



# TOOLS FOR LIFE

A Series of Self-Help Booklets designed to help students beyond the classroom into Life

A large, complex maze graphic made of orange and black rectangular blocks, creating a 3D effect. The maze is set against a light gray background. In the center of the maze is a black square containing the text 'NUMBER 1 CREATIVE JOB SEARCH'.

**NUMBER 1  
CREATIVE  
JOB  
SEARCH**



*Booklets published so far in the series, written and researched by Geoff Spencer*

- (1) Creative Job Search
- (2) The Effective Job Application
- (3) Getting to See the Man and Selling Yourself at the Interview
- (4) Creating Your Own Job
- (5) Jobs: The Shape of Things to Come
- (6) You and the Energy Crisis

*In preparation:*

- (7) 3 Tools to Single you out from the Herd
- (8) Testing for Top Jobs

# TOOLS FOR LIFE/Number 1

## CREATIVE JOB SEARCH

1st edition: SEPTEMBER, 1971

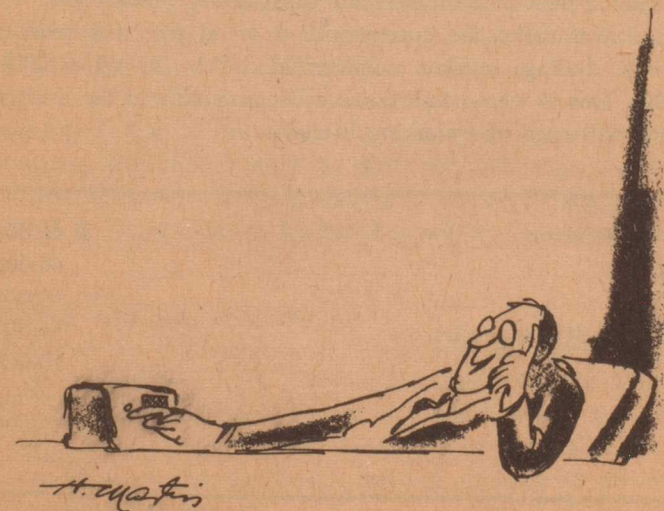
2nd edition: OCTOBER, 1975

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and

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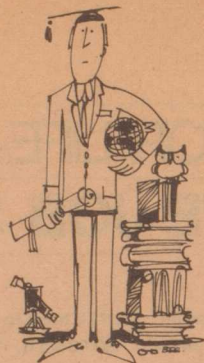
*The College gratefully acknowledges the help of Mr. Ray Ziegler, Canada Manpower, and many others who have contributed material, ideas and suggestions.*



*"Miss Maitland, send in some bright youngster in whom I might see great potential, and could help along the road to success."*

*(With grateful acknowledgment to The New Yorker)*





So you've been to college and you're ready for the world. Great. But is the world ready for you? It's no secret that with the stork on the one hand and automation on the other, finding a job is no longer what it used to be. Your father and your grandfather may have held the same job all their lives. Your chances of doing so are slight. It has been suggested that the pace of technological change will require the present generation to change their type of work half a dozen times or more within their lifetime. The search for employment may therefore be with you all your working life. If so, surely it is worth exploring whether there's a better way of going about it. In the spirit of Thoreau, a better Job Mouse Trap. Something better too than the scattershot approach most people adopt in achieving success on the half dozen occasions which will determine whether they can afford to raise a family in these days of grace and conspicuous consumption. Consider, for example, the quarter-million or so you will need to generate by finding suitable employment. Yes, A QUARTER-MILLION. This is what conservative economists believe the average family man will need in a working lifetime:

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Car plus depreciation .....	\$ 46,000
Your wife .....	60,000
Yourself .....	60,000
Two children (\$18,000 each) .....	36,000
Taxes .....	50,000
	<hr/>
	\$252,000
	<hr/>

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And still going up. No King Canute has yet come along to stem the tide of inflation. Finding those jobs is going to be mighty important. Is there a proven, scientific way of going about it?

## THE MAN AND THE MOMENT

Happily, the answer is yes. Back in 1962 a man called Ray Ziegler gave the matter considerable thought. He was at that time Director of the Senior Workers' Division in the Oregon Department of Labour. In his own job of finding people jobs it was amply borne home to him that the average person simply does not know how our economic system works. And if they don't know, it follows that their attempts to find work will tend to be hit and miss rather than follow any systematic job search pattern. Few people, says Mr. Ziegler, achieve their potential, mainly because they have never identified that potential.

Out of his thought and experience was born a CREATIVE JOB SEARCH TECHNIQUE. It was first applied in Oregon and has since become a proven program with an 80% success rate. In Victoria, British Columbia, the first place to try it in Canada, the success rate is only slightly less. The principles are now embodied in a relatively straightforward technique taught by Canada Manpower and Immigration in centres throughout Canada. It can be learned in short order and put to immediate use. And it works.

Since 1962 in Oregon 20,000 persons between the ages of 15 and 80 have completed the creative Job Search Program devised by Mr. Ziegler. A follow-up shows that 80% of those who completed the sessions found work within 7 days to 3 weeks. Professional people may need up to 3 months and may have to range further afield, but the overall success rate is 89%.

In Victoria, B.C., 450 had completed the program up to 1970. Follow-up on the first 100 participants indicated a 73% success rate, which is remarkable when judged in relation to the 11% unemployment rate prevailing in Victoria at the time. It was subsequently established that of those who completed the Creative Job Search Program, 88% found work on their own, 8% found work through Canada Manpower, and 4% through a union. Which goes to prove there's no Santa Claus in the North American labour market!

## WE'RE ALL SALESMEN

Whenever we want something and go after it, whatever method we adopt amounts to a form of selling. Somebody is constantly trying to sell somebody else things or ideas. Now you're not going to buy from every salesman simply because he knocks on your door. A salesman worth his salt knows that he may have to approach 40 possible buyers before he makes one sale.

In looking for a job, is there any reason why we should shrink from looking at things the same way? So let's start by thinking in terms of filing 40 job applications/job resumé's. Knock on enough doors and



you'll get answers. In effect, we have to look upon ourselves as salesmen of HUMAN ENERGY packaged in the form of MAN-HOURS. The businessman is a consumer of electrical energy by the kilowatt-hour, gasoline by the gallon, and human energy by the man-hour. And he has to be sold on the human energy he buys in terms of stability and reliability. It's got to be worth his while to give somebody a job.

#### HOW DOES THE AVERAGE EMPLOYER HIRE HIS STAFF?

More than 200 employers were asked: "What is the major source of your employees?" The answers were revealing. By far the majority of jobs were awarded to those who got in touch with the employer "directly." Relatively few were referrals. Broken down by type of job and source the following chart resulted:

#### SOURCE FOR EMPLOYEES

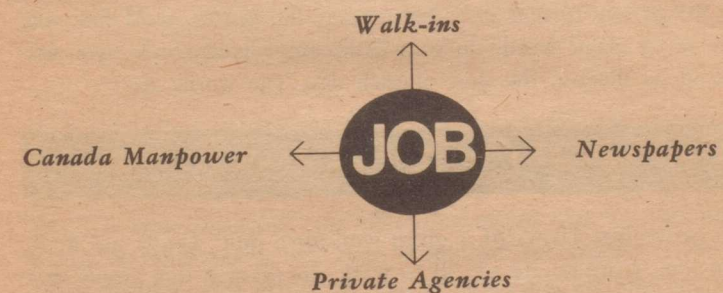
<i>Job Classification</i>	<i>Govt. Employment Service</i>	<i>Private Employment Agencies</i>	<i>Newspaper Ads</i>	<i>Walk-ins</i>	<i>Other Source</i>	<i>Union</i>
(1) Professional & Managerial	Rare	Minor Source	Minor Source	Major Source	Major Source	Rare
(2) Clerical & Sales	Minor Source	Minor Source	Minor Source	Major Source	Major Source	Rare
(3) Service Workers	Minor Source	Minor Source	Minor Source	Major Source	Major Source	Minor Source
(4) Skilled Workers	Rare	Rare	Minor Source	Major Source	Minor Source	Minor Source
(5) Semi-skilled Workers	Minor Source	Minor Source	Minor Source	Major Source	Major Source	Minor Source
(6) Unskilled Workers	Minor Source	Rare	Major Source	Major Source	Major Source	Rare

It is clear from this chart that WALK-INS and OTHER SOURCES are the key factors, emphasizing the inherent success factor of the direct approach.

Here's a real-life example of creative job search. The Pat Bay Highway between the B.C. Ferry terminal at Swartz Bay and downtown Victoria was to be widened. An advertisement appeared in the Victoria paper indicating that Dawson Construction had obtained the contract. With nothing but the advertisement to go on, this is how a number of different people used the information to get themselves either jobs or incomes:

- (a) A farmer approached Dawson Construction in Vancouver and suggested that they would need land on which to park their construction equipment. He offered to rent the company extra property.
- (b) A motel operator approached the company and said that they would probably need accommodation for their workers. He offered them a special rate.
- (c) A local taxi driver obtained the job of transporting construction workers from the motel to the job site and back.
- (d) A local gas station attendant obtained the contract for providing gas and oil for the trucks.
- (e) A student at the University of Victoria applied for the part-time job at night of washing the trucks, cleaning windshields and checking gas and oil levels.

#### YOUR JOB COMPASS HAS FOUR POINTS



From the employer's point of view, one dominates all others. Canada Manpower is an enormous referral agency, where an employer may encounter delay simply because of the enormous volume of registrants. It doesn't cost the employer money but something equally valuable: time.

The Private Agency costs money. Newspapers are time-consuming, and therefore costly, because the employer must himself sift through all the applications and decide whom he wants to interview.

Walk-ins, from the employer's vantage point, are therefore the best and most effective method of obtaining an employee. Why? Because it doesn't cost him a cent and, as a rule, he needs less time to reach a decision. Consider this example. A young woman in Victoria recently entered a downtown office building. She started at the top floor and visited every office, handing in a resumé at each one. She found work on the second floor of a three-storey building. This girl was a graduate of the Victoria Creative Job Search Program.



## NOTE THIS FACT

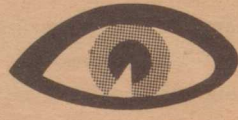
Only

**20%**

*of Employers  
have Standard Job  
Application Forms*

**80%**

USE



**APPRAISAL**

### SEVEN MAGIC WORDS

Before we go any further into the meat of the matter, we'd like you to write seven magic words on your bathroom mirror, so that you are confronted by them at the start of each day. The words are:

### FOUR PERCENT OF JOBS ARE ALWAYS OPEN

Figures prove that  $1\frac{1}{2}\%$  of a given workforce quit;  $1\frac{1}{2}\%$  get fired, and 1% die, retire or are too ill to work. In practise this means that in Greater Vancouver, with a workforce of approximately 406,000 there are normally 16,000 jobs available each day. Jobs waiting for someone like you. 16,000 jobs today, tomorrow and each day following. And going up as the workforce increases.

Looked at another way, one out of two larger companies (employing over 100 people) will have a job vacancy; one out of five medium employers (employing between 20 and 100 people) and one out of ten small employers (employing under 20 people) will have a job for somebody. Isn't there both comfort and challenge implicit in this fact? When you had a job, you worked 40 hours a week. Now that you haven't got one, isn't it logical that it's worth while to spend the same number of hours each week working for yourself, finding a job? Getting a job IS a job.

### ARE YOU LOADED FOR BEAR?

Let's move over to the employer for a moment and consider from his point of view what he's looking for when somebody applies for a job.

In the course of a visit to Europe in 1970 we ran into an old school friend who is now divisional head of a famous technical school in the heavily industrialized Ruhr belt of West Germany. He mentioned that his curriculum includes factory visits to Krupp, one of the industrial giants. During a recent visit to the Titania Division, he asked in passing on what basis they hired men for the highly skilled job of producing refined steel? The Manager looked at him with a twinkle and said that if he was hoping to find jobs for his graduates on the basis of any bits of paper certifying a given degree of schooling, he would be disappointed. Titania, said the Manager, has found by experience that attitude and aptitude were the prime requisites, both of which could be established at the interview. Everything else was teachable.

Of these three, most employers seem to agree that attitude is the most important thing to bring to the interview. If you can make the employer feel that you have the right attitude towards doing a good job for him, he will often hire you even if you nominally lack some of the skills he would have liked you to have to begin with. He knows that with the right attitude you'll learn fast.

From experience, we can say for a start that there's one applicant he's NOT looking for and one who is unlikely to cut much ice: the person who pokes his head round the door and asks in nice, sweeping terms: "Do you have any jobs?" In effect this means that the job seeker is asking the employer to take time to find out for himself if the applicant is suitable. Out of his grabbag of education, abilities and experience the job applicant hasn't taken the trouble to single out those which might be of direct interest to the employer. He hasn't given it any thought. And it happens to be a hard fact of the labour market that most employers have neither the time nor the inclination to deal with such general enquiries. Their instinctive reaction is to say: "Sorry, we don't have any vacancies at the moment."

Positively, what are the qualities that most employers are looking for and for which they will be on the lookout when they interview job seekers? There are three:

1. **Attitude**—a willingness to work hard.
2. **Reliability**—can the applicant be relied upon to be there every day on time and put in a good day's work.
3. **Skills and Experience**—does the applicant have proven skills for the job he is seeking.



## YOU AND YOUR LIFE MOSAIC

So far we've talked about some hard facts of the labour market, how employers find their employees and the qualities they are looking for. Now let's get back to you. A bit further on we'd like to show you how to put down information about yourself in such a way as to make you attractive to employers.

But first let's consider the mosaic out of which each of our lives is composed. This presents a picture to the outside world. It is important to establish whether it lies within our power to alter our individual life picture to achieve desirable ends.

Everyone's life is made up of colourful bits of experience, perhaps like a pattern of ceramic tile. There we all hang on the wall of life, each representing a different picture. Some look like mountains, some mole-hills. But as we are largely the designers of our own picture, built up from the bits and pieces of our individual lives, there is, when it comes down to it, no valid reason why we couldn't take it down off the wall, take it apart and, using the same bits in a different pattern, re-design the whole picture, is there? A picture with a purpose.

We are going to suggest six questions by which you can break down your experience and qualifications, take a good look at them and then put together a new life mosaic which will sell more readily on the labour market. Many years ago Robert Burns put his finger on it:

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*"O wad some Pow'r the giftie gie us  
To see oursels as others see us!  
It would frae mony a blunder free us  
And foolish notion."*

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## THE SIX KEY QUESTIONS

1. What things have I done to any degree of success since I can first remember?
2. What are those things for which I have been commended for doing exceptionally well?
3. What jobs have I held (described in detail)?
4. What kind of equipment can I operate?
5. What are the things that I really like doing?
6. What are the things that I dislike doing?

Answering these six questions will force you to confront the facts about yourself. The more you know about yourself, the greater the degree of your self-confidence and the less you will need to wear the sort of defensive mask with which most of us tend to cover up our real or imagined shortcomings. Dig down to the truth. Nail down the facts in the pattern suggested, and you will have immeasurably increased your chance of success.

*The material that follows derives partly from original research, and partly from material used in Canada Manpower "Creative Job Search" sessions now given nation-wide.*

## A RESUME OUTLINE

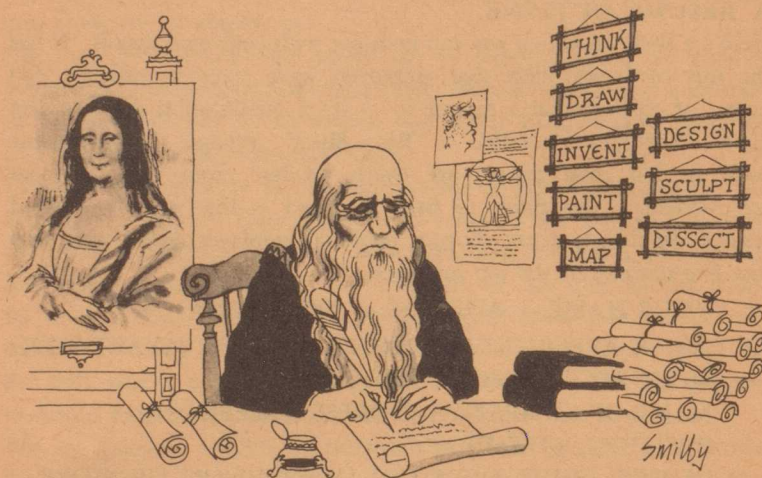
Here's a skeleton which you can flesh out with your own details. It has the sort of logical flow that employers have come to expect. You know, of course, what a resumé is — it's a qualification sheet or data sheet. Sometimes it's called a "Brag Sheet", though the regrettable truth is that most people are overly modest about their personal achievements. The point to bear in mind is that a well-prepared resumé should get across to your potential employer during that vital first five minutes of the job interview.

1. YOUR NAME — ADDRESS — TELEPHONE
2. WORK EXPERIENCE — MONTH — YEAR (START WITH MOST RECENT WORK EXPERIENCE)  
NAME OF COMPANY, ADDRESS, TELEPHONE  
POSITION: (TITLE)  
DUTIES: (GIVE DETAILED DESCRIPTION OF WORK DONE)  
EMPLOYEES SUPERVISED, IF ANY: HOW MANY?  
REFERENCE: (NAME OF SUPERVISOR, MANAGER, ETC.)  
REASON FOR LEAVING:
3. WORK EXPERIENCE: SAME AS ABOVE
4. WORK EXPERIENCE: SAME AS ABOVE
5. RELATED EXPERIENCE — LIST IN SHORT SENTENCES  
RELATED EXPERIENCE
6. EQUIPMENT I CAN OPERATE (GROUP VARIOUS KINDS OF EQUIPMENT)
7. EDUCATION: HIGH SCHOOL GRADUATE — COLLEGE — DEGREES — SPECIAL COURSES, ETC.
8. MISCELLANEOUS INFORMATION (IF PERTINENT) (OPTIONAL)
9. PERSONAL DATA: If over 35 years of age, list your age at 30+, 35+, 40+ (legal fiction), etc. List your height, weight, health, married, single, etc.
10. HOBBIES — LIST ONLY A FEW
11. REFERENCES — LIST THREE WORK AND/OR CHARACTER REFERENCES
12. IF INDICATED, LIST: TYPE OF POSITION DESIRED: .....



## JOB APPLICATIONS: ANCIENT & MODERN

There isn't much new under the sun. The details may change, but the principles remain constant. Here are two job applications that worked, one from 1482 A.D., the other written around 1960.



When Leonardo da Vinci was 30, he wrote the following job application to the Duke of Milan. Note how he complies with the item on the recommended resumé outline: "Equipment I can operate." You can also judge for yourself how he measures up to Miss Fitz-Gibbon's flat statement in "Macy's, Gimbel's and Me" that job application letters should be "brief, crisp, impeccable in appearance, syntax, spelling and punctuation."

"Having, most illustrious lord, seen and considered the experiments of all those who pose as masters in the art of inventing instruments of war, and finding that their inventions differ in no way from those in common use, I am emboldened without prejudice to anyone, to solicit an appointment of acquainting your Excellency with certain of my secrets.

1. I can construct bridges which are very light and strong and very portable, with which to pursue and defeat the enemy; and others more solid, which resist fire or assault, yet are easily removed and placed in position; and I can also burn and destroy those of the enemy.
2. In case of a siege I can cut off water from the trenches and make pontoons and scaling ladders and other similar contrivances.
3. If by reason of the elevation or the strength of its position a place cannot be bombarded, I can demolish every fortress if its foundations have not been set on stone.

4. I can also make a cannon which is light and easy of transport, with which to hurl small stones like hail, and of which the smoke causes great terror to the enemy, so that they suffer heavy loss and confusion.

5. I can noiselessly construct to any prescribed point subterranean passages either straight or winding, passing if necessary underneath trenches or a river.

6. I can make armoured wagons carrying artillery, which shall break through the most serried ranks of the enemy, and so open safe passage for his infantry.

7. If occasion should arise, I can construct cannon and mortars and light ordnance in shape both ornamental and useful and different from those in common use.

8. When it is impossible to use cannon I can supply in their stead catapults, mangonels, trabocchi and other instruments of admirable efficiency not in general use — In short, as the occasion requires I can supply infinite means of attack and defence.

9. And if the fight should take place upon the sea I can construct many engines most suitable either for attack or defence and ships which can resist the fire of the heaviest cannon, and powders or weapons.

10. In time of peace, I believe that I can give you as complete satisfaction as anyone else in the construction of buildings both public and private, and in conducting water from one place to another.

I can further execute sculpture in marble, bronze or clay, also in painting I can do as much as anyone else, whoever he may be.

Moreover, I would undertake the commission of the bronze horse, which shall endue with immortal glory and eternal honour the auspicious memory of your father and of the illustrious house of Sforza.

And if any of the aforesaid things should seem to anyone impossible or impracticable, I offer myself as ready to make trial of them in your park or in whatever place shall please your Excellency, to whom I commend myself with all possible humility".

*A transmittal letter (i.e. a covering letter referring to a resumé attached) that impressed Miss Fitz-Gibbon read as follows:*

Dear Miss Fitz-Gibbon:

I want to write copy for you.

Not only am I able to put words on paper with power and charm, I am also sensational in selling.

I know you must have hundreds of applicants, but you don't have anyone just like me. Because I can earn my keep from the day you put me on the payroll.



I have wonderful legs. I can fetch and carry. I'm a demon for speed. If you hire me, I could make it from the advertising office to Miss Hoffstretter's office in your basement girls' dress department to get her OK in nothing flat. And there'll be nothing flat in the copy I take to her to OK. And it won't contain any irrelevant whimsey; because I know that every store buyer is primarily concerned with her bonus which depends on the volume I can help her bring in. I agree with Winston Churchill, "when there's a serious point to be made, forget humor and whimsey. Make your point with a piledriver."

You see I've been a selling sensation all my life. For eight years during my brownie days in the Girl Scouts, I sold more cookies than any other scout in all Denver.

Money? Anything you can afford to pay me. I well realize that at this point you can do more for me than I can do for you. Pay me peanuts now. But be prepared to pay me pots of money later.

How can I earn my keep right off the bat? I'll wager I am a better typist than anyone in your whole department . . . 85 words a minute . . . never an error, typographical, punctuation, spelling.

Here is my idea: Right now, late in December, you are preparing pages for your big annual February furniture show. I am well aware that your store does not run the usual February furniture sale; but you do feature page after page of furniture and rugs. You run thousands of rug listings.

Who will type those thousands of rug listings? Not your razzle-dazzle star writer! Me, lowly me. Or rather I, lowly I. After I type them, I'll race down to the rug department to get them OK'd and race back to your production department — as I did all last summer for Bloomingdale's advertising department.

Why did I suggest rugs? Because rugs are a big profit maker. Like other soft goods, rugs roll up into small storage space. And they don't drop suddenly in value from fashion changes as other merchandise does. Since I want to make a lot of money eventually, I'd like to write copy for a big profit-making department.

I'm your girl, all right. If you can see me at 10 a.m. tomorrow (Wednesday) I could be sitting at your typewriter by Wednesday afternoon.

Yours sincerely,  
Mary Elizabeth Carter

P.S.: How come I know so much about soft-goods profit makers? I have made it my business to know. I read and study every issue of *Retailing Daily*.

*From the personnel officer of a large business organization:*

### SOME STRAIGHT TALK ABOUT JOB APPLICATIONS

1. We have hundreds of people coming in and applying for jobs—far more people than we have jobs for.
2. Often, depending on the labour market, we can be very particular. We hold applications for six weeks and then destroy them (unless an exceptional rating has been put on the application).
3. The Following are some of the tips our interviewers have said that they consider important when you apply for a job:

#### BE BUSINESS-LIKE WHEN YOU APPLY —

- go alone, not in two's and three's, i.e. *don't* go with friends or children;
- dress appropriately for business, not for school, sports, etc.;
- be careful of your grooming, e.g. hair, shoes, fingernails, etc.

#### PAY ATTENTION TO THE RECEPTIONIST —

- her pre-screening is your first hurdle, and you won't get in if you don't make the right impression on her;
- gum, giggling, and pokiness are taboo!

#### THE APPLICATION FORM —

- list experience — anything, even if it's just baby-sitting, berry-picking, or cutting lawns — *anything!*
- make it out correctly, take your time, be careful.

#### THE INTERVIEW —

- even if you're nervous, always look the interviewer in the eye — that's what they're looking for;
- the interviewer is also looking for the SPARK OF INITIATIVE, WILLINGNESS (talk, elaborate, just don't say "YES" or "NO"), SINCERITY (don't say something and contradict it later), ENTHUSIASM;
- the interviewer also rates and compares with the receptionist's impression;
- the interviewer, if sufficiently impressed, will then send you as a candidate to be interviewed by the manager who has the vacancy;
- you must therefore impress two people before you get to the man who has the actual say-so and can give you the job.

### CORRESPONDENCE CHECKLIST

#### *Letter of Transmittal*

#### THE LETTER:

1. Identify the position you are applying for and how you learned of it.
2. Indicate why you are applying for this particular position.



3. Describe your main qualifications.
4. Refer the reader to the enclosed resumé.
5. Request the next step in the employment process — personal interview, and answer to your letter, etc.

#### THE RESUME:

1. Personal information: age, address, telephone number, citizenship, marital status, number of dependents, health, hobbies, etc.
2. Employment goals: type of employment sought, areas of employment interest, limitations you wish to set.
3. Education: degree received, date, major, minors, favourite courses, best course, grade point, standing in class, courses of particular value in job for which you are applying, percentage of self-support while in school.
4. Experience: work experience, military experience, school projects, summer jobs, part-time jobs, applicable hobby experience (radio ham, shop work, etc.).
5. Activities: student organizations, professional societies, honoraries, scholastic honors, campus activities, off-campus activities, church, sports, offices held, special projects, committee assignments.
6. Personal background: statement of family background and pre-college life.
7. References: include both professional and character references (be sure to get permission before submitting person as a reference). Include address and telephone number.

#### Letter of Acknowledgment

##### When Offer is Received

1. Acknowledge receipt of offer.
2. Express your appreciation for the offer.
3. Notify the company of the date you expect to make your decision.

##### When Rejection is Received

1. Acknowledge receipt of letter.
2. Thank the company for considering your application.

#### Letter of Inquiry of Application Status

1. Request status of application.
2. Recap history of your application.
3. State why you need clarification of status of application.
4. Include thanks for co-operation.

#### Letter Declining Offers

1. Decline offer.
2. Express your appreciation for the offer and the company's interest in you.

#### Letter Seeking Additional Information

1. Indicate interest in the company and its offer.

2. Ask for the information you need. Be specific!
3. Express your appreciation for the co-operation you receive.

#### Letter of Acceptance

1. Accept the offer.
2. Refer to offer letter or document.
3. Tell your travel plans and anticipated arrival date.
4. Express your appreciation and your pleasure at joining the company.

#### 50 WAYS — HOW TO AVOID BEING HIRED

The Placement Office of New York University lists the 50 reasons that are most frequently mentioned by employers for rejecting job applicants. The information is based on reports from 153 companies. If you are out to land a job, take inventory of yourself in relation to these facts. If you still have a period of schooling ahead of you, start immediately to work on the traits that may hinder you later in getting a job or being promoted. As you read the reasons for rejection listed below, ask yourself how *you* would rate in relation to each.

Canada Manpower, in its contacts with employers in our local labour market, can confirm that local business and industry thinks the same as those in charge of the firms where the original survey was made. As a job seeker, do any of the following "reasons for non-hiring" fit you? All of these reasons can be corrected or adjusted by yourself.

- |  |   |
|--|---|
| 1. Poor personal appearance.   | 10. Unwilling to start at the bottom — expects too much too soon.         |
| 2. Overbearing, overaggressive, conceited, superiority complex, "know-it-all." | 11. Makes excuses, evasiveness, hedges on unfavourable factors in record. |
| 3. Inability to express himself clearly — poor voice, diction, grammar.        | 12. Lack of tact.   |
| 4. Lack of planning for career — no purpose and goals.                         | 13. Lack of maturity.   |
| 5. Lack of interest and enthusiasm — passive, indifferent.                     | 14. Lack of courtesy — ill-mannered.                                      |
| 6. Lack of confidence and poise, nervousness, ill at ease.                     | 15. Condemnation of past employers.                                       |
| 7. Failure to participate in activities.                                       | 16. Lack of social understanding.   |
| 8. Overemphasis on money — interested only in best dollar offer.               | 17. Marked dislikes for school-work.                                      |
| 9. Poor scholastic record — just got by.                                       | 18. Lack of vitality.   |
|  | 19. Failed to look interviewer in the eye.                                |
|  | 20. Limp, fishy handshake.  |
|  | 21. Indecision.   |



- |   |   |
|---|---|
| 22. Loafs during vacations — no job experience.   | 37. Intolerant, strong prejudices.                          |
| 23. Unhappy married life.                         | 38. Narrow interests.                                       |
| 24. Friction with parents.                        | 39. Spends too much time at motion pictures.                |
| 25. Sloppy application blank.                     | 40. Poor handling of personal finances.                     |
| 26. Merely shopping around.                       | 41. No interest in community activities.                    |
| 27. Wants job only for short time.                | 42. Inability to take criticism.                            |
| 28. Little sense of humour.                       | 43. Lack of appreciation of the value of experience.        |
| 29. Lack of knowledge of field of specialization. | 44. Radical ideas.  |
| 30. Parents make decisions for him.               | 45. Late to interview without good reason.                  |
| 31. No interest in company or in industry.        | 46. Never heard of company.                                 |
| 32. Emphasis on whom he knows.                    | 47. Failure to express appreciation for interviewer's time. |
| 33. Unwillingness to go where we send him.        | 48. Asks no questions about the job.                        |
| 34. Cynical.                                      | 49. High pressure type.                                     |
| 35. Low moral standards.                          | 50. Indefinite response to questions.                       |
| 36. Lazy.   |   |

An employed individual is a regular member of a work team. *He lives a structured life*, on the job! His work day life is planned by his employer — work allocation, coffee break, lunch time, and quitting times are stipulated by the employer. When faced with an unusual problem he can ask his supervisor for advise or direction.

*The unemployed individual enters an unstructured phase of his life the minute he becomes jobless — he is no longer a member of a work team. He is alone!* To succeed in a job search, you must bring structure to your search, you must *plan*, work at the job search just as hard as you would work at a job.

... and one final encouraging example from life:



## The Vancouver Sun

Friday, June 6th, 1975

### IMMIGRANTS STRUGGLED — AND IT WAS WORTH IT

Sir — You have received several letters recently concerning the difficulty of finding jobs here. I thought you might like to hear a brighter side of the story.

My husband and I and two children emigrated to B.C. from England eight years ago. We were told at the Canadian immigration office in England that there was a demand for upholsterers in B.C. and we didn't feel there would be any difficulty in finding work when we arrived.

We got here not knowing anybody or having any contacts at all. My husband didn't find it easy to find employment but he set off to go into every upholstery shop personally and see if he could get a job.

He did find work — but only temporary employment while there was work available. It was extremely disconcerting to have him come home and say the job had come to an end because work was short. I might add that my husband is a darn good upholsterer who held a job for 18 years in England.

Anyway, he persevered and made it.

He now owns a very successful upholstery business. We have a third child, a beautiful home, a camper, a car, a boat and five acres of land with a trailer on it on Gabriola. We worked hard for these things and we enjoy them.

Believe me, if the husband is unable to find work, the wife can always do something to earn money to keep things going for a while.

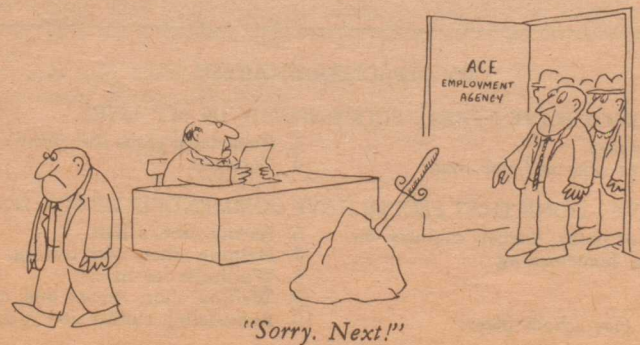
It takes determination to make it here. We worked hard and now we are reaping the benefits. Canada is worth the effort.

ANN BUCHANAN

844 Fairdell Crescent, Richmond

### THE PROOF OF THE PUDDING

... is indeed in the eating. We'll now list without further comment actual job resumés built to this pattern which have proved successful in finding jobs. Each one tells its own story. The rest is up to you. We won't wish you good luck, because if you go out and find your own job, it won't be a matter of luck — you'll have earned it.





JANET CLAIRE FEARNLEY  
6423 N.E. Wygant  
Portland, Oregon  
Telephone: 224-6574

Had pick of 3 jobs in 6 days  
after filing 26 copies of this  
resumé with as many em-  
ployers.

TYPE OF  
POSITION DESIRED: File Clerk, Typist, Blue Printer, Receptionist, Waitress.

#### WORK EXPERIENCE:

1961-1962 Summer and one Saturday per month — office work at father's business; typing letters and specifications; receptionist; blue-printing, and some minor remodeling jobs on houses.  
Reference: Mr. H. E. Fowler, Sr., AL. 4-1332.

1961 School Year Winter — Extra help for ballroom and teenage dances; hatcheck, waitress, and clean-up detail.  
Reference: Mr. R. W. Swanson, Clairmont Water Dist., Oregon City, Oregon.

1959-1960 School Year Volunteer roll-keeper; folded letters, stamped and addressed envelopes.

EDUCATION: High School Graduate (David Douglas—1961).  
3 Years Home Ec., 2½ years Typing, 3 years Math., 1 year Drafting.  
Reference for transcript, etc.: Mr. H. Horner, Principal.  
References: Mr. Edwin W. Smolt, Drafting teacher;  
Mrs. Rae Mona Reynolds, English and Drama teacher.  
1961-62—Sept.-June—Freshman at Portland Community College.  
Major: General Drafting and Surveying.  
Reference: Mr. L. Lair, Advisor, 049 S.W. Porter, Portland, Ore.

PERSONAL DATA: Age 19; Height: 5'3"; weight: 108 lbs.  
Health: Excellent; Marital Status: Single.  
SS #543-48-7436.

OTHER SKILLS AND  
PERTINENT  
INFORMATION: Operate: Adding Machine; Telephone  
Typewriters — standard and electric (IBM & Royal)  
Blue Printers: Bruning #2 (wet bath)  
Amonia Vapor: Automatic (Army Surplus)  
Learning to use: Dumpy, Wye Level, Transet Level, Slide Rule.

MISCELLANEOUS  
INFORMATION: 1961 — Representative to State from David Douglas High for  
Future Homemaker of Year.  
HOBBIES: Refinish and remodel things — sketch scenes, furniture or clothes;  
work on ceramics; sewing; caring for children; reading; construction;  
current events; humorous, etc.; listening to music; fishing.

#### MY PERSONAL ANALYSIS

##### I. WHAT THINGS HAVE I DONE SUCCESSFULLY IN MY LIFE?

1. Painted garage.
2. Made three suits and one coat.
3. Remodeled plans for cousin's house.
4. Ceramics.

##### II. WHAT HAVE I DONE THAT PEOPLE HAVE COMMENDED ME FOR DOING WELL?

1. Drawing of desks, kitchen cabinets, etc.
2. Award for homemaking.
3. Cooking.
4. Sewing.
5. Make-up (for school plays).
6. Setting other's hair.
7. Helping others with sewing.
8. Wardrobe for nieces.
9. Writing short stories and criticisms.
10. Remodeling clothes and furniture.

##### III. WHAT THINGS DO I REALLY LIKE TO DO?

1. Rodman for surveying.
2. Clean house.
3. Study design of houses and furnishings.
4. Refinish or remodel things.
5. Learn about construction.
6. Care for children of all ages.
7. Bargain-hunt.
8. Watch boxing.
9. Sketch scenes, furniture, clothes.
10. Work on ceramics.
11. Sewing.
12. Read (construction, current events, homemaking, humorous, etc.).
13. Try new recipes (salad, casserole).
14. Fishing (freshwater).
15. Watch slalom racing.
16. Listen to music (Mantovani, Geo. Shearing, Harry Belafonte, etc.).

##### IV. WHAT ARE THE JOBS I HAVE DONE—WHERE, WHEN, AND EXACTLY WHAT?

1. Much babysitting for all ages (approx. 6 years).
2. Ironing and housecleaning (2 years ago) and care for children and recuperating mother (serious operation).
3. Washed cars and planned menus for church outings (1960).
4. Hat-check, waitress, clean-up ballroom.
5. Picked strawberries, etc., bush and pole beans (6 years; not too good as bothered by hayfever).
6. Folded letters, stamped and addressed envelopes for DDUHS (59-60).
7. Roll-keeper for Study Hall (1959-60).
8. Bookkeeper, typist, billing, telephone, specifications, blue-printing sketches, remodeling plans, receptionist, etc., for father (1961-62).

##### V. WHAT KIND OF EQUIPMENT CAN I OPERATE?

1. Adding machine (sm. one).
2. Telephone.
3. Typewriters: Royal (standard, portable and electric)  
Smith Corona (std.)  
Underwood (std.)  
IBM Electric
4. Blue-Printers: Bruning #2 (wet bath)  
Amonia Vapor DDUHS  
Automatic (brand unknown; army surplus) DDUHS
5. Levels: Dumpy  
Hand Level  
Wye (learning these in Survey class)  
Transet
6. Slide Rule: Learning, some in school, some self-taught

##### VI. WHAT THINGS DO I NOT LIKE?

1. Working with many women; too gossipy and nosey. Go to school with men and boys only for approx. nine months and get along and put-up with language and treatment good, and have three brothers and brothers-in-law who are in construction and talk that way.
2. Shaky towards bugs, snakes and bad wounds.
3. Somewhat scared of electrical shocks.



KARL SYLVESTER  
4076 Salle Street  
Victoria, B.C.  
Telephone: 479-5320

WORK EXPERIENCE:

October 1964 to  
December 1969  
Fedco Finance Co. Ltd., at branches in Vancouver, Smithers, Quesnel and Kelowna, B.C., and Calgary, Alberta.  
Position: Branch Manager.  
Duties: Lending and collecting money; interviewing people for loans and employment. Making calls on various dealers to obtain referral business. During last year implemented a new accounting system when company went on IBM computer programme. Compiling of monthly and yearly reports and making up analysis and forecasting future business developments, etc.  
Reference: District Supervisor, Mr. S. W. Cowan, 1300 - 8th Street, S.W., Calgary, Alberta.

May 1964 to  
October 1964  
Triangle Trailer Sales Ltd., 2435 Trans-Canada Highway, Victoria, B.C. 478-1774.  
Position: Salesman.  
Duties: Demonstrate and sell mobile homes, travel-trailers and truck-campers and related parts. Arrange and assist in financing. Assist in deliveries and the setting-up of mobile homes. Look after appearance of sales-lot. Pick up furniture traded in.  
Reference: Mr. Roy Miller, owner.

November 1963  
to May 1964  
Olson Motors Ltd. (now operating under Peter Pollen Ford), 1060 Yates Street, Victoria, B.C. 384-1144.  
Position: Salesman.  
Duties: Sell cars. Demonstrate different models. Arrange trade-in allowance and evaluation. Assist in arranging financing, prospecting for new clients, etc.

April 1954 to  
November 1963  
RELATED  
EXPERIENCE:  
EQUIPMENT:  
Held positions in financing, deep-sea shipping and sawmilling. Through Toastmasters I have become proficient in Public Speaking. I can drive trucks including fire-engine and tanker. In addition to most office equipment, I can operate fire-fighting equipment.

EDUCATION:  
PERSONAL DATA:  
High school graduate 1954; Commercial school 1957; B.C. Civil Defence Fire-fighting Certificate 1969.  
Age 32; married with two daughters, 2 and 7;  
Height, 6'2½"; Weight, 210 lbs. Good health.  
Social Insurance Number 705-434-017.

HOBBIES:  
REFERENCES:  
General reading, stamp-collecting and woodworking.  
Any of my above employers and/or:  
Mr. R. S. Hay, Mercantile Bank of Canada, Box 1400, Calgary, Alta.  
Mr. Ron Hartley, Embassy Investments Ltd., 727 Johnson Street, Victoria, B.C.  
Mr. Colin Liptrott, The Royal Bank of Canada, Vernon, B.C.

MRS. ELOISE HADLEY  
4652 S.E. 87th Avenue  
Portland, Oregon  
Telephone: 222-2222

This young lady is now  
working her way through  
school, learning office skills  
that will lead her to a po-  
sition as Court Reporter.

OBJECTIVE:

An entry job in a manufacturing firm where I might learn to become a semi-skilled worker; machine operator, assembler, inspector, or lab worker; I learn quickly and I am willing to learn.

EXPERIENCE:  
1958-1965

Food Service Worker — 3 years' experience.  
Short order cook; fountain and counter girl; bus-girl; waitress. Handled cash receipts for food purchased by customers; waited on customers; prepared food orders; delivered food to customers. Also worked as car-hop.  
Laundry/Dry Cleaning Worker — 2 years' experience.  
Starched clothing in a commercial laundry; put clothing through an extractor; ironed small items. Waited on the counter trade in a Martinizing Shop; tagged and marked incoming clothing, bundled orders, and made minor repairs such as sewing on buttons, spotting, etc.

RELATED  
EXPERIENCE:

Babysitter, berry picker, ran errands and did various other jobs that enabled me to earn spending money while of school age.

EQUIPMENT  
I CAN OPERATE:  
PERSONAL DATA:

Telephone; wrapping machine; automobile (stick and automatic); truck (including pickup with 4-speed trans.).  
Age 22; married, two dep. (I have excellent babysitter arrangements w/my parents); Height, 5'5"; Weight, 134; Health, Excellent.  
SS #542-48-4383. Education: High School graduate.

INTERESTS AND  
HOBBIES:

Bowling; bridge; listen to interesting people; read good books; dine in good restaurants; dancing; to do any job well and take pride in the end results.

REFERENCES:

Furnished on request.

NOTE: I have an excellent memory and aptitude for numbers. I am not immature as are many young women of my age. The early responsibility of a family and work experience starting at age 15/16 have taught me that a business does not operate on sympathy; that an employee must return \$2 or more in productive services for each dollar paid her in salary or wages. I have the responsibility for raising two children, without help; consequently, I should sell my productive services where I might thoroughly enjoy the work, with consequential above-average productivity for the employer, and where I might command a fair price for my services. Frankly, I have been selling my productive services for only \$1 to \$1.20 per hour in the service industries, while I have had the potential to perform work in the manufacturing industries where the work would be more rewarding in making a product for sale, more productive in accomplishment, and more remunerative in return for the energy expended. I did not realize this until I recently learned how to inventory and analyze my skills, potential, and interests — now that I have such knowledge, I am trying to obtain work in the manufacturing industry where women with the will to work are needed.



LANSING, ARTHUR  
1620 S.E. Franklin  
Portland, Oregon  
Telephone: 232-0891

Unemployed for one year—  
found job as welder in one  
week—now employed as a  
rigger at \$3.50 per hour.

#### WORK EXPERIENCE:

March 1961 to  
June 1962

Short term jobs at waterfront; from one day to one month, to complete jobs.

Albina Engineer & Mach. Wks., Master Supply, etc.

March 1961 to  
October 1953

Reynolds Metals Co., Troutdale, Ore. MO 5-9171.

Position: Maintenance mechanic.

Duties: Install, replace and repair machinery, such as pumps, reduction gear boxes, gears, hydraulic lifts and presses, all kinds of conveyor systems, rolls, belts; repair gas-fired furnaces and boilers, fume control fans and ducts. Straightening and repairing hulls and cradles with the use of arc welding and acetylene burning.

Reference: Al Redinger.

January 1951 to  
October 1953

Mare Island Shipyard, California.

Position: Rigger — 4th step.

Duties: Worked under 15 T cranes, handling materials such as plates, bars, forms and shapes to the machines for milling or shaping; using rope and wire slings, friction and screw clump chain bars, etc. Supervised rigger crew (12-18 men) in absence of regular supervisor).

#### RELATED EXPERIENCE:

Carpenter: Woodframe construction, lumber framing, etc., general construction; operated own cabinet shop.

Hardrock Mining: Drilling and blasting.

Motor man: Operated air-powered engine to pull ore cars from mine to hoist for milling.

Painter: General house painting, brush and spray.

#### EQUIPMENT I CAN OPERATE:

Woodworking Machines: Saws—circular, band, etc.; jointer, planer, sharper.

Air Powered Equipment: Hoist, motor, drill, polished grinder, hydraulic lifts and presses, cars, trucks, wheel tractors.

#### PERSONAL DATA:

Age, 45; married, three dep. Height, 6'; Weight, 225 lbs.  
SS #503-01-5922.

#### EDUCATION:

High School graduate; attended Welding Schools.

#### MY PERSONAL ANALYSIS

##### I. WHAT THINGS HAVE I DONE SUCCESSFULLY IN MY LIFE?

1. Gold mining.
2. Machine maintenance.
3. Welding.
4. Burning.
5. Cabinet work.
6. Carpenter work.
7. Cement work.
8. House painting.
9. Hoisting operator.
10. Rigger.

##### II. WHAT HAVE I DONE THAT PEOPLE HAVE COMMENDED ME FOR DOING WELL?

1. Designed and built in special cabinets.
2. Received 4th step rigger rate at Mare Island Naval Shipyard for work with the rigging crew.

##### III. WHAT THINGS DO I REALLY LIKE TO DO?

1. Work with all kinds of power tools.
2. Welding and burning.

##### IV. WHAT ARE THE JOBS I HAVE DONE—WHERE, WHEN, AND EXACTLY WHAT?

1. Laborer: digging ditches, mixing cement, general labor.
2. Carpenter helper: assisting carpenter in timber framing and construction.
3. Hard mining: drilling and blasting in hardrock, handling blasting powder and caps; installing mine timber and pulling chutes.
4. Motor man: operating air-powered engine used to pull ore cars from mine to hoist to be raised to surface for milling.
5. Rigger: rigger in shipyard working under 15-ton overhead crane, handling materials such as plates, bars, angles, shapes and forms to the machines for milling work such as punching, shearing, rolling, welding and burning.
6. 4th step rigger: supervising the rigger crew in absence of regular supervisor.
7. Painter: general house painting with brush and spray.
8. Carpenter: woodframe construction, lumber framing, concrete form building. Operated own cabinet shop and general construction work.
9. Mechanical maintenance: install, replace, repair machinery such as pumps, reduction gear boxes, hydraulic lifts, presses, all kinds of conveyor systems, rolls and belts; repair on gas burning furnaces, repair on fume control fans and ducts. Repair and straighten cradles and hulls. Burning out worn and burnt places in hulls and cradles.
10. Marine mechanic: repair and replace machinery aboard ships such as propeller shafts and bearings, high pressure valves and regular water and air valves.

##### V. WHAT KIND OF EQUIPMENT CAN I OPERATE?

1. Hydraulic lifts and presses.
  2. Metal shears and brake.
  3. Passenger cars and trucks.
  4. Wheel tractors.
- Woodworking Machines: Radial saw, circular saw, band and cut-off saw, jointer, planer shaper.
- Air Powered Equipment: Hoist, motor, drill, polisher and grinder.

##### VI. WHAT ARE THE THINGS I DO NOT LIKE TO DO?

1. House painting.
2. Cement pouring and finishing.



FINNELL, JAMES  
1024 S.W. Third Avenue  
Portland, Oregon  
Telephone: 228-4194

Found job as laborer  
at \$3.50 per hour in  
five days.

#### OBJECTIVE:

To find an entry job where I might learn on the job. I am a relocated farm worker who has been made obsolescent by farm automation. I am not afraid of hard work and will give any employer an extra measure in work output.

#### WORK EXPERIENCE:

1945 to 1965

Laborer.

Duties: Worked as farm laborer on small farms; ran various pieces of farm equipment, such as: tractor, spreader, hay bailer, farm truck, etc. Also worked with animals — horse and mules, and cattle; drove team and wagon. I especially like to work with horses. During off farm season worked as a laborer in warehouses where I stacked crates and performed cleanup work, etc. Also, worked in the woods as a "limber" where I cut limbs off fallen trees — used cross-cut and chain saw in performance of this work.

Reference: Mr. Al Benninghausen, St. Vincent DePaul, 2740 S. E. Powell Blvd., Portland, Ore. Tel. 234-0594.

#### OTHER SKILLS AND PERTINENT INFORMATION:

Operate: Small hoist trucks, power mowers; tractor, garden and larger; handy man tools; automobile, automatic transmission.

#### PERSONAL DATA:

Age 38; height 5'8½"; weight 155.

Health: Good; Marital status: single; SS No. 540-58-7918.

#### MISCELLANEOUS INFORMATION:

I have always shown up for work on time. I have always gotten along with fellow workers. I have been commended by past employers for coming to work with a clear head; and for being well mannered and polite, plus being helpful to my employer and not getting mouthy with him.

#### ESTIMATE OF MY POTENTIAL

In the city life, I can do, or learn to do, work as a dishwasher, scraper, janitor, loader, laborer, etc. I am willing to attend night school to make a better employee of myself.

SCOTT, GEORGE  
25 N.E. 60th  
Portland, Oregon  
Telephone: 232-5654

#### OCCUPATIONAL

##### GOAL:

Entry into the field of electronics where I might apply my high aptitude for mathematics and the knowledge gained over the past two years in the field of electronics. I seek employment where I might work with engineers in the design of new electronic products and/or testing and maintenance of electronic equipment. My grade point average in electronic technology is 3.6.

#### EDUCATION:

High School Graduate; AA Degree (Electronics) 1965.

#### WORK EXPERIENCE:

August 1959 to  
March 1965  
(Last 2 years con-  
current w/school)

Safeway Pre-Pakt Produce, Clackamas, Ore. 656-1461.

Position: Warehouseman.

Duties: Feed and take off on sorting and packaging lines; sort and pack fruits and vegetables; unload trailers and box cars; do janitor work; operate bailing press-bailing cardboard, tissue and plastic film; sort salvage returns.

Reference: Donald Zivney.

September 1952 to  
August 1959

Kitchen Maid Bakery, Portland, Ore.

Position: Baker.

Duties: Mix roll and pastry dough; roll-in pastry dough for retard-ing; bench make up of various kinds of rolls and cakes; operate proof box and oven; operate wrapping machine; watch inventory and order materials needed.

Reference: Gust Johnson.

November 1945 to  
September 1952

Marvel Baking Co., Portland, Ore.

Position: Apprentice.

Duties: On the job training in mixing, bench make up, baking, icing, etc.; operation of divider, rounder, overhead proofer, moulder, etc.

#### EQUIPMENT I CAN OPERATE: PERSONAL DATA:

All modern bakery equipment: Battery powered transporter; portable steam cleaning machine; table saw; floor cleaning machine.

Age: 40; Married; Health: good; Height: 6'.

Weight: 165; SS No. 533-20-3856.

#### REFERENCES:

Jerry Bakke, 10244 N.E. Brazee, Portland; 252-7933.

Frank Puciloski, 3915 S.W. Plum, Portland; 244-8577.

George Montag, 1628 N.E. Knott, Portland; 284-6915.

J. A. Sayer, Rt. 1, Box 336, Forest Grove, Oregon.

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# VANCOUVER COMMUNITY COLLEGE

## REGIONAL OFFICES

675 WEST HASTINGS STREET, VANCOUVER, B.C. V6B 1N2



Vancouver Community College is an educational complex consisting of five divisions:

- The Langara Campus,
- The Vancouver School of Art,
- The Vancouver Vocational Institute,
- King Edward Campus,
- Community Education Services.

In morning, afternoon and evening classes held in centres throughout Vancouver, the College offers the most flexible arrangements whereby those in the community who wish to further their education may undertake studies to obtain a variety of diplomas or certificates.

