

The Art of Finding Work

Are You Job Seeker #1 or Job Seeker #2?

By Nick Kossovan

Job seekers fall into two categories: Reactive and Proactive

Reactive: Gets rejected and gives up on the company. **Proactive:** Gets rejected, thanks the person who rejected them and continues to build a relationship with the company.

Reactive job seekers look for a job passively, applying only to jobs they believe they have a chance of getting. They're reacting (applying) to positions posted on job boards and company websites. As I've mentioned in previous columns: Applying to a job posting is hoping a stranger will choose you over hundreds, if not thousands, of other equally qualified candidates, which is equivalent to playing the lottery.

Reactive job seekers are lazily looking for a job. This is why they clash with the employer's hiring process, blame it for not accommodating them, and conveniently ignore the fact employers own their hiring process, not job seekers. Therefore, reactive job seekers tend to have a longer job search and settle for whatever job they get "that'll do."

Reactive: Applies for jobs and waits for (hoping) responses. **Proactive:** Connects with employers.

In contrast, proactive job seekers take control of their job search; they adopt the mindset of a hunter. They hunt for opportunities before the opportunity appears on a job board or the company website becoming public knowledge and attracting candidates they'll have to compete with. They accomplished this by networking with hiring decision-makers, thus gaining access to the hidden job market, which I'm sure you're aware of.

Often, jobs in hidden markets result in you being the only applicant considered, or maybe one of five. Compare those odds to being one of 500 candidates an online job posting will attract. As my column readers know, successful job searching involves focusing on activities that increase your chances of getting a "Yes!"

Proactive job seekers land the coveted jobs—the jobs you wish you could get—that align with their career goals and meet all their needs and wants.

Reactive: Criticizes the hiring process for not giving them a "fair" chance. (Believes they're owed a job.)

Proactive: Acknowledges that the employer's hiring process is what it is and thinks of ways to stand out.

The difference between reactive and proactive job seekers has nothing to do with degrees, skills, or experience. The difference is their mindset. A proactive job seeker sets their expectations based on reality, a reactive job seeker on how they wish the world would be. Choosing your mindset is entirely up to you.

I assume you'd choose the mindset of a proactive job seeker.

Reactive: When told they lack experience, complain they can't get it without being hired.

Proactive: Rather than expecting others to give them experi-

ence, they create their own.

Here are a few ways proactive job seekers hunt for employment opportunities before they become public knowledge:

They reach out to companies they want to work for. On LinkedIn, connect with current employees and decision-makers. Ask your network (Proactive job seekers understand that constantly networking is crucial.) if they know anyone at your target company and ask for an introduction.

They ask for information. People love to talk about themselves, especially their successes, so get over being afraid to ask someone in a position you aim to one day be in for career advice. Ask them how they became successful in their role, how they got where they are, and what advice they'd give someone aspiring to be in their shoes. Besides talking about themselves, people love to give advice. (Guilty as charged.) The things you'll learn if you just ask will surprise you. If you've convinced yourself you're an "introvert" and asking the above-mentioned questions over the phone or over coffee makes your heart race, then ask them if you can email them three questions.

TIP: Always take career advice from someone who's been in the trenches—who's been there, done that. (I love career war stories.)

They create a targeted direct-mail campaign. Create a list of all the companies you're interested in working for in your area. Research, the decision maker(s) in each company. (HINT: This isn't the HR Manager.) Then email them a value proposition letter selling the decision maker why you'd be a valuable asset to their company and attach your resume. Use your past achievements to emphasize value. Make it easy for employers to envision what tangible results they'll get by hiring you.

Reactive: Sends 10 networking emails, doesn't hear back, says networking doesn't work.

Proactive: Sends 10 networking emails, doesn't hear back, follows up (calls) and sends 10 more.

Proactive job seekers are proactive in finding their next employment opportunity instead of waiting for opportunities to present themselves. Besides being more empowering and less frustrating, it also results in more interviews and offers in less time.

Lastly, people adopt a proactive mindset for a reason: They believe in themselves.

Nick Kossovan, a well-seasoned veteran of the corporate landscape, offers advice on searching for a job. You can send him your questions at: artoffindingwork@gmail.com



Nick Kossovan

Where to go for Health Care

By Linda Harrington

NS Health handed out an information paper at a recent meeting in Bass River outlining where people without family doctors can receive medical care.

Add your name to the Need a Family Practice Registry by visiting needafamilypractice.nshealth.ca or calling 811. VirtualCareNS provides people on this Registry with online access to a family doctor or nurse practitioner. For more information, visit www.virtualcarens.ca

To book a mammogram phone 1-800-565-0548. This service is available to all asymptomatic (no symptoms) women over the age of 40.

Community pharmacists can assess and prescribe for minor ailments such as cold sores, allergies, skin conditions, birth control, shingles, tick bites and in some situations for UTIs.

You can call 811, 24 hours a day, to speak to a registered nurse for health care advice.

For Colchester County and Municipality of East Hants:

A Primary Care Clinic is located at 316 Willow St., Suite 205, Truro from Monday to Friday. Phone 902-843-2577, 9:00 a.m. - 4:00 p.m. to book same/next day appointments.

For treatment of diabetes, cardiac rehabilitation, and nutrition counselling (some services require a referral) there is a Chronic Disease Management Clinic at the Colchester East Hants Health

Centre, 600 Abenaki Rd., Truro. Phone 902-893-5528, Monday to Friday 8:00a.m. - 4:00 p.m. to book an appointment.

Pap tests, STI tests, birth control, pregnancy counselling and hormone replacement therapy can be accessed through the Truro Sexual Health Centre at 130-68 Robie St., Truro, Wednesday 5:00 p.m. - 8 p.m., phone 902-956-1550 to book an appointment.

Truro Walk-In Clinic at 68 Robie St., Truro is open Monday - Friday, 5:30 - 8:30 p.m. and Saturday & Sunday 11:30 a.m. - 2:30 p.m., phone 902-893-3635 to book an appointment.

In Cumberland County:

Primary Care Clinics can be accessed in Advocate Harbour, Amherst, Parrsboro, Pugwash, River Hebert and Springhill by phoning 1-855-597-2420, Monday - Friday, 9:00 a.m. - 12:00 p.m. to book an appointment.

For urgent, but not emergency care the Parrsboro Urgent Treatment Centre, 50 Jenks Ave., Parrsboro is available Monday, Tuesday, Thursday, Friday 9:00 a.m. - 5:00 p.m. (hours subject to change). Phone 902-254-2540, Option 1 to book an appointment within one or two days.

There are Diabetes Education Centres in Amherst, Pugwash, Springhill and Parrsboro. Phone 902-667-2850, Monday - Friday, 8:00 a.m. - 4:00 p.m. to book an appointment.

BDC launches \$500 Million Thrive Venture Fund and Lab for Women

Continued from page 1

tem partners, with the goal of filling important gaps in early-stage financing. Specific details regarding the lab will be made public in the coming months.

\$100 million indirect investment envelope – to be invested by BDC Capital's Fund Investment team in women-led and focused general partners across the country. This allocation builds upon BDC Capital's leadership on DEI standards and impactful results to date with 43% of the Fund investment team's active portfolio invested in funds that are women-led or co-led, or that have women in partner level roles; double the Canadian average.

Women-founded start-ups in Canada must work harder to raise the funding they need and continually do more with less when compared to similar male-led companies. Yet, data shows substantially higher revenue per investment dollar, 78 cents of revenue per investment dollar for women-led start-ups versus just 31 cents for men, according to Boston Consulting Group. All of which serves to validate the idea that diverse teams are imperative to make better business decisions and deliver stronger results.

The Shoreline Journal

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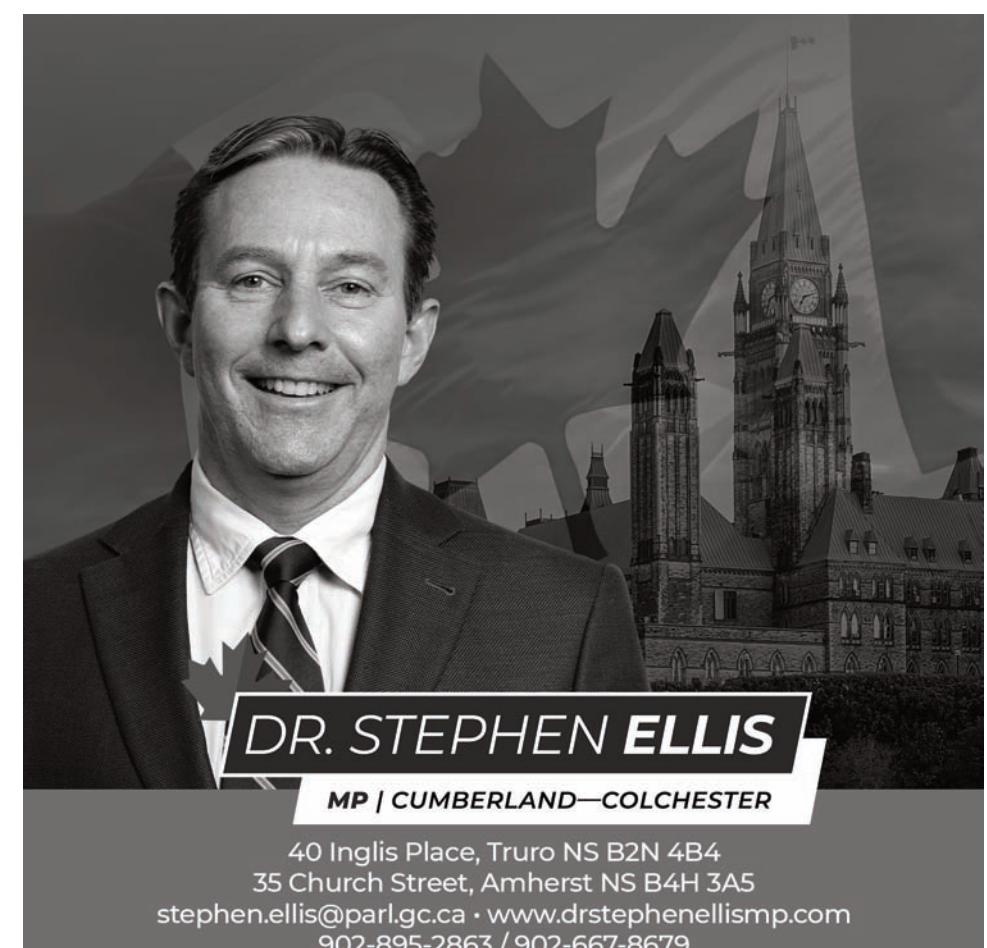
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