



**This KEE Client Package Includes:**

- KEE Guidebook (19 pages) v.23.3
- Job Search Sheet
- Maximizing Results At Job Fairs (2 pages)
- Your Best Tool: The Elevator Pitch (4 pages)
- Following-Up Handout (2 pages)
- Interview Tips & Practice Handout (2 pages)
- Goals and Motivation Handout (4 pages)
- Module Tech Support Handout (1 page)

| Upon acceptance into the KEE Program*, please ensure to: |   | When Complete <input checked="" type="checkbox"/> |
|--|---|---|
| 1  | Read pages 1-19 of the KEE Guidebook.   | <input type="checkbox"/>                          |
| 2  | Review all handouts in Guidebook so you can reference when needed.  | <input type="checkbox"/>                          |
| 3  | Complete the “Step By Step To Employment” modules 1-7 within 48 hours of starting in the KEE Program. <i>This will take less than 2 hours. The purpose of doing these ASAP is so that you can <b>implement</b> these techniques in your job search immediately to maximize your success. <b>Keep track</b> of your module progress on Page 14 of the Guidebook.</i> | <input type="checkbox"/>                          |
| 4  | Complete modules 8-14 (this will take you approximately two hours). Please <b>complete all modules</b> before attending your first workshop.  | <input type="checkbox"/>                          |
| 5  | Ensure you follow-through on action plan set up with your KEE Coach (this is ongoing: may include workshops, job searches, following-up, etc.)  | <input type="checkbox"/>                          |

\*Unless instructed otherwise by your KEE Coach

You are not expected to memorize this information, but you are expected to refer to it as needed. Refer to the KEE Guidebook, Job Search Sheet, Handouts, Tips, Templates, Videos & more useful tools for reference and download at: [www.keewinnipeg.com/client-resources](http://www.keewinnipeg.com/client-resources)

Job Leads, Job Sites & Tips can be found at [www.keewinnipeg.com/job-leads](http://www.keewinnipeg.com/job-leads)

**Please keep this KEE Client Package for reference and bring to all workshops.**



## HOW TO SUCCEED WITH KEE GUIDEBOOK

Email is the best way to be in contact with KEE Staff:

[judy@keewinnipeg.com](mailto:judy@keewinnipeg.com) (Judy is a Program Coordinator/KEE Coach/Facilitator)

[len@keewinnipeg.com](mailto:len@keewinnipeg.com) (Len is a Program Coordinator/KEE Coach/Facilitator)

[lyle@keewinnipeg.com](mailto:lyle@keewinnipeg.com) (Lyle is a Program Coordinator/Content Creator/Facilitator)

400 Edmonton Street, Winnipeg, MB, R3B 2M2

KEE 24/7 Info line & Voicemail - 204/953-2453

*Please Note: It's important that you take control over your own personal health and safety above anything else. While participating in our program, ensure you maintain the latest Health & Safety recommendations which override any suggestions that are laid out in this Guidebook, by your KEE Coach, in our online learning modules or in any other manner associated to the KEE Program.*

## Welcome

Welcome to the Knox Employment Entry Program, also known as “KEE”. The KEE Program helps people attain entry level work in Winnipeg (most positions start at minimum wage). We are a non-profit program and do not charge clients or employers for our services.

Since we are funded by the Government, we require your Social Insurance Number at intake.

This is a voluntary program. If you were referred to us, you may have been told you have to contact KEE; however, if you don't think this is the program for you, you do not have to sign up.

It is necessary for you to check emails multiple times per day. Please answer all blocked, private, and unknown calls on your phone since calls from KEE staff will likely show up this way. We recommend you check our website prior to coming to our offices for possible closures and encourage you to make appointments with your KEE Coach versus just dropping in.

As we strive to help as many people as possible under their particular circumstances and the many variables in the employment market, it's likely each client will have a different experience and some will be given different paths to success. Please confirm with your KEE Coach if your expectations vary from those laid out in this Guidebook.

## How we can help

You may be wondering, “how can a complete stranger help act on my behalf to an employer?” We learn about our clients by seeing if they can follow the steps laid out in this guidebook. If you follow these instructions, we can act confidently on your behalf because you have:

- shown the ability to follow instructions
- demonstrated good communication skills
- demonstrated reliability



## We want you to succeed

It's important to start off by saying we are an employment program so **our goal is to see you succeed in attaining employment**. We want you to come across as the right fit for the business, so it's important that your first impressions are positive!

Sometimes clients may be unaware they are doing things or presenting themselves in a manner that may eliminate them from employment consideration at the company they are applying at. Some examples of these things may be:

- resumes that are way too long or have spelling errors
- being unfriendly, aggressive or rude in person or over the phone



*It's Not Personal.* If we notice something that may be a concern to a potential employer, it would be irresponsible of us not to discuss this possible obstacle to employment. Otherwise, a client may continue to lose opportunities and not know why, remaining unemployed. Part of our job is to discuss possible barriers as we think employers may perceive them. This is never personal, meant to offend or hurt feelings. It's about wanting to see KEE clients succeed!

### Step 1: Show you are reliable



Reliability is the most valuable trait an employer is looking for. Demonstrate your reliability by maintaining active contact (2-3 times a week) with your assigned KEE Coach. The purpose of this is to keep them updated on your job search, employment status and efforts put forward on your side. This demonstrates that you are serious about getting a job and makes it easier for KEE to act confidently on your behalf should one of our employer contacts make a request for staff or should you require a reference for a job opportunity.

### Step 2: Prepare your resume

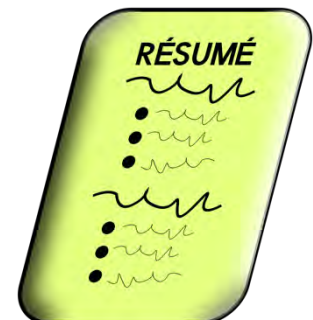
If you are looking for work, you need a resume (hard copy, doc & PDF).

**If you have an updated resume:**

- Please ensure you email a copy of your resume to your KEE Coach (both doc file & PDF if you have).

**If you do not have an updated resume:**

- Use the template on the client resource section of our website ([www.keewinnipeg.com](http://www.keewinnipeg.com)) along with how-to videos or use [www.resume.com](http://www.resume.com) for free resume building. If you require further help with your resume, please talk to your KEE Coach.



*If you require printed copies of your resume, please let us know. KEE will print them for free.*

*You will need use of a computer or smart phone to regularly check email, participate in our online learning modules and to do job search research while in the KEE Program.*

*If you need access to a computer or Wi-Fi to work on your resume, job search and/or Step By Step Online Learning Modules, you are welcome to use the computers at Knox. Bring your own headphones if you have. Please contact your KEE Coach for computer hours/availability.*

### Step 3: Demonstrate Effective Communication Skills

It's important for us (and employers) to reach clients directly so **clients must have an active direct phone number**.

Until you attain employment, **your outbound voicemail message must be basic** (example: *This is John, please leave a message and I'll call you back*). It should not have music, children talking, or anything funny or offensive. Please ensure your voicemail system is not "full" and has room to allow callers to leave a message.

**Poor phone etiquette is a red flag for employers** and will often end things immediately if they have a bad experience with a job candidate over the phone. Make sure you are friendly and courteous on the phone. Beware of saying "Who's calling?" right at the start of the call as this will likely make you come off as rude or may imply that you are involved in suspicious activity.



For example: If John receives a call and the caller says "Hello, is John there?", the answer is "speaking" (not "who's calling") or if it's someone else answering that call, it would be "yes, one moment please" (not "who's calling?") before they pass the phone to John, or if John is not there, they can say "no, may I take a message".

Another example of inappropriate phone etiquette is calling a number back because you see that number on your call display. Do not phone back a missed call saying, "someone called me from this number", this can often cause chaos on a worksite and is a pet peeve for many employers. If you have a proper voice message system, the employer will leave a message if they want you to call them back.

If you share a phone with someone, ensure they know you are looking for work and understand the importance of being friendly to whomever calls. They should also be willing and prepared to take a detailed message.

**KEE TIP:** When you are looking for work, a pen and paper are your most important tools! Wherever you go, ensure you have your own pen and paper near to write the details of an interview or job offer. Also always keep a pen and paper close to your phone at home.

Please Note: While clients are in the KEE Program, please **answer all "blocked", "unknown caller" and "private" calls**. This is important as many employers will call this way, and it's likely that KEE staff will as well. If you have a feature on your phone that does not allow these sorts of numbers to ring through, please turn that feature off until you have secured employment.

If you leave someone at the KEE Program a voicemail, please clearly state your name, phone number (good idea to repeat twice), reason for calling and any other applicable information. Only one message is necessary.

**Please return emails and voice messages left for you by responding in detail.** If you are sending an email, ensure you read the entire email and answer all questions prior to clicking “send”.

As with phone etiquette, it is important to have appropriate email etiquette by being **friendly, respectful** and **courteous**. Beware of any sarcastic, confrontational, rude and/or negative tones in your emails before you click “send”.

In today’s age, it’s important to be aware of what you communicate online and on your social media. Many employers will do a search on Google, Facebook, Instagram and other platforms to see what the job applicant is like. Many people lose opportunities without even knowing it because of comments they made, online reviews they left, things they may have clicked “like” on, retweeted or photos they posted online.



Please ensure your email address is basic with just a first name & last name @gmail.com. People who have email addresses like stickyfingers@yahoo.ca or highallday@gmail.com or mushroomguy@shaw.ca will likely never hear from an employer.

#### **Step 4: Job Search Expectations**

Our goal at the KEE Program is for clients to know how to attain and maintain employment from this point onward in their lives. This is the main reasons why there is a job search component to the program.

To see positive results by participating in the KEE Program, it’s important that you implement the content. **People learn, remember, and succeed only by taking action and doing!** Not just by reading, watching, or listening. You can’t learn to swim by reading a book, sitting through a workshop or watching a video on how to swim: you have to jump in and get wet! By doing the KEE job search, you are learning the proper steps to finding a job for right now and the future (should you ever find yourself unemployed again).

Our expectations are that clients are applying as per KEE’s Steps on “How To Properly Apply For A Job” (pages 10-13 of this Guidebook) at a minimum of **eight businesses per week** following exact instructions on how to apply from the ad (for best results, apply in person or if the employer requires job candidates to apply online, please follow-up in person afterward with resume unless it states in the job posting not to, then speak to the person who hires for that job or at minimum, email after applying). Clients who see the best results with the KEE Program are the ones that are applying at much more than just the minimum amount of job searches.

**Please Note: “Click to apply” on job search sites, or applying online, by fax or email do not count toward the job search unless you followed-up at that company in person or by email.**



**At least five businesses that you apply at per week must be targeted job searches.** That means the employer is actually hiring! It is great for clients to take chances on possible jobs near where they live, or near places they are applying at, however, it’s important that clients’ focus is to apply at places advertising they are hiring.

**KEE TIP:** Don’t be too quick to disqualify yourself from a great opportunity! If the posting says a specific qualification (example: experience or education) is “an asset” or “preferred”, that is just a bonus, it is not a “must have”. Ensure you have all “must have” requirements if you want the job search to count, not only for your job search but for the sake of your success getting hired.

**Step 5: Email your KEE Coach once per week** (photos of job search not accepted)

Clients are required to email their KEE Coach (type details as per sample below, this demonstrates communication skills) with these job search details **by noon on Wednesdays:**

- The name of company they applied at
- The name of the position that they applied for
- How they found out about that job (Indeed, sign, took a chance, a friend told them, etc.)
- The name of the person they spoke with who does the hiring for the position applied for
- Any other information that may relate to them being hired for that job

For example: each email with 8 searches (or more) should look something like this:

*“Hi, so far this week I applied at:*

1. *Tim Hortons (McPhillips at Leila) – counter server – saw sign in store - spoke to Jenna and she said interviews are next Thursday, I will email her Wednesday if I don’t hear from her first.*
2. *Staples (St. James) – cashier – found ad in Winnipeg Free Press - Spoke to Darren – he said the advertised position was filled but they’d keep my application on file if another opens*
3. *Costco (Regent) – warehouse – job posting on Costco.ca - I applied online but went in person to follow-up, spoke to Deborah in Customer Service, she said the person who hires warehouse workers was unavailable but I got her name (Sandra). I will call her tomorrow to follow-up.*
4. *Manitoba Hydro – heard about them hiring on a CBC radio interview - applied online for a general labourer job, it said “no calls” so I didn’t go in person.*
5. *Starbucks (Portage Place Mall) – barista – I just took a chance and applied there- spoke to Barb and I have interview tomorrow with her at 10am!...(ensure you have 8 or more searches)*

*I plan to hit the Outlet Mall area after my interview tomorrow and will keep you posted. -John”*

**Note:** just because there is a minimum job search per week, you do not have to send us only eight. Provide details on all job searches. Remember, we are well-connected with employers and often provide follow-up tips for those specific businesses or can help secure an interview.

**KEE TIP:** Plan your job search in advance. Target areas of the city and research what other companies are in that area that you can apply at. “Google Maps” is a great tool to use! For example: if Best Buy is hiring on St. James and at the Regent location, it makes sense to apply one day at that Best Buy and other businesses in the St. James/Polo Park area. Then the next day, go to the Regent location and you can hit all the various businesses in that area.

## HOW TO FIND OUT ABOUT COMPANIES HIRING

Check out the KEE Job Leads page at [www.keewinnipeg.com/job-leads](http://www.keewinnipeg.com/job-leads)  
Maximize your success by checking out TIPS at the bottom of the page.  
To find out which companies are hiring, familiarize yourself with the *YES! Job Portal* and [www.indeed.ca](http://www.indeed.ca) to sign up for daily job alerts (you can even create a resume profile to apply to companies directly). It's free and easy!  
Find instructions on how in the "Side Steps To Employment" video page.



*Reminder Regarding Job Search Sites: These are great resources to find out who is hiring however "click to apply" does not count toward minimum search unless you followed-up after.*

Other great ways to find employment are by keeping your eyes open for signs, asking friends & family, looking in newspapers, networking and taking chances at places not advertising for staff.

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In these digital times, it's important to be aware of **JOB SCAMS**.

These may be sent by email, via text and sometimes may even be found on reputable job sites (if you find one, click "report" on that site).

To avoid falling victim of a scam, **do your due diligence** by researching online and watching for red flags:

- being offered a job at a company you didn't apply at
- there is no mention of a company name
- email is not coming from a company website (ex:@hotmail @gmail)
- name of person doesn't match the email name it's coming from
- the job description or offer has poor grammar or spelling errors
- they ask you to respond to a different email address than where it was sent from
- excellent pay for a job that requires no experience and/or no education
- the job description or offer doesn't make sense or has conflicting information
- includes terms like gift cards, crypto, mystery shopper, or accepting/delivering packages
- they request your banking information, ID, or Social Insurance Number before you have been interviewed for the job, and/or before you even accepted the job offer
- job interview by phone or virtual is short, then get job offer on the spot at a high wage
- or the job description or offer just seems fishy, suspicious and/or "too good to be true"

Scams evolve all the time! Before engaging with anyone from this "company", ensure you:

- Check if the job is legitimate by researching the company online. Type in name of the company and the word "scam". If they did not share a company name, it's likely a scam.
- Online, search up both the email address and the name of the person contacting you.
- If there is a real company, contact directly by phone to see if this is a legitimate job (using a phone number off Google). Often scammers will buy similar website addresses and it may appear you are getting a job offer legitimately however they may be ".net" when the real company is a ".com". Legitimate businesses will be happy you checked!
- Do not click on any suspicious/unsolicited links you receive via text or email (ever). You can usually "hover" over an email link without clicking: see if the link address looks safe.
- Do not share your Social Insurance Number, photo ID or banking information until you are 100% certain this is a real offer from a legitimate company and have been hired.
- Ask your KEE coach or workshop facilitator if you are unsure about a link or job offer.



# How To Properly Apply For A Job Guidelines

Here are some steps to maximize results immediately while applying for entry level work.

You likely know this already, but every company will be different when it comes to applying for work. These guidelines are a great general way to apply. When looking for work, be patient and expect you will need to adapt/*go with the flow* regarding that company's application process.

Ensure you follow the employer's instructions on how they want you to apply (this should be on the job posting). Whenever possible, add steps 1-7 to stick out from the competition!



As you likely noticed, most companies now require job candidates to apply online. In order to maximize the likelihood of getting hired, we recommend you **follow-up in person after you apply online** (*unless the job posting requests that you do not to contact them or drop-in*). If the posting says "no drop-ins", follow-up via email to express your interest after applying.

**Why should you go in person?** In the age of online applications, many companies utilize ATS (Applicant Tracking System) software and only have the "top" few resumes sent to their email. These "top" applications can be based on a variety of filters from keywords used in a resume, the distance from where you live to that business, companies you have worked for, etc.

Many businesses may not even see your application unless you follow-up directly because after the applicant follows-up, they must download it from their computer server. For many other companies that don't have these high-tech systems, they are just overwhelmed by the number of people applying so they will only interview those who follow-up. *Why?* Because that shows the employer this applicant wants to genuinely work for them (they know that some people only "apply to comply" and don't actually want the job). **It is exceptionally rare for anyone to be called for an interview by just "click to apply" so whenever possible: follow-up!**

**KEE TIP:** When you are applying for work, focus on the task at hand. Ensure you turn the ringer off on your cellphone. If you must take a call, take it outside of the business.

## Essential tools for applying for work:

- Bring at least one working black and/or blue pen (a must during a pandemic!)
- Bring plenty of crisp copies of your resume so you can apply at various places.
- Bring details of your employment history (those that are not on your resume like wages, name of supervisor, a well worded reason for leaving that job, etc.)
- Bring a notepad to keep track of where you applied and who you spoke with.
- Ensure you're clean, presentable & dressed appropriately (*ideally similar to the job*).
- Pack a drink, snack and funds for transportation (if applicable).
- If you have a smart phone, take it! Research companies as you pass by and/or check out Google Maps for nearby businesses. You may be in the right place at the right time.



## Getting In The Right State Of Mind To Succeed

It's important to be in the right state of mind when looking for work. People usually get what they expect which can work for them or against them. Some wonder "who is to blame for my situation?" while others ask themselves "what action can I take right now to make this better?" Some wait for *others* to make their life better while others take action *themselves*. We encourage our clients to empower themselves by taking control and taking action. This is how people succeed, overcome fear, and take control of their own destiny.

An easy shift: **look at the action you need to take as a challenge.** People face challenges with positive emotions and more focus than when they look at things as *problems*. This is known as positive stress. A tip to succeed at challenges is to focus on how it will feel once you succeed. Will you feel proud? Confident? Validated?



When people think back to their greatest accomplishments in life, it's likely they were nervous or uncomfortable at the time. It's possible that some steps in this Guidebook may fall outside your comfort zone. That's a good thing! This is how people grow and prosper. Great successes come from taking risks, facing uncertainty, taking action and stepping out of comfort zones.

**Look at taking action as a success!** You will not get offered every job you apply at. Success is not necessarily just the end positive result. Success is also the fact that you took positive action.

It helps throughout the hiring process to do mental exercises. If you want an employer to believe you'd be the right fit for a job, you have to first believe it yourself! If you have been accepted in the KEE Program, that means we believe in you and that you will succeed.

You may have heard Henry Ford's quote "Whether you think you can or whether you think you can't, you're right." Approach looking for work with self-confidence knowing you can do it! Billions of people have been hired at companies around the world and so can you! Getting hired is something that happens every day to people all over the planet. Although it may not be fun or seem like an easy process, it's a normal part of life and nothing to fear.



**KEE TIPS:** You can see significant changes by changing just a few common words you use!

Replace "I'll try" with "I will". People who "try" rarely succeed, or even make an attempt to succeed. You likely know people "trying" to quit smoking or lose weight... how's that working out? To "try" to do something is to not do it. Like Yoda said, "Do or do not, there is no try".

Another word to avoid is "should". People don't do "I should" but they will do "I must". Change your "*shoulds*" into "*musts*"! This way it will get done. Example: "I must apply at \_\_\_."

**Be relentless in your job search!** We are aware that when looking for work, it can be frustrating, but if you are relentless and utilize our steps to maximize results, you will succeed! Relentless only has one direction, going forward in your journey to attain employment.

## Six Steps To Apply Properly & Succeed In Attaining Entry Level Employment:

### 1. RESEARCH

Before you apply, research the company. This way, you know the services they provide, what they make or sell. Their website they will likely mention what makes their company different from the competition. This is all valuable information to have while you go through the hiring process.

Ensure you know what position they are hiring for and take some time to think in detail why you are the right person for that specific job. What skills from your past will benefit this employer today?

It's important to read the job posting in detail so you know how this employer wants you to apply and follow those instructions exactly.



**KEE TIP:** Do your best to figure out what would be the least intrusive time for you to apply in person (example: for a retail store, ensure you avoid applying at lunch time approximately 11:30am -1:30pm and don't go close to their closing time).

### 2. TURN THE LIGHTSWITCH ON

Just like you don't need to know anything about electricity or lightbulbs to use light, you don't need to know anything about psychology, the Law of Attraction or science to reap the benefit of this easy (and possibly life-changing) step. You can turn the light switch on to attaining a job by visualizing in your mind's eye that you already work there!

Right from when you decide to apply and throughout the hiring process: visualize yourself wearing that uniform, using that specific bus stop, using the staff entrance, going across the street to buy lunch, see an employee as your co-worker, etc. By doing this, you will likely feel more at ease when applying and will emit a "vibe" to the employer (similar to a radio frequency that you can't see). They may tune in to what you have to offer and get a feeling that you are the "right fit" for this job.



### 3. BE FRIENDLY, PATIENT & PRESENT YOUR BEST SELF

Often the person who interacts with a job applicant will be asked by the person who hires for that job what their impressions were of that applicant. Don't stand out for the wrong reasons! Be patient, respectful and polite to everyone you interact with.

Dress appropriately and present yourself as a clean person. Ensure you use antiperspirant (more effective than deodorant/body sprays), your hair and teeth are brushed and be aware of your breath. Avoid too much cologne/perfume and/or sprays.

People can lose a job immediately and it may be because of a perceived bad attitude, impatience, hygiene, body or smoke odor, or perhaps for something like the applicant not bringing their own pen (this is often a pet peeve of employers and their staff).

4. ~~Can I leave a resume?~~ Instead, ask: **“MAY I PLEASE GET A JOB APPLICATION?”**  
Do not just leave a resume! Fill out an application completely with a black or blue pen.

**Employment Background** List your present or last position first

| (mm/yyyy)<br>From / To | Company<br>Name & Address | Telephone<br>nnn-xxx-xxxx | Supervisor<br>Name & Position | Your<br>Position(s) | Salary or Wage<br>Start / End | Reason for Leaving |
|------------------------|---------------------------|---------------------------|-------------------------------|---------------------|-------------------------------|--------------------|
|                        |                           |                           |                               |                     |                               |                    |
|                        |                           |                           |                               |                     |                               |                    |
|                        |                           |                           |                               |                     |                               |                    |
|                        |                           |                           |                               |                     |                               |                    |
|                        |                           |                           |                               |                     |                               |                    |
|                        |                           |                           |                               |                     |                               |                    |

\* Often information that should not be on resumes will be requested on job applications (example: wages and reason for leaving last job).

I declare that the information contained in this application is correct to the best of my knowledge and understand that any omission or incorrect information is just of the Company policy. If hired, I understand that I may be trans requirements. I also agree that, at all times, I will follow the rules and to obtain any other information verify the information provided, and to obtain any other information one or in writing from educational institutions, my current or former employers, financial institutions, personal information agencies and my personal references. This consent is valid during the consideration of my application for employment, and if I am hired, for the duration of my employment.

\*Often companies are not able to contact a candidate unless they have signed their consent on the job application!

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CRUCIAL KEE TIP:** When you apply for a job, ensure you ask “May I please get a job application?” versus “Can I leave a resume?” You likely need to fill out an application to even be considered for the job. Many companies can’t contact you by just leaving a resume and sadly, many people applying for employment lose the job immediately by missing this vital step!

**Do not write “please see resume”** as it likely asks for information not on your resume. Yes, this will take extra time, but it demonstrates you have an attention to detail. Many people lose the job immediately by not filling out everything on the application as an employer may think “If they skipped details already, what will the skip if I hire them?”

5. **TAKE A MINUTE TO WIN IT WITH AN ELEVATOR PITCH** (see *handout for more details*)  
This step may feel unnatural at first, however this is an incredible way to stand out from the crowd if you want to be considered for a job.  
We recommend you write it out and practice for various situations!

After you have completed filling out the entire application, take the **application and your resume** and **ask to speak to the person who does the hiring for the specific job you are applying for** (or for the job that you applied for online if you are just there to follow-up in person)



Example: “Hello. If possible, I’d like to take a moment to introduce myself to the person who is responsible for hiring cashiers. I won’t take more than a minute of their time.”

**KEE TIPS:** Watch your wording. It is important that you **do not ask for a manager!**  
If you ask to speak to the manager, it may appear like you want to lodge a complaint.

If it's not possible to introduce yourself, be kind, it is no problem at all (this process is going to be different at each place you apply). We recommend before you leave that you look for a nametag or ask *in a polite manner* for the name of the person you are leaving your resume and application with because this is valuable information to have when you follow-up later.

If the person who does the hiring is just not currently available for you to introduce yourself, find out when they will be, then go back to do a quick introduction.

### **Alright, here they come...**

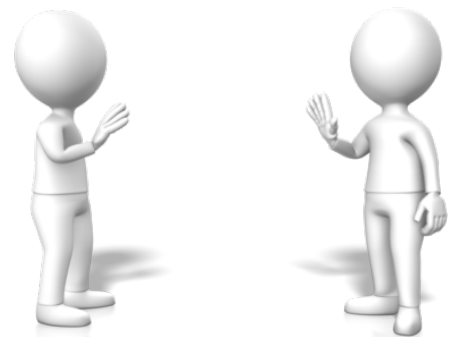
This is where giving a great first impression and doing the visualization exercise pays off!

If the person is available who hires for the position you are applying for, it's time to smile and briefly sell your skills and tell them why you'd be a great fit for their company.

For example: "Hi, thanks so much for seeing me. My name is \_\_\_\_, I'm applying for the \_\_\_\_ position. My passion is to work with people and leave them with a great impression so they keep coming back. I have \_\_\_\_ years of experience as a \_\_\_\_\_. I'm looking to bring my skills to \_\_\_\_ and I'm hoping you will consider me for an interview."

We recommend you delve deeper with the Elevator Pitch handout and practice all the exercises. Elevator pitches are similar to a TV commercial, focusing on the positives of the product (you). There is no mention of illness, addictions, problems with a former employer, kids, hobbies, wanting to move or dreams of being an actor or musician. Keep all interactions professional, positive and focused on what you can bring to the company with your skills, not what the company can do for you (ex: benefits, discounts, etc.)

Follow the employer's lead on shaking hands. Health and safety is #1 these days. If you don't feel comfortable shaking hands, a wave gesture when they come to greet you will likely be enough.



### **BEFORE YOU LEAVE**

When possible, attempt to get closure by asking when they will be interviewing for this position. This way you know if you don't hear from them by that date, the job is gone.

This also serves as valuable information for following-up: if you don't hear from them by the day before the interview, send off an email to remind them about you.

If you remember, get the employer's business card. If you forgot to ask for one, get the information from *Customer Service* or look up their contact information online.

**REMINDER:** A company's priority is running their business and serving customers versus tending to someone who is applying to work there. Without their customers, there would be no need for staff! So, if you have to wait a while, or don't hear back from them, be understanding.

When you leave that business, document details while they are fresh in your mind. This way, you have the information you need to send your KEE Coach (job search details) and more importantly, to follow-up with that employer afterward to secure an interview. Some of this information can be filled before you go into the business and the rest after you leave. Job Search Sheets are available in “Client Resources” on our website. If you do not have a printer, you can request Tracking Sheets from your KEE Coach, at Knox reception or at a workshop.

| Company name & address | Position applied for & job posting # | Name/Title of person who hires for this position | Name of who you left your application and resume with | Date and time | Email & phone number | When interviews are expected to take place | How application & resume was submitted | Details and other comments you can use for following-up. |
|------------------------|--------------------------------------|--|---|---------------|----------------------|--|--|--|
|                        |                                      |  |   |               |                      |  |  |  |
|                        |                                      |  |   |               |                      |  |  |  |

Remember to **always keep a copy of the job posting** with your job tracking sheets (or at minimum take a screenshot on your computer or device). Job postings have important information you will need to reference for follow-up and preparing for an interview.

#### 6. FOLLOW-UP AFTER YOU APPLY

We understand this may be out of your comfort zone however this is a crucial step in getting hired. Why? Because many employers have made profound sacrifices for their businesses and only want to hire people who genuinely want to work for them. Employers know that some people that apply for a job are only applying because they have to do job searches, following-up demonstrates to them that you want the job!

If you already applied in person as per above steps, the best way to follow-up is via email, a distant second is by telephone, an even further distant third is in person (be careful, you don't want to come across as an annoyance if you've already been there).

Following-up is why you should be taking notes along the way. This way you can remember who you spoke to and when you applied (the employer may ask this so they can find your resume and application easily).

*Doing a video module or looking over a handout is likely not enough!*

Please refer to them whenever needed. You are not expected to memorize this information. Following-up is exceptionally important so take your time and do it the best you can, it can make the difference of you getting a job offer or not.



**KEE TIP:** Even if things went awesome at the last place you applied for work, keep applying at other companies (be relentless). The more shots you take, the more likely it is you will get a job offer or multiple offers to choose from.

## STEP BY STEP TO EMPLOYMENT CERTIFIED ONLINE TRAINING

KEE features a unique online training series that includes a short video, then answering questions online to complete that learning module. The entire series can be completed in just a matter of a few hours. Working at your own pace, they are found at [keewinnipeg.com/stepbystep](http://keewinnipeg.com/stepbystep). At the top of this webpage, you will see a 3-minute instructional video, please review it prior to starting the modules. **Subtitles are available** in multiple languages for these video modules.



*Please note: No matter your work history, you will likely find something from every module beneficial. These modules are designed for everyone from having no work experience to those who have been in the workforce for decades. The process of attaining and maintaining employment has changed with time, technology, and the pandemic. We encourage **all** KEE clients to complete all these modules (each take less than 15 minutes). It is recommended to do them in order. **Keep track** of your progress/score below.*

| Module Name  | Quiz Score | Notes |
|--|------------|-------|
| <i>Please complete 1-7 in first 48 hours</i>                 |            |       |
| # 1 – Introduction   |            |       |
| # 2 – Telephone Etiquette                                    |            |       |
| # 3 – Resumes/Cover Letters                                  |            |       |
| # 4 – On The Right Track                                     |            |       |
| # 5 – Hire Yourself  |            |       |
| # 6 – How To Apply   |            |       |
| # 7 – Keeping Track  |            |       |
| <i>Please complete 8-14 in time for your first workshop.</i> |            |       |
| # 8 – Following-Up After You Apply                           |            |       |
| # 9 – Interview Skills                                       |            |       |
| # 10 – How To Be A Great Employee                            |            |       |
| # 11 – Customer Service Part One                             |            |       |
| # 12 – Customer Service Part Two                             |            |       |
| # 13 – Customer Service Part Three                           |            |       |
| # 14 – Customer Service Part Four                            |            |       |



*Please refer to the tech support handout at the back of this Guidebook if you are having any issues with the modules not working as expected (most people experience no problems).*

**Once you have completed and passed all modules, you will receive a “Employment & Customer Service Training” certificate.**

You are encouraged to repeat modules as needed (you do not need to fill out the quiz when using these as reference material). We also have a “**Side Steps To Employment**” instructional video series available at the bottom of this webpage. Check them out if you need help getting an email address, creating a resume, need help with setting up an account on Indeed and more.

If anything in any of the modules is unclear, please bring questions with you to KEE workshops.

## STEP BY STEP TO EMPLOYMENT WORKSHOPS

KEE has workshops that are an open discussion to all topics covered in the learning modules and far beyond. ***It is recommended clients complete all online modules because they are “core material” for workshops.***



**What are these workshops about?** Every workshop is unique! We will answer questions and clarify content from the online modules. We will discuss challenges this group of clients is facing along with techniques to overcome them. We will discuss places that are hiring, cybersecurity, motivation, setting goals to help attain employment quickly and more!

**When are workshops?** Workshops are normally Tuesdays at 11am sharp. Ensure you check the Home Page *Updates/News* section of keewinnipeg.com for schedule/changes before attending.

**Where?** These take place at Knox. Enter 406 Edmonton and go through the doors toward Knox Church. At reception, you will be instructed where the workshop is taking place. Some workshops will be virtual via “Zoom” to help clients familiarize themselves with this technology. You can do virtual workshops from anywhere you like. Workshop schedule will be posted on the main page of keewinnipeg.com along with the link for Zoom (posted at 10:55am on the day of the 11am virtual workshop). You do not need to download software to join virtually.

**Who can come?** Workshops are open to all currently registered clients that are in “good standing” (meaning their files have not been closed due to non-compliance or other reasons). For clients with files that have been closed because they found employment, they are still welcome to attend as we understand clients may want to move on to other opportunities, move up the ladder or discuss challenges they are facing on the worksite. *We request that you do not bring children or guests to workshops since these are for registered clients only.* Please speak to your KEE Coach if you are unsure if you are eligible for this component of the program.

**What do I bring?** We recommend you bring your own face mask, your own pen, pad of paper and your guidebook. If you are missing any of these, we can provide them for you. It’s also a good idea to bring your job search sheets along with the job posting for those jobs so we can go through examples when needed. We encourage you to **prepare questions** as we like to have these workshops interactive and be able to discuss specific challenges clients are encountering. Note: if you do not feel comfortable discussing specifics in front of a group, you are welcome to talk to your KEE Coach regarding overcoming any challenges you may be facing.

**Do I need to sign up?** No. If you are currently registered with KEE, you do not need to let us know you are coming when you see a workshop scheduled on our website.

*Please note:*

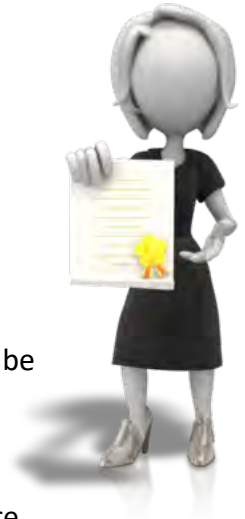
- *Arrive a few minutes early for all workshops. Latecomers are not let in.*
- *Facemasks are required for in-person workshops.*
- *Workshops are approximately one hour long.*
- *If you are sick, or you are a close contact with someone with COVID or the Flu, please do not come to in-person workshops. Ensure you contact your KEE Coach to inform them beforehand.*



## **If you need a Food Handlers, Smart Choices, First Aid or CPR Certificate to secure a job, the KEE Program will pay for it!**

Conditions apply so please read carefully:

- Client must be registered in the Knox Employment Entry Program.
- This must be discussed and pre-approved by your KEE Coach.
- Certification is to be completed within the agreed timeframe.
- Clients will pay upfront for their certification (if you do not have the money, talk to your KEE Coach to work on an alternative solution).
- Client will be reimbursed for this expense provided they successfully attain the approved certification.
- This offer is subject to availability and other conditions that will need to be discussed with your KEE Coach.
- There must be confirmation of employment that requires certification (exceptions may be possible if approved by your KEE Coach).
- KEE does not pay just to have a certification added to your resume. There must be a specific reason for attaining it.
- Copy of Certification and receipt must be provided to be reimbursed.
- Maximum reimbursement is approximately \$100 per client.



***If there is a certification or license that you require to secure a job that is not listed above, let us know. KEE may be able to help pay for it!***

*After certification confirmation and receiving the receipt, a reimbursement cheque will be mailed. You can arrange a pick-up time at Knox if you prefer.*



## Things to let us know at your confidential one-on-one KEE Intake Interview

- Some clients may have issues with literacy, if this applies to you, please ensure your KEE Coach is aware because much of your communication with them will be via email.
- Inform us if you do not have a phone and/or regular access to your email.
- If you do not have transportation looked after to start your job search.
- Clients ideally will have flexible hours for work, please be upfront with your KEE Coach on your availability and/or other commitments. The more flexible you are for your hours, the more opportunities that will be available to you.
- If you have children under 12 years old, let us know if you do not have reliable childcare secured.
- If you have children that are home schooling, let us know.
- Please inform us if there are any addictions issues you are dealing with.
- It is important that you are upfront regarding criminal records no matter how old or how minor a charge may be.
- KEE Coaches need to be aware of any physical or mental health concerns as this affects where KEE can send people directly for employment opportunities.



**Important note:** It does not mean you are unemployable if you have a criminal record or a health condition. KEE requires this information as per our guidelines on who is eligible for our program and where we can refer people for employment opportunities. We are one of many programs in Winnipeg and some are specifically funded to help people in special circumstances.

### If You Are On E&IA

Unless otherwise agreed upon with your KEE Coach, please be aware that if you are on E&IA: failure to be in touch with us, do the online video modules, attend workshops, job go to specific job leads, job fairs, or interviews that you have been asked to attend and/or failure to do your minimum job search is considered “non-compliance” and this may affect your benefits.

We are required to report regularly to E&IA on whether referred clients have followed through on all expectations of their action plan (as noted above and/or discussed with your KEE Coach).

KEE staff do not work for E&IA nor have any say or control regarding a client’s E&IA file. Just like KEE staff are unable to close an E&IA file, we are unable to advocate for them to stay open.

For clients on E&IA, it’s important for them to know it’s their responsibility as soon as they secure employment to notify their E&IA case worker on all details regarding their new job.

Please Remember: Whenever you go for a job interview, update your KEE Coach afterward by emailing them with these details: company name, position, who you met with, how it went, the results, when you will find out if you have the job, and any other relevant information.

### Final Notes for KEE Clients

*KEE staff are reasonable people!* Should you find yourself not being able to meet your job search requirements, not able to find places hiring to apply at or have any other issues while in the program, we appreciate honesty and can work with the truth (as long as we are notified when the issue arises, not after the job search is due or a missed workshop took place).

If you would like one-on-one help with a mock interview, please discuss with your KEE Coach.

While in the KEE program, clients must notify their KEE Coach if they are sick. We assume clients are ready for work and for interviews. If we line up an interview and then have to inform the employer that client can't come due to illness, it's not a good impression.

Even when the KEE Program helps line up a job or provides you with details of a job opportunity, all aspects regarding confirmation of your wage, responsibilities and benefits are exclusively between you and the employer to negotiate (KEE is not liable for inaccuracies).

Expect you will get calls or emails from us regarding your employment status as we require closure and follow-up info for a period of approximately four months. *If you do not agree to update us on your employment status during this period, please do not register for the program.*

We are funded by the government and must track client progress. This is why we require your Social Insurance Number. **By registering for KEE, you agree to provide us with information and position details on where you are working no matter how, or when you found that job.**

*Please note: in respect to your privacy we do not contact the employer to confirm.*

We require the following information when you are hired:

- the name of company
- position
- hourly wage
- start date
- approximate number of hours per week you will be working



To employers, the KEE Program is only as good as the last person we referred to them. We do our best to build lasting relationships with them so they hire our clients for years to come. Therefore, failure to go to an interview, not showing up to your new job, or walking off a job you were hired at will result in file closure at KEE. It is challenging to get employers to hire our clients when a company can simply hire people who apply there in person or via a free ad they can put up on the Internet. Should you be experiencing any issues regarding your new job, please talk to KEE staff to help navigate the situation professionally. We are here to help!

**No one is being forced into a job they don't want!** If we suggest a client applies at a specific employer or we offer to set up an interview and they know they don't want that job, we ask that they let us know immediately. Employers usually just give a program like ours just one shot. Sabotaging an interview, showing up late or giving a bad impression may not just be costing that one person an opportunity, it will likely affect future KEE clients as well.

Just like everyone is in control with what they choose to do with their lives, clients are in control with what they do with this program. It is the client's responsibility to be in contact with their KEE Coach and follow-through on their action plan. If we do not hear from a client, the guidelines we follow require that we close their file, which, at that point, cannot be reopened. We will still, however, require follow up/employment status information.

**IMPORTANT NOTICE: All areas of The Knox Employment Entry (KEE) Program are a no-abuse zone.** This includes in-person, virtual, email, at workshops, or by phone. If clients conduct themselves in an aggressive, rude, racist, sexist, disrespectful, or hostile manner, or if they threaten, or swear at staff, anyone in the building, or at an employment opportunity, or if they express rant-like or conspiracy-theory type behavior/outbursts at workshops (or elsewhere related to KEE), their file will be closed. Other actions may be taken as required if deemed necessary.

We invite you to consider that we are non-profit program, established to help people attain employment free of charge. And so, we ask you to consider whether you would act as a reference, help secure employment, or recommend someone for a job if you were disrespected or threatened by them?

We are always grateful for referrals! If you know anyone in need of our services, please have them reach out to us via our website (eligibility conditions apply).

If you ever require help attaining employment down the road again, as long as you had a positive exit to the program, we are always happy to help you if you need our services or any guidance!



**Thanks for your interest in the KEE Program.**

**We know if you implement our proven methods as laid out in this guidebook, handouts, workshops, online modules, and information from your KEE Coach, you will succeed.**

**Expect to succeed with KEE!**

# KEE Job Search Tracking Sheet

TIP: Organize your search in advance, target specific parts of city each day & watch for help wanted signs!

**Ensure you are applying exactly as instructed in the job posting. Keep a copy of job posting** with this sheet and increase chances of getting an interview by:

- Researching the company, know what position they are looking for and why you're the right person for the job. In your mind, visualize yourself working in that job.
- If it is ok with that employer, it is **best to apply in person**. Ask for an application, *fill it out completely*, do not just leave a resume (unless that is their request).
- Be friendly and ask if it's possible to speak to the person who does the hiring for that position, when they come out, do your "elevator pitch" to introduce yourself & tell them why you're a great fit for this job. If they're not available, ask when they will be & go back. **Expect to succeed...** you may even get an interview on the spot!
- If it was possible to briefly introduce yourself to the person hiring for that position (usually is, but it's ok if it's not), get closure & *ask* when they are doing interviews.
- Get business card, if you forgot: look up info online. Ensure to fill this tracking form *after you leave the business* to have important these follow-up details available.

*Following-up demonstrates to employers that you genuinely want to work for them!* Ensure you are patient, presenting your best self and are friendly to everyone you encounter.

| Company name & address | Job position applied for and posting # (if applicable) | Name/title of person who hires for this position | Name of who you left your resume & application with | Date and time that you applied | Their email & phone number | Date interviews are expected to take place | How you submitted application & resume | Details and other comments for follow-up (use back of this sheet or copy of the job posting you kept if more space is needed) |
|------------------------|--|--|---|--------------------------------|----------------------------|--|--|---|
|                        |  |  |   |                                |                            |  |  |   |
|                        |  |  |   |                                |                            |  |  |   |
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## How To Maximize Your Success

Job Fairs are a great way to learn out about companies that are hiring locally in a wide variety of industries (including some that you may not be familiar with). You can find out about upcoming Job Fairs by keeping an eye out online with websites like Indeed or Eventbrite, newspapers, social media, signage, the news, posters, billboards & more. If you're going to make the effort to attend a Job Fair, do yourself a favour by investing a little extra effort so you can maximize your chances of seeing positive results from going! If you want to get hired at one of these companies, implement these BEFORE, DURING & AFTER steps:



- Get the details. When and where is it taking place? How will you get there?
- Do you need to register online to attend? For some Job Fairs, this is required. *(Note: It's unlikely there will be a charge to attend but in case that there is, talk to your KEE Coach. If you have a receipt, they may be able to reimburse you.)*
- Which businesses will be participating? Most Job Fairs will have information posted on their website and their social media on which businesses will be there.
- Go to the website of the employers that are participating and check out their Career Section. - **Apply!** - Most employers will have jobs posted you can apply for immediately which will allow you to use the Job Fair as an amazing chance to follow-up in person with someone involved in the hiring process.
- Prepare your *Elevator Pitches* for each employer (see handout in Guidebook if more info is required).
- Dress for an interview. Business casual will do. Ideally, dress in clothes that are in the same style of what you would wear to work if you were hired there (subconsciously they may "see you in the job"). Be prepared for an interview. Some companies may conduct job or screening interviews on the spot.
- What other places are close by or on your way there/back that you can apply at? Job Fairs are only a few hours long so plan out your before/after job search. *Tip: use Google Maps to see local businesses.*
- Look in a mirror to ensure you are presenting your best self.

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### Essentials To Take To Job Fairs:

- Lots of crisp/unwrinkled resumes (KEE clients can get them printed free at Knox).
- A pen, questions for specific employers & notepad so you can take detailed notes.
- Water, a snack, money and/or bus tickets for transportation (if applicable).
- Cellphone or tablet so you can research employers on the spot that you may not have known were participating (there is usually free Wi-Fi available at Job Fairs).

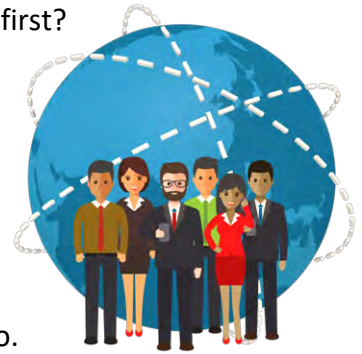


As with anything when applying for work, every place you apply at and every Job Fair you attend will be different so **be patient, be positive, step out of comfort zones** and **adapt** to the situation.

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- Strategize! Which employer will you approach first?
- Have your pen, notepad & resumes available.
- Are there employers you didn't expect? If so, (out of their view), use your phone to research what they do so you can approach the recruiter with an *Elevator Pitch* that is specific to them. If you don't have a phone, you can take a brochure or look at their booth to get a feel for what it is they do.



- **Expect to succeed!** Some people go to Job Fairs with the attitude “today I will find my new job”, others go with the attitude “this is a waste of time.” Who is right? Likely both. People usually get what they expect, so expect to succeed! Do your best to visualize yourself working at that company, it will help.
- When they are free, approach them with a smile and greeting. Follow their lead on shaking hands.
- This is valuable face-to-face time so avoid small talk. Do your *Elevator Pitch* to show you want the job.
- Have questions ready. Questions like “When are you interviewing for the posted positions?” or “What is the best way to secure a job interview?” or “Are you hiring multiple \_\_\_\_\_?” (Example: cashiers)
- If you realize your skills don't align with the job an employer you are talking to is looking to fill, ask if they have any entry level positions available. If not, ask if they know of a place that might need someone with your skills. Remember, these are often very well-connected people and they may be able to provide you with a direct contact at another company that may hire you.
- Employers expect that you will be taking notes. Take notes and ask for their business card. Remember to ask (and make a note of) when they are interviewing. This is valuable information for following-up.
- Trust your gut: is something inside nudging you to go to a specific booth or talk to a specific person? Use this opportunity to network with everyone, step out of your comfort zone and take chances!



- Follow-up. Most people do not feel comfortable taking this step and lose the opportunity at hand. Remember, employers want to hire people who genuinely want to work for them. Following-up shows them you want the job.
- Send an email within 24 hours to say it was nice meeting them. Inform them if you applied and how you did so. Example: *Hi Miss Krugor, it was nice meeting you at the RBC Job Fair. I realize you met many people so I thought I should remind you that I'm the guy who said he is new to Winnipeg and is interested in working as a cashier. I should also mention, I'd be interested in working in any available position as I really want to join your team. I applied on your website as per your instructions and I'm also attaching a PDF of my resume to this email. I hope to hear from you soon. Sincerely, - Dave McGill*
- Ideally you asked and noted when they are conducting interviews. If you don't hear from them before that date, send an email to follow-up and ask to be interviewed for this great opportunity that you know you will be a great fit for. Thank them for their time & consideration in giving you a job interview.

## How To Construct A Great Elevator Pitch

*What if you got on an elevator with someone that could make a difference in your career and the only time you had to talk to them was on this ride? An “Elevator Pitch” is built around this idea. It’s a focused 30-60 second “pitch” of what you have to offer. These can be done in-person, by phone, or email. It’s similar to a TV Commercial because it’s concise and focuses on only “positives” about the product (in this case: YOU!)*



### When do you use one?

Elevator Pitches are an incredible tool when **applying** for work. It will make you stand out from other applicants because you took the time to advocate for yourself versus what most people do: fill out an application and leave. To maximize the chances of securing a job interview, after you fill out a job application, ask to speak to the person who does the hiring for the position you are applying for. In many businesses (like retail, restaurants, independent companies, etc.) this is possible. Then, doing an elevator pitch shows you genuinely want to work for them.

You can use your Elevator Pitch as framework for **following-up** for a job: after you apply online, or when it’s not possible to speak to the person who does the hiring when you apply, either because they aren’t available or if the job posting says “no drop-ins”. You can also use it when you are **applying via email** (versus just attaching a resume) and for follow-up in general. It’s also handy for key points to include in **cover letters**.

When you have this framework of key points memorized, it will also help when answering **job interview** questions like “tell me about yourself” in a focused and positive manner.

Elevator Pitches are great to use at **Job Fairs**, when you are **networking**, and **when meeting someone new**. It’s estimated over half of all jobs attained in North America are by first networking and then applying for the job using that information and contact person. You likely encounter networking opportunities weekly, if not daily. When you have the framework of your Elevator Pitch memorized, you will find it easier to introduce yourself in any situation you find yourself in, and begin a conversation instead of engaging in small talk or no talk at all.

### Approach This As “A Minute To Win It CHALLENGE”

Yes, it can be stressful to introduce yourself to someone new, tell them what you want, and what you bring to the table. However, what many people do not realize is that there is **positive stress**. If you want to shift an Elevator Pitch into positive stress easily, change your perception of this being a scary event (or problem) to it being a **challenge**. When people face challenges, they subconsciously frame them as a positive emotion and it’s easier for them to envision success. This will help step out of comfort zones, be in the moment and focus.

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### Tips

- You overcome challenges all the time! Have confidence in yourself and expect this will go great. Take a deep breath and see yourself already working at that company in your mind (this is known as “thinking from the end” which will help make this feel more like a formality for a job you already secured).
- When you anticipate using your elevator pitch for someone, write it out and practice it.
- Look at the job description and/or website for info on what they do and what is required for the job.
- Make eye contact, smile and approach. Follow their lead on shaking hands.
- Do your best to make this Elevator Pitch conversational and genuine (not rehearsed).
- Go with the flow and adapt to the person and the job you are interested in. Let them talk too!
- Ensure everything you say is positive (this is not the time to bring up problems or complaints).
- Keep these short but don’t rush yourself because you want this to sound natural.
- If you need help, YouTube has countless videos on doing a great Elevator Pitch when looking for a job.



## Elevator Pitch ↑

Introduction 1

Your Passion 2

Align your skills to opportunity 3

Ask! 4

### 1: INTRODUCE YOURSELF

If there is something that you specialize in or if you just finished school or moved to Winnipeg, mention it here.

Examples:

- “Hi my name is Dave McGill. I’m a recent graduate from \_\_\_ with my \_\_\_ certification.”
- “Hello, it’s nice to meet you. My name is Julian, I’m a newcomer from Ukraine where I worked as an electrician. I’m looking for a job that I can grow with the company and eventually move into working as an electrician once I get my Canadian certification”.
- “Hi, thank you for coming out to meet me, my name is Kelly, my background is in warehouse work.”

*Note: if the job you are applying for is unrelated to your experience or training, add “I’m looking for a change to start working in the \_\_\_ industry.” Then let them know why or what it is that interests you about their industry.*

### 2: SHARE YOUR PASSION RELATED TO THIS BUSINESS

It’s important to not share your “real passion” for likely unrelated things like music, sports or acting because this may give them a perception that you have things in your personal life that will take you away from being available to work. You can, however, adapt the basic concept of those “real passions” and adjust them to “working with people”, “being creative” or “working in a team environment”. Ensure you back up your statements instead of just using generic terms like “I work well in a team” or “I give good customer service.”

Examples:

- “My passion is helping people by finding out what they are looking for and exceeding their expectations. This way they leave satisfied knowing they got value for their money and keep coming back.”
- “My passion is being a team player. I do my best to meet and exceed my job expectations. This way, I’m doing my part to make the business successful and it benefits everyone in the company & the customer.”
- “My passion is working with numbers. I have a great attention to detail and have excellent math skills.”

### 3: ALIGN YOUR SKILLS TO THE JOB DESCRIPTION

Keep everything you say positive with no mention of problems, finances, health issues, struggling, former employer issues or anything that may be interpreted as negative. Remember this is like a TV commercial.

Examples:

- “I looked on your website at the job posting and I have all the qualifications you are looking for.”
- “I have \_\_\_ years of experience as a \_\_\_ which I feel which would make me a great fit as your new \_\_\_\_\_. I am also available to work any shifts you have available and can come in at short notice.”

### 4: ASK! ASK! (Yes, “Ask” Twice)

Always have a **prepared question** when you do an elevator pitch and ensure you **ask for their business card**. Having a question prepared is an awesome way to further a conversation and/or get valuable information that can make the difference of you securing a job interview or not.

Examples:

- (When applying for a job) “When are you doing the interviews for this great opportunity?”
- (When networking) “Do you know of any jobs available that may align with my skills?”
- (At a Job Fair) “What would you recommend I do to have the best chance of securing a job interview?”
- (If they don’t have a business card) “What is the best way to follow-up with you?”

Here's a **detailed example** of an Elevator Pitch by Jamie who wants to work at Best Buy as a cashier. It starts at Jamie's understanding of what this job will require, and it builds from there. According to research: a cashier at Best Buy is expected to have basic math skills, good interpersonal skills, an attention to detail, basic math skills and understanding of technology.

Jamie applied online as per the instructions on the job posting and is now following-up in person.

Jamie approaches the Customer Service Desk and asks "Hello, may I please speak to the person who does the hiring for cashiers? I won't take more than a minute or two of their time."

The person answers "Actually, I'm involved in the hiring of all positions here. I'm Chantal."

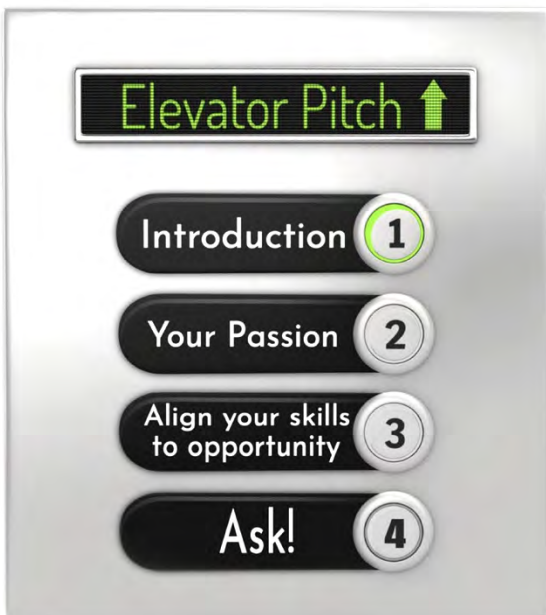


In a conversational manner, Jamie does an Elevator Pitch customized for a Best Buy cashier position: "Hi Chantal, it's nice to meet you. My name is Jamie Carrier. My background is working as a delivery driver. I'm looking to shift to a job working in retail, specifically Best Buy because my passion is technology and I'm a people person. I applied online for the cashier position and I wanted to follow-up with you in-person because I really want this job. I feel my experience as a delivery driver has given me the skills to be a great fit as your new cashier because I looked after both cash handling and credit card transactions. I have an attention to detail, I know how to meet deadlines, problem solve, and interact respectfully with customers, even challenging ones. I'm hoping to be chosen for an interview. When do you expect to be doing interviews for this position?"

Chantal: "We are planning to call people in early next week."

Jamie: "Great! I hope you consider me. Can I please get your business card so I can follow-up with you?"

**TIP:** If they don't have a business card, ask what's the best way to follow-up with them. If they give you another person's name to follow-up with, ensure you write down both of their names so when you follow-up you can say "I met with \_\_\_\_\_, they gave me your email address to follow-up regarding this great opportunity."



You can use your elevator pitch as the framework for many situations. There are four key points to include.

Example:

1. Name/newcomer/mechanic
2. Passion: exceeding customer expectations
3. Previous job experience to this job
4. When are interviews taking place? Ask for card/email

**What are the four points you want to get across?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



## Elevator Pitch Exercise

It will help to customize your Elevator Pitch to the job you are applying for or situation you anticipate being in. On a separate sheet of paper or on your computer, write out your Elevator Pitch for the following scenarios:

- 1. At The Business Who Is Hiring:** You just filled out an application online and you are following up in person at the business. You ask the person at the front desk “Can I please speak to the person who does the hiring for \_\_\_\_\_ (job you applied for)?”, they answer “Actually, I’m the person who does the hiring for all positions.”
- 2. Job Fair:** You heard about a Job Fair and went their website to see what employers are participating. You then went to the websites of those employers. You applied for multiple job postings on their website Career Sections. When you arrive at the Job Fair, you see a booth of one of the employers that you applied at. You approach the recruiter at their booth with your custom Elevator Pitch.
- 3. Networking:** On the news you heard about an event at The Forks sponsored by Shaw Cable. This is a company you are interested in working at. You’ve applied online before with them but have never been called in for an interview. You attend so you can network because you know staff from Shaw will be there.
- 4. Email:** On Indeed, you found a job and applied online. The job description states “No Drop-Ins Please” so you know it’s best for you not to follow-up in person. Instead, you decide (as you always should) to write a short email to the email address on the job posting.
- 5. Meeting Someone New At An Employment Program:** You just started attending an employment program. You arrive early for a workshop. Across from you, there’s another person waiting. Since you know there are other participants actively looking for work, you wonder if they may know of someplace that is hiring that you are unaware of. You decide to introduce yourself and network with them using the framework of your Elevator Pitch. Remember, other participants are not your competition. *Perhaps you may even know of a job that isn’t your interest, but it could be a great fit for them.*
- 6. Job Interview:** You have an interview as a Customer Service Rep. You know you need to focus on the positive and align your skills to the job. You know you should leave the last part of an Elevator Pitch (Ask) for the end of the interview but can use the first three steps when answering questions like “Tell us about yourself”. At the interview, they say “Let’s start off by you telling us about yourself...” What’s your answer?



## Following-up After Applying For A Job

Following-up demonstrates to the employer you genuinely want that job.  
Often following-up helps the employer choose which candidates to interview!

***It is appropriate to follow-up for all jobs you apply for unless the job posting instructs you not to.***

### When to follow-up:

- If you know when interviews are taking and you haven't heard from them, follow-up with them one or two days before the interviews are scheduled.
- If the *closing date is posted* on the Job Posting and you haven't heard back from them one week after the posting ends, it's time to follow-up! Ideally you will want to follow-up between 7-10 days.
- If there is *no closing date posted*, it is best to follow-up 7-10 days after you applied there. Give it at least one full week before you contact them.

### It's always best to email the employer to follow-up!

**...A distant second is to follow-up by phone.**

If you did the "Minute To Win It" Elevator Pitch Challenge (introduced yourself to the person who hires for the job you applied for), you will only want to follow-up via email once unless you were instructed by them or someone at that company otherwise.



If you applied online, whenever possible, do the "Minute To Win It" Elevator Pitch Challenge as laid out in the video in the KEE "How To Apply Properly" module. This is a great form of follow-up for entry level positions (if it's possible to do in-person at that particular business).

Note: There is a fine-line when it comes to following-up! You want to express your genuine interest in working for that employer however you do not want to come across as an annoyance to them as it will eliminate you from consideration for that position. Do not follow-up more than twice. "Minute To Win It" Elevator Pitch Challenge counts as once, unless you have been instructed by the employer to do so.

You can use the examples below for guidance, keeping in mind that it is best for you to customize them for you and that specific job. You can find more examples online by searching Google or checking out YouTube.

**Scenario: You applied in person and spoke to the person who does the hiring...**

Email Subject: *[your first/last name] following-up for [name of title] position [posting # if applicable]*

*Hello Mr. Miller, I hope you are doing great.*

*Last Monday, I gave you my application and resume for the \_\_\_\_ position. I just wanted to thank you for chatting with me briefly (I'm the one that has a passion for working in a team). I also wanted to express my genuine interest in this position as I feel I would be a great fit and have a lot to offer [business name]. I hope you will consider contacting me for an interview. Should you require any further information, please let me know.*

*Sincerely,*

*Your First/Last Name*

*your@emailaddress.com*

*Your phone number with area code*

### Scenario: You applied in person and left your application and resume with someone...

Email Subject: *[your first/last name] following-up for [name of title] position [posting # if applicable]*

*Hello Mr. Miller, I hope you are doing great.*

*Last Monday I left my application and resume with [name of person and their department]. I am following-up because I'm very interested in this opportunity and believe I have a lot to contribute to [name of business] as your new [position title]. I imagine you are quite busy and had a lot of interest for this opportunity so I wanted to check in to see if you had a chance to look at my application and resume. I'm hoping to be considered for an interview. If I can provide any further information, please let me know. Thanks for your time and consideration,*

Your First/Last Name

your@emailaddress.com

Your phone number with area code

### Scenario: You applied online...

Email Subject: *[your first/last name] following-up for [name of title] position [posting # if applicable]*

*Hello Mr. Miller, I hope you are doing great.*

*Last Monday I applied online for the position of \_\_\_\_\_ on \_\_\_\_\_ [website name]. I wanted to touch base to express my genuine interest in joining your team at [business name] as your new [position title]. I feel I have all the qualifications you are looking for as per the job posting. I am also a very reliable and flexible person who is committed to serving customers and contributing to your organization. I hope you will consider me for an interview. Should you require any further information, please let me know. Thanks for your time and consideration,*

Your First/Last Name

your@emailaddress.com

Your phone number with area code



### What If You Don't Have Their Email Address?

If you didn't get their email address via their business card, online or on the actual job posting, it's ok to phone and ask for it. This inquiry could quickly turn into a follow-up phone call - this is fine, you just need to be prepared! When you call, ensure you have a pen and paper, the job posting, your job tracking sheet and ideally, a customized script of what you're going to say.

We recommend that when you call that you ask for the email of the person who does the hiring for the job you are applying for (ideally you already know their name) but be prepared to either speak to that person directly or that you may be sent to their voicemail.

If you end up speaking to that person, the conversation will be similar to the "Minute To Win It" Elevator Pitch Challenge. You may want to watch that video again and write out what you will say to sell your skills to this employer. If you leave a voicemail, here is a sample of some of the things you will want to mention:

*"Hello Mr. Miller. My name is \_\_\_\_\_. I applied [give details how you applied: be it online through their website or Indeed, or if you went in person, who you left your application/resume with]. I am calling to confirm you received my application and resume and express my genuine interest in this great opportunity. [share something short & specific for example "I believe I have all the qualifications you are looking for and I am also a reliable person with a flexible schedule"]. I can be reached at [phone #] or email me at [email address]. Thanks for your time and consideration, I look forward to hearing from you."*

## Job Interview Tips & Practice Handout

There are books & websites dedicated to Job Interviews so it's impossible to cover everything in a handout! We recommend you delve deeper with books, YouTube videos, Google, Websites and our Client Resources webpage.



### Before The Interview Checklist:

- If you are unsure where it is, go to the business (without entering) a day before so you know exactly how to get there and where to enter.
- Plan what you are going to wear.
- Review the job posting and research what people in this position do.
- Research what this company does and what makes them unique.
- Visualize yourself working there. You need to believe that you are the right fit for this job opportunity, or the employer won't!
- Review your resume and pack three pristine copies of your resume to take with you (likely two for the employer and one for you to reference).
- Bring a pen, notepad and your prepared questions for them.
- Avoid being around smoke and/or smoking.
- Ensure you are clean but do not wear cologne, perfume or body spray.



### When You Arrive:

- Act as though your interview starts the moment you step on their property by being friendly to everyone you encounter in the business.
- Avoid chewing gum and/or having your cellphone out when entering.
- Ensure you are early for your interview! Check in at the business about ten minutes before the interview is scheduled.

### During The Interview:

- All answers you give should be positive. If you must say something negative about a situation or experience that happened, follow it up with how you have overcome that issue or grown from that experience leaving them no doubt you will be a great fit for this job.
- Answer questions clearly in a brief and positive manner.
- Avoid bringing up children, health issues, beliefs, religion or politics.
- Maintain good (but not creepy) eye contact with the interviewer(s).
- Show genuine interest in the company and gratitude for the interview.
- If you really want to work for this employer, let them know it.
- If you are willing to take any position they may have available, let them know you are open to any opportunity with this company.



### After The Interview:

- Make notes for yourself including names, details and other information for follow-up .
- If there were questions asked that you don't think went well, make note of them and practice coming up with better answers.
- If you have their email, send a brief thank you email for their time and consideration in hiring you.
- Even if things went awesome, be relentless and keep job searching.



**We encourage you to practice interview questions you may encounter with family and/or friends! Discuss with them what went well and what didn't. You can find dozens of examples online like these:**

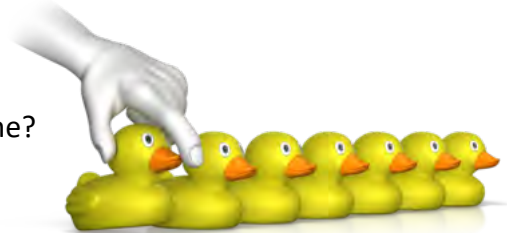
Tell me about yourself.  
Why do you want this position?  
Why did you leave your last position?  
What are your salary expectations?  
What are your strengths and weaknesses?  
Why should we hire you instead of someone else?  
How do you react to criticism?  
How would you handle an angry customer?



Be a **S.T.A.R.** at answering behavior questions! *Ex: Tell me about a time you had conflict with a coworker.*  
**S** – describe **SITUATION**      **T** – explain **TASK**      **A** – explain **ACTION** you took      **R** – share **RESULTS**

### Get Your Ducks In a Row By Preparing Yourself To Answer Difficult Questions Like:

- Give an example of a difficult experience you had at your last job with a customer or co-worker and how you handled it (use S.T.A.R.).
- Why did you leave your last job?
- Why do you have gaps in your work history?
- Why have you worked so many jobs in a short period of time?
- What is your opinion of your last employer?
- What are your long-term goals?



*Remember to put a positive spin on anything negative by ending what you learned from the experience and how this will not be an issue if they hire you. Always be honest but be careful not to complain or give too much information. To be prepared for these difficult questions, we encourage that you write out answers to these questions as practice because people can lose the opportunity if they answer them poorly. If you do not know how to put a positive spin on any of the above, look on KEE's Client Resource page, or YouTube for videos, or you're always welcome to ask your KEE Coach for advice.*

### Have Questions Prepared For The Interviewer!

It's best not to come across self-centered by asking about discounts, vacations or benefits packages. Discussing "benefits" are usually something brought up when you are offered the job before you accept the position. Some appropriate examples of questions to ask at the interview are:



- What are the next steps in your interviewing process?*
- When will you be making a decision?*
- When do you expect the successful candidate to start working?*
- What are some of the challenges a person in this position can expect?*
- What is your favorite thing about working here?*
- Or it's great to ask specific things from the job description like clarifying what they mean by "some travel required".*

If you would like a mock interview prior to your job interview, contact your KEE Coach to arrange one.

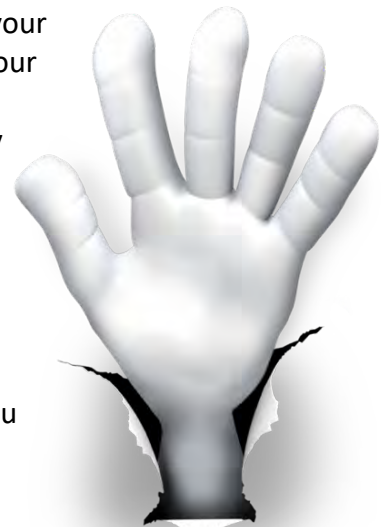
# Goals, Values, Thoughts and Motivation

The Knox Employment Entry Program adapted some great teachings from Dr. Russ Harris' *The Happiness Trap* to help you stay on track, achieve goals and stay motivated while at the same time possibly facing rejection and frustration. The great thing about this four-page handout is you can adapt these techniques to help with any area of your life should you choose to do so.

There is no doubt that looking for work can be difficult. Many people can find themselves frustrated, anxious, worried and often experience negative thoughts. The good news? This is normal.



You may have been told at some point “think positive thoughts” or “stop thinking negative thoughts” but the problem is, people can’t control thoughts! A more effective strategy is to make room for them and allow them to come and go. A great visual to understand this concept of allowing them is to imagine your hands as being your thoughts: If you place your hands over your eyes, it’s impossible to see anything else but if you make some space by moving them away from eyes or even better, moving your hands to your side, it’s easier to move forward to take positive actions to achieve what you want to. Notice that by putting your hands to the side, you aren’t getting rid of them, you’re allowing them to be there but they aren’t blocking you from anything. Remember, it’s not possible to control thoughts but you are always in control of the actions you choose to take.



## Both GOALS and VALUES are important in what you set to accomplish!

**Goals** are desired results that people set out to achieve. You can “check” them off your to-do list once they are achieved.

(Example: buy a Tesla, lose five pounds, or quit smoking)

**Values** are your deepest desires for how you want to be. Values are not about what you want to get or achieve; they are about how you want to behave or act on an ongoing basis; how you want to treat yourself, others and the world around you. Values are like a compass, they can guide you and they are instantly accessible!

(Example: be an adventurous person, be a great example for children or a “life-long-learner” who constantly self-develops skills/knowledge)



Your **actions, thoughts** and **choices** will dictate if you are moving TOWARD or AWAY from your goals and/or your values. The following diagram will help clarify **TOWARD MOVES** and **AWAY MOVES**.



# WHAT'S YOUR CHOICE?

MAXIMIZE YOUR SUCCESS BY BEING SELF-AWARE: PAYING ATTENTION TO YOUR THOUGHTS, ACTIONS & CHOICES.

## Ineffective actions

- Procrastinate
- Complain
- "Get lost" online
- "Party"
- Hang out with negative people
- Make excuses
- Take a nap
- Self-medicate
- Watch TV

# VERSUS

## Effective actions

- Research
- Implement KEE tips
- Apply in person/online
- Set up online job accounts
- Ask friends/family for leads
- Contact former employers
- Network
- Follow-up
- Improve your skills

## Unhelpful thoughts

- "I'll fail."
- "No good jobs."
- "I'll try."
- "I can't do it."
- "I should \_\_\_\_"



These can get or keep you "stuck" and make things worse.

## Helpful thoughts

- "I can do it."
- "I've done it before."
- "I'll do my best."
- "I must \_\_\_\_"



# TOWARD MOVES



These will help you achieve goals, live your values & be the person you want to be.

# AWAY MOVES



Having goals are important but many people don't know the proper steps to take to actually achieve them. This can make people frustrated with the experience and often give up.

The following steps will help increase the chances of you achieving anything you want to.



The first thing you want to do is **decide the goal** you want to achieve.

Next, you will want to take the time to **think about the benefits** to achieving this goal. *What do you expect the positive outcomes to be? What will it feel like to accomplish this? For example: have more money, not have to answer to anyone, feel good, etc.*

### Write out a S.M.A.R.T. Goal!

**S** = Be **Specific**. What exactly needs to be accomplished? What steps will you need to take? Do not be vague! For example: "I'm going to get a job" is vague! Instead: I'm going to attain a job in customer service by applying at five places a day (list places) and follow-up with a minimum of two employers (list places).

**M** = Make it **Measurable** so you know when you've accomplished it. For example: I'm going to apply at five places per day in person (list places)

**A** = **Achievable**. On a scale of 1-10, how achievable is this goal?  
10 = this is totally achievable and I'll definitely do it!  
0 = this is totally unrealistic, I'll never do it.  
You goals should be at least a 7 on this scale. If you can't score a 7 then change the goal by making it smaller and easier to score at least a 7.

**R** = **Realistic**. Are you applying for jobs that you have the qualifications for? Are you ready both physically and mentally to work there? Are you able to get to that location? Do you have yourself set up for success? If not, you need to make a more realistic goal that fits your life situation. The new goal might be to find the missing resources to succeed (for example: finish KEE modules, update resume, get childcare in place, etc.).

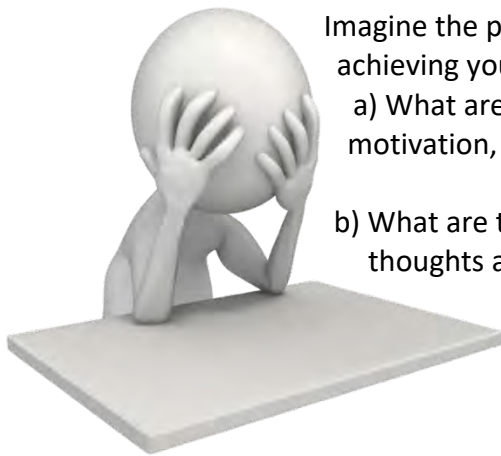
**T** = **Time-framed**. Put a specific time frame on the goal: specify the day, date and time that you will take the proposed actions. These may need to be broken down into multiple goals with different time-frames.



A GREAT EXTRA STEP TO TAKE: Do you have someone supportive in your life that you can share this goal with? **Make a commitment** to them that you will do it. If you don't have anyone, make a commitment to yourself.

## OVERCOMING FRUSTRATIONS, OBSTACLES & REJECTION

### It's Good To Prepare For Obstacles So You Can Overcome Them



Imagine the potential difficulties and obstacles that might stand in the way of you achieving your goals, and plan for how you will deal with them if they arise. Consider:

a) What are the possible internal difficulties (difficult thoughts and feelings, such as low motivation, self-doubt, anger, hopelessness, insecurity, anxiety, etc.)?

b) What are the possible external difficulties (things aside from thoughts and feelings that might stop you)?

Examples: lack of transportation, lack of time, lack of skills, personal problems



What can you do to overcome these obstacles should they arise?  
Can you take steps now so they won't be a problem?

### It's inevitable that you will not get a job offer everywhere that you apply at, so:

- Don't be hard on yourself! This is part of looking for work.
- Do your best not to get lost in negative thoughts, make room for those thoughts and allow them to be there.
- To ease frustration, worry, anxiety and other negative thoughts and feelings, many people have success practicing Mindfulness. You can find free resources at your local library, YouTube and the Internet.
- Be kind to yourself, you're stepping out of a comfort zone and putting yourself out there! You're making "Toward Moves" and you should be proud of yourself. Good for you for doing this!
- Take some time and think what it is that you learn from this situation. What do you think went wrong? Can you do something better or do something different?
- A way to help get over any negative feelings or frustration is to direct your attention to your next goal. Take some time to think "**Where to next**"? Then take Toward Moves (perhaps amended ones) to achieve them.



### TIP: If you find yourself procrastinating – practice positive procrastination!

For example: If you just don't have it in you to go out and look for work today, tweak your resume or apply online or do something you've been putting off that needs to get done instead (like taxes or sending an update to your KEE coach).

**WARNING:** Do not wait to feel "motivated" or have the "willpower" or "discipline" before you start taking steps to achieving your goals. Those are terms other people use to describe someone after they do something. The best way step out of the comfort zone is to accept the discomfort and just do it!

# Tech Support for “Step By Step To Employment” Modules

First ensure you are using one of these supported browsers:

## For computers:

*Chrome, Firefox, Opera, Edge or Safari*

## For Tablets or Cellphones:

*Chrome, Firefox or Safari*

**If you are not using a supported browser, modules will not work properly.**

If you are having issues using a supported browser, please ensure:

- When doing modules, go right to the very end. You may have to scroll down the screen to get to the quiz after watching the video (or press “esc” to get out of full screen). Click “Start test” and at the end of the quiz, you will need to click the final button “submit” or “finish” button. You should receive an autogenerated email to confirm completion.
- Ensure both your computer & browser have the latest updates installed (this can be done by doing a software update). If unsure how to do this for your device, go on google and type “how to update \_\_\_\_ (your device name)”. This is usually done right on the computer by clicking “update”. Do not download updates on any suspicious sites.
- If you have the latest update and it still isn’t working, click “refresh” which should be found next to or near the web address bar.
- If that doesn’t work, close your browser and re-open it.
- If that doesn’t work, restart your computer and attempt it one more time.
- If you are having issues logging in, ensure you **do not have any spaces** in front of or behind your email address. If you use “autofill” it will add a space automatically.
- If you are using a cellphone or tablet, you may have to move it from portrait to landscape mode (turn it to the side).
- To view in full screen or to exit full screen, tap the square in the bottom right hand corner next to the YouTube logo.
- After watching video, press the X button at the top left corner to see the KEE website, you will then see “Next” below the video and you can then answer the quiz that follows.



If you did the steps above and are still having issues, please take a screenshot of the issue (if you don’t know how to do this, go on Google and type in: “how to take a screenshot \_\_\_\_ (list your device)” and email screenshot to Lyle: [lyle@keewinnipeg.com](mailto:lyle@keewinnipeg.com)

In that email, please explain:

1. the problem you are having
2. which module this is happening on
3. what device you are using
4. what browser and browser version number. This info should be found in the top menu bar when you click “about”.