

CAREER PLAYBOOK FOR PARENTS

Help Your
College Student
Find a Good
Job Faster

WORKBOOK





This workbook is for all parents!

- Parents who have students just entering college.
- Parents who have students in college.
- Parents who have students graduating.
- Parents who have a graduate living at home on the couch!

With the tips and ideas, we share with you in this workbook, you will help position your student to stand out in a job market that is predicted to be ugly for the next few years due to the ongoing effects of the pandemic.

Share this workbook with parents you know!

VISIT www.studentplaybook.com

How to Use this Workbook

This workbook is designed to get you thinking about the issues your son or daughter will be facing when he or she graduates and provide you the knowledge and skills you need to be a resource to them in their first professional job search. The workbook is a companion piece to the ebook:

Career Playbook for Parents: Help Your College Student Find a Good Job Fast

To get the most benefit out of this workbook, read the chapter of the eBook that corresponds to the workbook chapter. In the eBook, we suggest that—if your student is like most students – he or she will not explore career options, create a career plan, or learn critical job search strategies without your encouragement and involvement

Students need to look at their careers through the eyes of a business owner. The more time they invest in exploring career opportunities, learning how to create a career plan, acquiring job search skills, the more successful they will be. Your goal should be to make sure your student understands this.

We designed the workbook so you can skip around in any order.

There are no quizzes.

Your grade and satisfaction will come as you see your son or daughter begin to build strategies that will lead to a fulfilling, satisfying and

“Research shows that students who invest time in career and professional development activities (including participating in career center events) will not only have a better chance of getting internships, but are more likely to have job offers by graduation day that are relevant to their degree, AND at higher salaries!”



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Your Grad Will Be Clueless About How to Find a Job!

Why?

Your student's college will not require your student to explore career options and build a job search strategy. As a result, your student will not start thinking about a career until it is too late.

You and your child are investing an enormous amount of time and money in college, waiting until after graduation to learn fundamental job search strategies is a risky way to start a career, particularly when your student is about to enter the most unpredictable job market for grads - EVER!

After reading Chapter 1, in the eBook take some time to reflect on the following exercises so you can begin to gain a better understanding of why:

- There is an 80 percent chance your grad will be unemployed on graduation day – if your student does not invest time while in college learning fundamental career and job search strategies.
- Your grad could take nearly 8 months to find a job.
- There is an 80+ percent chance your grad will move home for economic reasons after graduation and likely be around for a couple years.
- Your student could be among the 40 percent of grads who end up taking jobs that do NOT require a college degree. We think this could be worse during the Pandemic as many of those jobs have been eliminated.

"Encourage your student to consider investing time in career exploration, career management, and learning fundamental job search strategies as a part time job. It will offer huge payoffs!"

These exercises are designed to help you test some of the data and information we shared in the first chapter. You will be able gain an insight into what your son or daughter knows about the job search process so you know what role you need to play.

1. Take a moment and think about your friends, nieces, nephews, and neighbors' kids who have graduated. Try to identify, how long it took them to get their first professional job, whether their jobs are related to their majors, and/or if they required a college degree. Discuss this with your student.

2. Review the stats we shared with you in the first chapter with your student and ask your student what he or she plans to do to get internships and a job lined up by graduation day.

3. Ask your student which adults they know are in careers that interest them and why? Coach them on how to contact these adults to ask them about their careers and perhaps meet with them.

4. Get your child's opinion about what he or she thinks their responsibilities are in taking ownership of their career.

5. Ask your student how he or she feels about you providing feedback and advice on career exploration and the job search process.



You Need to Assume the Role of “Career Encourager”!

You’ve coached your student his or her entire life.

Why stop now?

In Chapter 2 we encouraged you to require your child to assume ownership of their career and for you to step in to guide and coach him or her through the process.

You learned how Karla Davis a contestant in the TV program The Voice overcame her insecurities and gained confidence from the gentle coaching of Adam Levine and Alanis Morissette. We outlined the importance of coaching for students entering college-- not only for career guidance --but for overall advice on everything from time management to study habits.

Your student has got to be willing to be coached! You’ve heard the Buddhist phrase, “When the student is ready the teacher will appear.”

The trick will be to make sure your student has a good understanding of the risks of not taking ownership of his or her career. Once your student understands that you know the issues, pain, and complexity involved in a professional job search— because you have been there and done that –your son or daughter will be more willing to accept your encouragement and advice. If your student sees you are leagues ahead of them, he or she will be more likely to accept you as their coach!

We can’t stress enough that YOUR student WILL need career coaching and encouragement as he or she goes through this process. Your student will not ask for the help, because he or she will be focused on academics and frankly - won’t know the right questions to ask!

You need to take an active role, just as you did when you coached your child to take his or her first step. It is that critical. Don’t overlook this responsibility and assume the college will take care of it. It just will not happen for all the reasons we discussed in the second chapter.

You and your graduates have everything at stake. Dive in and have fun!

These exercises are designed to help you begin to build your coaching strategy.

1. Outline why you think you should be involved in taking an active role in providing career encouragement and guidance to your son or daughter.

2. Write down specifically what you think your role should be. Remember to lean into being a “career encourager” and not a career coach!

3. Outline what role a professional coach could play to help your student as he or she begins to explore career opportunities and learn fundamental networking strategies.

4. Write down what responsibilities your student should assume.

5. Now put all of that into an agreement that both your student and you sign. You need a formal contract that discusses the frequency of your meetings, what each roles are and what each of you expect from each other.



Your Graduate Is Entering a Highly Competitive Global Labor Market – With No Job Search Strategy!

The first thing students need to understand is that their diploma will not guarantee them a career path or a job. The minute their president or dean hands a diploma to them, they are on their own and will have to make their own way.

Your child has to understand that he or she owns their career, and it will take an investment of time and effort to build a successful career strategy. As the saying goes, “You reap what you sow”.

In 2007, over 50 percent of graduating seniors had jobs by graduation day. Today nearly 80 percent of graduates are unemployed on graduation day. Keep in mind that your graduate is going to compete with millions of people out of work, 2 million fellow college graduates entering the workforce at the same time, 10 million graduates from colleges around the world!

During the decades of the 70’s, 80’s, 90’s while there were ups and downs in the economy, our economy created an average of 138,000 new jobs every month. In the ten years between 2000 and 2010 we lost over 8,000,000 jobs. That’s right lost! We did not create one single job. After the Great Recession, we got those jobs back and gained some. But now, we’ve lost a significant number of them again due to the Pandemic.

Economists suggest we need at least 250,000 new jobs a month to just accommodate new people entering the workforce. With millions of people out of work, and millions more working in part time jobs who want full time jobs, the competition for jobs will continue to be fierce.

Your job is to make sure your student understands what they are up against and why a small investment of time now, will help them in the long run.

These exercises are designed to help you “audit” what your student knows and to get your student to comprehend how competitive it will be to get the job of their dream.

1. Have your student take the Career Playbook Quiz. Have your son or daughter take it. Students will not be able to answer all the questions, but that’s ok. The goal is to have your son or daughter begin to understand what knowledge and skills they will need to not only get a job but lead a successful career.

2. Discuss with your student how he or she will be competing for jobs with Chinese students with master’s degrees, Philippine graduates with perfect English and even Siri Apple’s iPhone assistant! Ask your student what he or she intends to do to differentiate themselves from 2,000,000 students who graduate each year.

3. Share with your student the facts we outlined in the third chapter on current student job search strategies and ask your son or daughter what he or she thinks they would need to do to compete for the limited jobs available.

4. Ask your student to create a Google Alert that will deliver to his or her email box every day any story that includes the word “unemployed graduate”. This will continually remind them why they should be investing the time to develop their career strategy.

5. Share with your student the research that shows students who had internships got jobs that paid a median income of \$6,680 more than those that did not.



Job search & Hiring has Dramatically Changed

This chapter was designed to expose you to the tremendous changes that are occurring in the job search process and the employment market.

Job boards, resumes with keywords, social media, and online branding are only a few of the things your student will need to master.

Your student needs traditional job search skills like networking, interviewing and the knowledge to build a fantastic resume, but he or she is also going to have to learn how to look for a job using online communities, social media, and dozens of new interactive and cool job search tools.

We can pretty much guarantee that your grad doesn't have a clue on what he or she needs to know to get a job today or even in the future. Remember, the Department of Labor's research shows that your child will have between 11 and 14 jobs by the time he or she reaches 38. It only makes sense to know the RIGHT way to get a job NOW!

In order for your son or daughter to understand how dramatically the job search process has changed, you need to make sure you have a clear understanding of the changes. Because your student has not yet started their first professional job search, your student needs to know what these changes are and how the change will affect their job search strategy.

We'd encourage you to review this chapter a couple of times because we are covering a great deal of material that might be new to you.

These exercises are designed to help you and your student begin to understand the fundamental job search strategies needed to compete in an industry that is adopting new techniques and technologies. While the college career center may focus on helping your student master the resume, cover letter, and interviewing skills, your student will also need to understand how to make their LinkedIn account and social media channels sell their skills, as well as learn how to use gaming technology to land jobs.

1. Spend some time evaluating the different job boards available to your student. We have identified a number of job boards designed especially for grads and alumni. Sit down with your student and explore them together.

2. If your student is not using LinkedIn, he or she should be. Take the information we have shared in this chapter and explore some of the opportunities and proven strategies for yourself. Then sit down with your student and review the tips and ideas we provided in this chapter.

3. Is your student aware of how information they react to or post on Facebook can affect their ability to get a job? Employers WILL look at your student's Facebook account. Make sure your student understands how to lock down photos and content, so they are only viewable by fellow students and friends.

4. There are so many cool new tools available to stand out in the job market. We would like you to check out those we've identified out and see them for yourself! Refer to the chapter to learn more.

5. Make sure your student signs up for a free credit report and gains a basic understanding on how credit reporting works. More importantly, make sure your student understands how a bad credit report WILL affect future employment opportunities.



7 Building Blocks of Your Student's Career Plan and Job search strategy.

You've heard the phrase attributed to Lewis Carrol, "If you don't know where you are going, any road will take you there!"

This chapter is going to begin to build the foundation of your student's lifelong career strategy. It is an incredibly important chapter because it will be a strategy your student will continue to build on for the next 40 years!

In this chapter we shared 7 building blocks of your student's career plan and job search strategy. They included:

1. Encourage your student to use the career center and explore career options.
2. Have your student explore careers opportunities
3. Ask your student to create a personal career profile
4. Have your student create a written job search strategy.
5. Require your student create a written career plan
6. Make sure your student has the fundamental job search skills
7. Encourage your student to build a professional network.

If your student skips any of these, it will have a long-term negative effect on student's career.

- If your student is entering or in college, he or she has time to pull all of this together before graduation.
- If your child has graduated, your child will still need to go through this process, so the next 10 job searches don't take as long and each ending up more successful.

Your student needs a blueprint, a plan he or she can follow throughout the dozen+ job searches during a lifetime. He or she will be more confident and stay focused on the steps required to not only get a job, but the job of their dreams!

These exercises are designed to help your son or daughter start to build a lifelong career strategy.

1. Encourage your son or daughter to explore the many career opportunities that match their personal assessments and tests. Ask them to write down the areas they are interested in and begin to explore what the day-to-day activities of those jobs are.

2. Work with your student to put down on paper what he or she wants to do in his or her career. The plan should show a 1, 3, 5 and 10 year plan about what industries, job titles and/or companies your student wants to work for.

3. Help your student master a thirty second elevator speech. Check back to the chapter for specific suggestions and ideas.

4. Assign books your student can read that will provide them a foundation on how the fundamentals of job search strategy, networking, interviewing and resumes.

5. Encourage your student to build a professional network that includes alumni starting his or her freshman year and if not then, immediately upon graduation.



Career Management + Habit +Luck = Career success

By now you know there has been one common theme that we repeated over and over and over in this book.

Your student is going to have to take ownership of his or her career.

Your student will need to develop a career management process that includes career exploration, a written career plan, and job search strategies.

It's that simple.

You should realize now that the college your student is attending is NOT likely to require your student to invest time in career related activities. On nearly all campuses the career center is just one of hundreds of clubs. And, as one professor once said, "Students don't do optional". If your student fails to invest time in his or her career preparation, it's likely that he or she will not have a job by graduation, and could be among the forty percent of grads who end up taking jobs that do not require a college degree.

These exercises are designed to help you audit your student's activities and reinforce why your student needs to adopt successful career habits so when luck strikes your student can take advantage of it!

1. Discuss with your student what he or she thinks needs to include in his or her career management plan.

2. Ask your student how he or she is going to make their career plan a habit.

3. Share with your student the short term and long-term benefits of this process.

4. Ask your student what he or she intends to do to land internships related to his or her career?

5. Ask your student to share with you a story about someone he or she knows that is in the wrong career field and what they think that person should do.

6. Ask your student to share with you how they would feel; 1) if they had to take a job unrelated to their degree 2) if it took them 8-12 months to find a job?

7. Ask your student how many hours per day he or she should spend looking for a job?



Congratulations!

Congratulations!

You've taken the first steps to make sure the time and family treasure you are investing in your student's college education will also help your student launch a successful career.

Remember what we shared with you at the beginning of this workbook!

"Research shows that students who invest time in career and professional development activities (including participating in career center events) will not only have a better chance of getting internships but are more likely to have job offers by graduation day that are relevant to their degree, AND at higher salaries!"

For more information on how you can help your student launch and lead a successful career visit www.studentplaybook.com