



This KEE Client PDF Package (v.22.2) Includes:

- KEE Guidebook (19 pages) v22.2
- Job Search Sheet (use to photocopy or ask for more copies from reception or your KEE Coach – these are also available to download on our Client Resources webpage)
- Achieving Goals and Staying Motivated Handout (4 pages)
- Following-Up After Applying For A Job Handout (2 pages)
- Interview Tips & Practice Handout (2 pages)

These PDFs, Tips, Templates and more useful tools are also available for download at:
www.keewinnipeg.com/client-resources

Job Leads, Job Sites & Tips can be found at www.keewinnipeg.com/job-leads

Please keep this guidebook package for reference and bring to workshops.

Name: _____



HOW TO SUCCEED WITH KEE GUIDEBOOK

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

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KEE 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 all 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 and answer all blocked/private/unknown calls on your phone as our number will show up that way. We recommend you always check our website prior to coming to our offices for possible closures and encourage you to make appointments with your KEE Coach prior 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 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 simple steps laid out in this guidebook. If you follow these instructions, we can act 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 do things or present themselves in a way that they may not realize are immediately eliminating 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, you 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 meant to offend. It's not personal, we want you to 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. It 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 if you require a reference.

Step 2: Prepare your resume

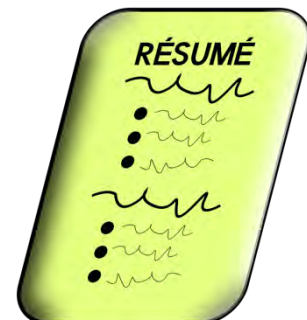
If you are looking for work, you need a resume (hard copy & PDF).

If you have an updated resume:

- Please ensure you email a copy of your resume to your KEE Coach (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) along with how-to videos or use www.resume.com for free resume building.



If you do not have access to printed copies of your resume, please let us know.

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. Make sure 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 suspicious (they may think you are avoiding creditors or police).



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 that 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 on a potential interview or job offer.

- Please Note: While clients are in the KEE Program, they **must answer all "blocked", "unknown caller" and "private" calls on their phone**. This is important as many employers will call this way, and so will KEE staff. 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 before “sending”.
- 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 “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 or photos they posted online.
- Please ensure your email address is basic. People who have email addresses on their resume like stickyfingers@yahoo.ca or highallday@gmail.com 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 one of the main reasons why there is a job search component to the program.

People remember and learn by 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 Seven Steps on “How To Properly Apply For A Job” (pages 10-13 of this Guidebook) at a minimum of **8 businesses per week following 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 their resume unless it states in the job not to, speak to the person who hires for that job or at minimum, call or email after applying). Our recommendation for best results are that you are doing much more than 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 mandatory job search unless you applied at that company in person or have followed up with the person who hires for that job over the phone or by email.



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

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

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

Clients are required to email their KEE Coach (type info as per sample below, do not send photos of job search) with all of 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 that job
- 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 the minimum job search is eight per week, you do not just have to send us eight. Please provide details on all job searches because we are well connected with employers (often we can provide follow-up tips for specific businesses or help line up an interview).

KEE TIP: It's awesome to go with the flow when applying for work but you can maximize your results by planning your job search in advance. Target areas of the city and research which other companies may be in that area that you can apply at. Some people use their phones to pull up "Google Maps" to see what businesses are near where they are applying at. For example: if Freshco is hiring at Polo Park and at the Regent location, it makes sense to apply one day at the Polo Park Freshco, then apply at other businesses in that area (as long as you are social distancing & applying as per their instructions). 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

You will find many job search sites here along with places that are hiring throughout Winnipeg. Please follow the TIPS at the bottom of the page to maximize your success using this webpage. To find out which companies are hiring, please familiarize yourself with the YES! Job Portal and www.indeed.ca to sign up for daily job alerts and even create a resume profile to apply to companies directly. It's free and easy! We have instructions on the "Side Steps To Employment" video page and on our online client resource section if needed or ask for a demo at a workshop.

A Note Regarding Job Search Sites: These are great resources to find out who is hiring however just "clicking to apply" does not count toward your job search unless you went to that company in person to apply or to follow-up after applying online by taking your resume there and speaking to the person who hires for the job you applied for or at minimum, called them and spoke to the person who does the hiring or emailed and got a non-automated response.

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.



In these digital times, it may be possible that you may run into a scam on places like Kijiji. Despite the overwhelming majority of job postings being legitimate, if a job sounds too good to be true, it likely is (example: cashing money orders or buying things at a store with a credit card they sent you and then dropping those items off somewhere). If you are unsure, you can look it up online by typing the word "scam" and then the company name or job title or check with us.

Please Remember: Whenever you go for a job interview, it's important to update your KEE Coach afterward by email with these details: company name, position, who you met with, how it went, results, when you will find out if you have the job & other relevant info.

How To Properly Apply For A Job Guidelines

Here are some steps in maximizing results immediately when you apply 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, expect to adapt and “go with the flow” in regard to that company’s application process.

Ensure you follow the employer’s instructions on how they want you to apply (if that information is available). Whenever possible, add steps 1-7 to stick out from the competition.



As you likely have noticed, more and more companies now require job candidates to apply online. KEE suggests to maximize the likelihood of you getting hired, that you still follow-up in person after you apply online (unless they specifically note on their job posting for you not to call them or drop in). If it says “do not drop-in”, you should email them to express your interest after applying.

Why go in person? In the age of online applications, many companies utilize ATS software (Applicant Tracking System) and only have the top few resumes sent to their email in-boxes. The fact is many businesses will not even see your resume unless you follow-up directly because after the applicant follows-up, they have to download it from their computer server. Many other companies that don’t have these high-tech systems are overwhelmed by hundreds of people applying for an available job so they will only interview those who follow-up 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 rare for anyone to be called for an interview by just “click to apply” so ensure when possible, in a safe manner, and if it’s ok as per the job listing, that you follow-up in person to maximize the chance of you getting hired.

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, out of respect to that company’s employees and/or customers.

Essential tools for applying for work:

- Bring at least one working black and/or blue pen (a must during a pandemic!)
- Bring copies of your resume
- 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 are clean, presentable and dressed appropriately



Getting in the right state of mind for getting a job:

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

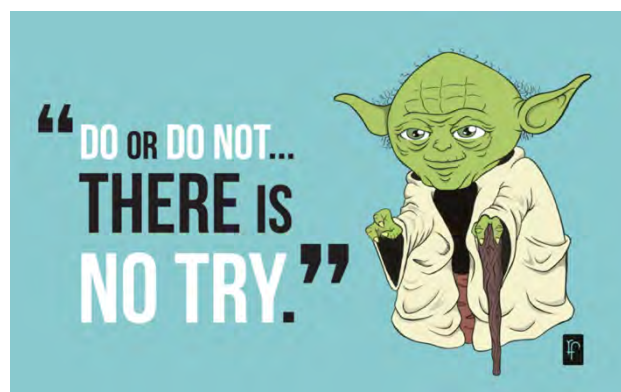
Before you even apply for a job, you need to know you can do it. If you want an employer to believe you'd be the right fit for a job, you have to first believe it yourself! If you have been accepted in the KEE Program, that means we believe in you and that you will succeed.

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 in every city around the world, so although it may not seem like an easy process, it's a normal part of life and nothing to be afraid of.



KEE TIP: For best results in your job search, your mindset needs to be positive! Saying to yourself "I am going to get a job" will see better results than "I am trying to get a job" because the word "try" has an essence of failure built right into it (example: people who "try to lose weight" are likely still the same weight, those who "try to quit smoking" are likely still smoking and people who "try to come to a party" likely will never show up).

To "try" to do something is to not do it! Like Yoda said, "Do or do not, there is no try". Try scratching your forehead (you can't, you either scratch your forehead or you don't). Removing the word "try" from your vocabulary is a small but powerful tip in achieving your goals!



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.

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

1. RESEARCH...

Before you apply, research the company (this is easy to do these days with the Internet). This way, you know what services they provide, what they make or sell. On their website they will usually 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?

Especially since COVID, 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...

You don't need to know why something works to reap its benefits! Just like you don't need to know anything about how electricity or lightbulbs work to have light, you can reap the benefits of this tip despite no one really knowing exactly why it works. Turn the light switch on to attaining a job by visualizing in your mind's eye that you are already working at that company!

Before you even apply, visualize yourself wearing that uniform, getting off at that specific bus stop, walking in to the staff room, going across the street to buy lunch, etc. By doing this exercise, you will likely feel more at ease when applying in person and often there's something about you that just comes across to that employer that you "belong".



3. FRIENDLY, PATIENT & CLEAN...

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 and polite to the person you are interacting with.

Be sure to be dressed appropriately and that you present yourself as a clean person. Ensure you use antiperspirant (more effective than deodorant), your hair and teeth are brushed and be aware of your breath. Avoid too much cologne/perfume or body 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? **“MAY I PLEASE GET A JOB APPLICATION...”**

Do not just leave a resume! In many circumstances it is against corporate policy for anyone to contact you without signed consent that is found on their job applications.

Employment Background List your present or last position first

(mm/yyyy) From / To	Company Name & Address	Telephone nnn-nnn-nnnn	Supervisor Name & Position	Your Position(s)	Salary or Wage 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 verify the information provided, and to obtain any other information one or in writing from educational institutions, my current or former employers, marital relations, personal information agents 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: _____

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!

Ensure you bring your own pen and fill the job application out completely. Do not write “see resume” on the application as it likely asks for information not on your resume. It will take extra time, but it demonstrates that you have an attention to detail. Many people lose the job immediately by not filling out everything on the application form as an employer may think if you skip details now, you likely will skip details at work too.

5. **TAKE A MINUTE TO WIN IT! A “YOU” COMMERCIAL / “ELEVATOR PITCH”**



This step may feel unnatural at first, however this is an important step to stand out from the crowd if you want to be considered for a job. This is great to write out/practice for various situations and to use to network!

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 following up in person).

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 sound like you have a complaint!

Here's an example: "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".

KEE TIP: 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 way 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.

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

Ok, they're coming...

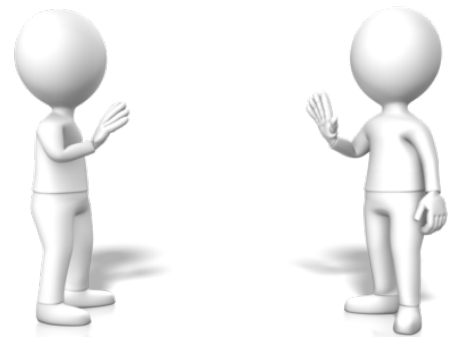
This is where giving a great first impression and doing the visualization exercise pays off!

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 that 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 highly recommend that you write out your "pitch" or "commercial" and memorize it, customizing it each time to the person you are talking to. Remember, this is similar to a TV commercial, focusing all on the positives of the product (you). There is no mention of illness, addictions, problems with last employer, workers comp, kids, hobbies, wanting to move to another city 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.).

Be aware of social distancing, it's best not to offer to shake hands. Health and safety is #1 these days. You may also find some employers will first look at your application and resume before speaking in person. If you do not feel comfortable following-up in person for safety concerns, you can use the tips above to call that person who hires for the job or incorporate this step into an email.



6. 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. It 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.

KEE TIP: 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 if you don’t hear back from them, be understanding.

When you leave that business, document details while they are fresh in your mind so 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 that job. 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 copies of Tracking Sheet from your KEE Coach.

It is very important to keep a **copy of the job posting** along with your job tracking sheets. Having that info will help you for following-up and to prepare for an interview.

Company Name & Address	Position applied for & 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 (use back of Job Search Sheets if more space is required.)

7. FOLLOW-UP AFTER YOU APPLY...

We understand this may be out of your comfort zone however this is a crucial step in getting hired because many employers have made great 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 shows that you actually 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, this way you can remember who you spoke to and when you applied (so they can find your resume and application easily).

There is a module on how to follow-up, a KEE Follow-Up Sample/Guide handout on our website along with videos we encourage you to check out!



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.

Valuable Resources For Attaining and Maintaining Employment:

You are encouraged to utilize www.keewinnipeg.com/client-resources which a great resource for now and down the road should you need help in any employment related issues. It features videos (multiple pages, scroll to very bottom to access next page of videos) on applying for work, interview skills (in person and over the phone), how to follow-up for a job, how to write a great resume, how to find a job with no experience, learning how to move up within a company or how to move on to another job without burning bridges with your current employer and more! There are also job search sheets, resume templates, cover letter templates and more!

Step By Step To Employment Certified Online Training

KEE has a unique online training series that includes watching a video and then answering questions to complete that learning module. The entire series can be completed in a matter of a few hours. You can work at your own pace and find them at keewinnipeg.com/stepbystep



No matter your work experience, you will likely find something from every module beneficial to you in attaining work. Our modules are designed for everyone from having no work experience to being in the labour force for decades. The process of attaining and maintaining employment has changed with time, technology and the pandemic. We encourage all KEE clients to go through these learning modules which each take less than 15 minutes to complete. Please keep track of all progress below. It is recommended to do these in order.

Module Name	Quiz Score	Notes
# 1 – Introduction		
# 2 – Telephone Etiquette		
# 3 – Resumes/Cover Letters		
# 4 – On The Right Track		
# 5 – Hire Yourself		
# 6 – How To Apply		
# 7 – Keeping Track		
# 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		



Once you have passed all modules, you will receive a certificate!

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. New modules added often.

You are welcome to contact Lyle if there’s a topic you would like to see: lyle@keewinnipeg.com

STEP BY STEP WORKSHOPS

KEE has workshops that are an open discussion to all topics covered in the learning modules and far beyond.

It is recommended that clients complete all online modules because it's used as "core material" for workshops.

What are these workshops about? Every workshop is unique! We will answer questions and clarify content from the online learning 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 these workshops? Workshops are on Tuesdays at 11am sharp but please check the Home Page *Updates/News* section of keewinnipeg.com for possible changes before attending.

Where? These take place at the KEE Program, enter at 406 Edmonton and go through the doors toward Knox Church. At reception, you will be instructed which room the workshop is taking place. Please ensure when you arrive that you sign the *Workshop Sign-In Sheet* so your attendance can be recorded. Some workshops will be virtual via "Zoom" to help clients familiarize themselves with this technology. You can do virtual workshops from home, on your device anywhere you like or use Knox computers. The website will clarify when these are.

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 issues). 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 may be facing on the worksite. We request that you do not bring children 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 descriptions 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 in attaining employment. 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.

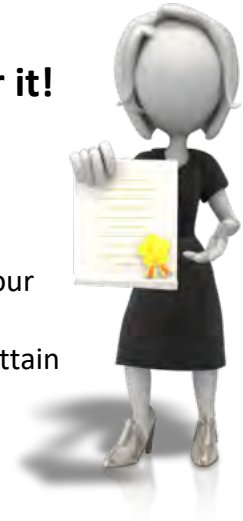
Do I need to sign up? No, if you are currently registered with KEE, you do not need to let us know you are coming when you see a workshop scheduled on our website. Please check the website before you come down to ensure there are no schedule changes. We just ask that you arrive a few minutes early and ensure you Sign-In so your KEE Coach will know you came.

How long are these workshops? The average length is one hour. *Please arrive a few minutes early.*

If you need a Food Handlers Certificate or Smart Choices Certification to secure a job, the KEE Program will pay for it!

Conditions apply so please read the following carefully:

- Client will pay upfront for their Food Handlers or any Smart Choices Certificate (if you do not have the money, let us know and we will do our best to work out an alternative solution).
- Client will be reimbursed for this expense provided they successfully attain the certificate.
- Client must register in the Knox Employment Entry Program (SIN required to register).
- This offer is subject to availability and others conditions that will need to be discussed with your Employment Coach.
- There must be confirmation of employment that requires this certification (exceptions may be possible if it is “anticipation” of a job if you discuss with your Employment Coach in advance).
- Copy of Certification and receipt must be provided in order to be reimbursed (maximum reimbursement is \$100 per client).
- After confirmation of completion of the certification and a copy of receipt, you will be reimbursed by cheque.



If there is another certification required for you to attain employment, let us know as we may be able to help pay for that certification!



Final note to ensure clarity on this conditional offer: we do not just pay for people to have certifications added to their resume. Clients must pay for certification up front out of their own pocket and will not be reimbursed until they have provided a receipt and proof of certification. **Please discuss with your Employment Coach as pre-approval is required for reimbursement.**

Things to let us know at your 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 immediately
- Clients ideally will have flexible hours for work, please be upfront with your KEE Coach on your availability or if you have 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
- 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 the 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 the program and where we can send people directly for employment. 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

Please note that if you are on E&IA, failure to be in touch with us, go to specific job leads or interviews you have been given info for and/or failure to do your minimum in person job search is considered “non-compliance” and this may affect your benefits.

We are required to report regularly to E&IA on whether clients referred to us have followed through on all of their job searches, applied at specific places we sent them to that would be a good fit for that client, gone to all interviews and any other relevant information to the client’s success in attaining employment.

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.

Expect that you will succeed in securing employment by implementing these proven steps from this Guidebook! When you secure employment, it is your responsibility to notify your E&IA case worker on all details regarding your new job.

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 these issues arise, not after the job search is due).

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 for 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, please do not register for the program.

We are funded by the government and have to 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 you to give us the following information when you have secured employment:

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



If you would like a mock interview for practice, please arrange one through your KEE Coach.

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 very challenging for us 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 so they can help you best navigate the situation.

To employers, the KEE Program is only as good as the last person we referred to them. We do our best to build long lasting relationships with them so they hire our clients for years to come.

Please note: you are not being forced into any job! If we suggest you apply at an employer or offer to line up an interview and you know that you don't want that job, let us know in advance instead of sabotaging that job. Employers usually just give a program like ours one shot so you may not just be costing yourself an opportunity, it will likely affect future 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 doing the job search. 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.

Knox Employment Entry (KEE) Program and all areas in Knox (in person, via email or by phone) is a no-abuse zone, if clients are aggressive, rude, threaten or swear at staff, anyone in the building or at the employment opportunity, or present themselves in a hostile or disrespectful manner, their file will be closed. Remember, we are here to help people attain employment. Would you 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).

Should you 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!



Thanks for your interest in the KEE Program.

We know if you implement the information in this guidebook, our workshops, online modules and from your KEE Coach, you will succeed!

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 = do the "minute to win it challenge" 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. First impressions are everything, you may even get an interview on the spot!
- If it was possible to briefly introduce yourself to the person hiring for that position, get closure & ask when they will be deciding on when they'll be doing interviews.
- Get business card, if you forgot: look up info online. Ensure to fill this tracking form *after you leave the business* to remember important these follow-up details.

Following-up demonstrates to employers that you genuinely want to work for them! Note: if you aren't able to speak to person who does hiring, that's ok, each place is different.

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	Email and phone number	When interviews are expected to take place	How application and resume were submitted	Details and other comments for following-up (use back of sheet if more space is needed)

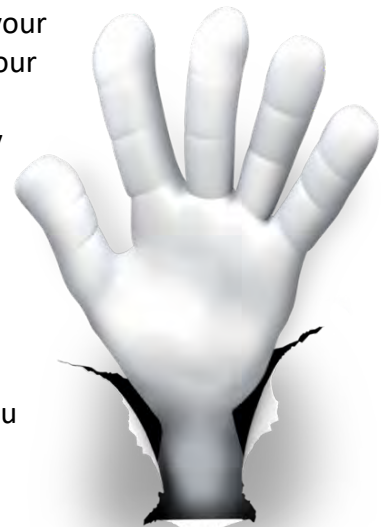
Goals, Values, Thoughts and Motivation

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

Helpful thoughts

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

Unhelpful thoughts

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

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

TOWARD MOVES

GOAL

AWAY MOVES

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



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.).

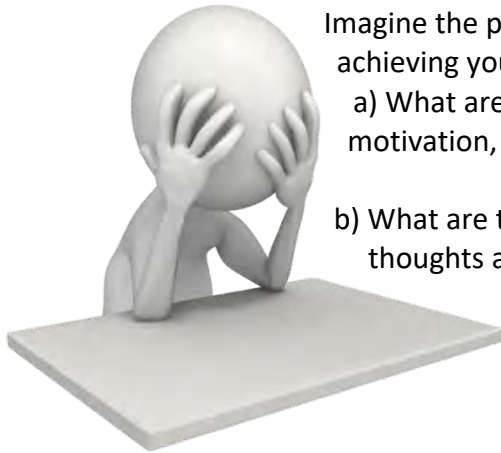
T = Time-framed. Put a specific time frame on the goal: specify the day, date and time that you will take the proposed actions. These may need to be broken down into multiple goals with different time-frames.



One more step! 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!

Following-up After Applying For A Job

Following-up demonstrates to the employer that you genuinely want that job.
Often by following-up, it 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" Challenge (briefly introduced yourself to the person who does the hiring for the job you are applying 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, it's a good idea whenever possible to do the "Minute To Win It" 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 because that will definitely eliminate you from consideration for that position. Do not follow-up more than twice (the "Minute To Win It" 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 and 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" 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."

Entry Level 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:

- 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:

- Your interview starts the moment you step on their property so ensure you are friendly to everyone you encounter in the business.
- Avoid chewing gum and/or having your cellphone out prior to 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 but ensure your answers are brief and positive.
- Avoid bringing up children, health issues, beliefs, religion or politics.
- Maintain good eye contact with the interviewer(s).
- Show genuine interest in the company and gratitude for the opportunity to be interviewed.
- If you really want to work for this employer, let them know it. If you are willing to take any position they have available, let them know you are open to any opportunity with this company.



After The Interview:

- Make notes for yourself including names and other details.
- 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?

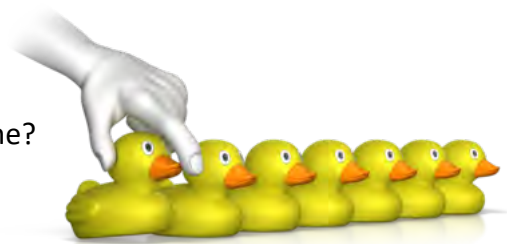
How do you react to criticism?

How would you handle an angry customer?



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.
- 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 some of the challenges a person in this position can expect?

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 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.