.

At Osborne Village Resource Centre we find it highly rewarding to empower job seekers of all ages, personalities and attributes. We provide an environment that is supportive, informative, and celebratory. Your success is our success.

OVRC's career counsellor Kristina loves both career development AND all-you-can-eat buffets.



Computer Courses at OVRC

For dates and times please go to www.ovrc.ca and check the monthly calendars, or call OVRC at 204.989.6503.

All computer classes are located at the OVRC, 2nd Floor, 107 Osborne St.

Fundamentals of Personal Computing

5 – 2.5 hour sessions (once a week)

In person registration required, \$70 (cash only).

- Become proficient using the mouse
- Become familiar with Windows and its terminology
- Learn basic editing and formatting functions
- Learn how to surf the world wide web
- Set up and learn how to use a free email account



Basic Microsoft Word

5 – 2.5 hour sessions (once a week)

In person registration required, \$70 (cash only).

Prerequisite: Fundamentals of Personal Computing

- Learn how to manage your files in Windows
- Become familiar with the components of the MS Word Window
- Review various techniques for selecting text: one word, one sentence, paragraphs, all text with single, double and triple click
- Learn intermediate formatting techniques: customizing bullets & numbering, borders and shading, fonts, indenting, cut, copy & paste
- Word with headers and footers, page numbers, tabs, tables, clip art and word art
- Learn to proof your document: page set-up, spell check, show/hide, print preview
- Word with multiple windows
- Learn the basics of the mail merge function
- Become familiar with ribbons and tabs

Basic Microsoft Excel

5 – 2.5 hour sessions (once a week)

In person registration required, \$70 (cash only)

Prerequisite: Basic Microsoft Word

- Become familiar with the components of the Excel window
- Become familiar with the various mouse pointers in Excel
- Learn Spreadsheet terminology: books, worksheets, cells, columns, rows, and ranges
- Learn how to enter and edit text within a cell and apply formatting options
- Work with ranges and range names
- Work with basic formulas and simple calculations
- Learn how to proof your Excel spreadsheets: page set-up, set margins, paper orientation & page breaks, spell check, show/hide, print preview
- Learn the basics of Charting
- Work with multiple spreadsheets
- Link Excel spreadsheet into a Word document
- Become familiar with ribbons and tabs

Career & Pre-Employment Workshops

For dates and times please go to www.ovrc.ca and check the monthly calendars, or call OVRC at 204.989.6503.

All career classes are located at the OVRC, 2nd Floor, 107 Osborne St.

CAREER EXPLORATION WORKSHOP

Is it time for a career change? Are you unsure what direction to take? Sign up for the Career Exploration workshop! On the first day of this workshop, we will participate in activities that will identify our values, our skills, our attributes, our past occupational experiences, and our personality types. On the second day, we will discover occupational research websites where we will evaluate occupations using our self-exploration inventory. The Career Exploration workshop is an excellent tool for defining career satisfaction.

Please note: this workshop is designed for career exploration only, and not job search.

JOB SEARCH CLUB

We provide assistance with applying for jobs on the computer; this includes online applications, emailing potential employers, modifications to a resume and/or cover letter, faxing applications, and using job search sites productively.

SCHEDULING FOR SUCCESS

This workshop is designed to increase your awareness of how scheduling job search activities can help you stay focused, motivated and successful. Learn how to schedule a job search that will get you results!

BRANDING YOURSELF

Talking about the job search can be challenging for some people. Learn how to effectively articulate your employment needs so that people in your network know how to help you.

INFORMATIONAL INTERVIEWS

1/200 resumes result in a job offer, but 1/12 informational interviews result in a job offer. Why are informational interviews such an efficient and effective job search strategy?

Let's learn, prepare and practice together.

Please note: participants must be referred by an OVRC staff person to register for this workshop.

RESEARCH = JOB SEARCH SUCCESS

Learn how little time it actually takes to research a company and benefit in all sorts of ways: from where to apply for work, to writing your cover letter and resume, to preparing for the interview. You will also be introduced to a variety of resources that will help you get the information you need.

Please note: to participate in the workshop you must bring a printed job posting.

MAKING SMART REFERENCE CHOICES

Don't lose the job offer because of poor references. Learn how to select references that will speak positively on your behalf and help seal the deal.

MY TARGET COMPANY LIST

Applying for any job can be discouraging. We recommend a different approach – creating a list of companies you want to work for! You will be introduced to the free resources that will help you generate a target company list and get the job you want.

Please note: participants must have the ability to navigate a search on the internet.

ACE THAT INTERVIEW WORKSHOP

Get the skills and confidence to ace your next interview by attending this two day workshop! In addition to learning how to answer standard, behaviour descriptive and situational interview questions, you will also have time to practice your responses and get feedback from workshop participants and the workshop facilitator. Join us for this fun, interactive and engaging workshop.

LIVING IN MY JOB SEARCH

Sometimes looking for work can feel like a roller coaster ride; emotions run high and we wonder if we'll ever get that next position. Give yourself a morning to learn some simple techniques that will help you re-energize and reboot your job search!

About OVRC

Do you need help preparing a resume or getting ready for a job interview?

Do you need help preparing a cover letter?

Do you want to consult a career counsellor?

Call Judy, our client services representative at OVRC and schedule an appointment for any of the free services that we provide.

Tel: 204.989.6503 • Fax: 204.477.0903

For further information visit our website: www.ovrc.ca

If you have any comments, questions or concerns about our services, contact Executive Director Keith Robinson at krobinson@ovrc.ca

If you would like to receive OVRC's Newsletter by email please contact us at 204.989.6503 to get onto our mailing list.



About OVRC's Newsletter

If you have an idea for an article you would like to see, or contribute to the newsletter, or have any comments or suggestions, please contact:

Newsletter Editor Jude Gaal, at 204.989.6503 or jgaal@ovrc.ca

Newsletter design and layout by our volunteer Kristin McPherson.



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