



CARREFOUR CARRIÈRE
POLYTECHNIQUE MONTRÉAL

STAGES ET EMPLOIS

Strategies for Job and Internship Searches

2017-11-20

Career Centre: B-510

- Career management services
- Our team of advisors:
 - Marie Ferland-Gagnon
 - Caroline Legouix-Viau
 - Olivia Ouimet
 - Sophie Page
- To book your 1st appointment, contact
service.placement@polymtl.ca
- Walk-ins: Monday, Tuesday, Wednesday, Thursday, Friday from 1:30 pm to 3:30pm (30 mins per student. Same-day, on-site registration at B-510)

Who are you? Are you looking for an internship or a job?

- Bachelor's degree?
- Advanced Graduate Diploma (DESS)?
- Professional Master's?
- Research Master's?
- PhD?

Remember: internship = job

- A paid internship is a fixed-term employment contract
- The same strategies apply to job and internship searches
- Internships are required as part of your studies
- Several employers use the term “internship” to describe temporary jobs for students or recent graduates

Any chess players here?

- How can you win if you don't know the rules?
- Does knowing the rules make you more confident?



<http://www.fond-ecran-image.com/galerie-membre,jeu,jeu-echec-roi-pgjpg.php>

Workshop Goals

- Understanding companies' recruitment strategies
 - Gain a competitive advantage on the job market
- Learn to use an effective method to search for jobs and internships
 - How to find your first job/internship (and others!)

Workshop Outline

1. Company staffing strategies
2. A 5-step approach to searching for a job or internship
3. References



CARREFOUR CARRIÈRE
POLYTECHNIQUE MONTRÉAL

STAGES ET EMPLOIS

1. Company staffing strategies

Various strategies



Impact on approach to searching for a job or internship

Management Strategies (1/2)

- **Need to fill position =>
search for applicants using several different methods:**
 1. Résumés and employee referrals already on file
 2. LinkedIn and other contact networks
 3. HR's bank of résumés
 4. Postings

Management Strategies (2/2)

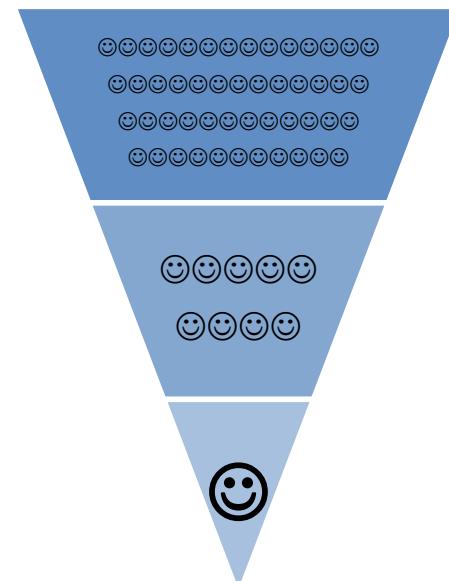
▪ **Impacts**

- Many positions never get posted
- Target (in order) managers > employees > HR> postings
- Use a variety of strategies, including LinkedIn

HR Strategies (1/2)

- **Complete process**

1. Tailor the posting to manager's needs
2. Call for applications
3. Pre-select résumés using keywords
4. Select candidates with the manager
(after reading cover letters)
5. Phone interviews
6. Tests, interviews
7. Reference checks
8. Offer internship



HR Strategies (2/2)

▪ **Impact of process**

- Analyze internship postings
- Prepare application if the position closely matches your profile: use the same vocabulary and keywords
 - Adapt your résumé to match each specific internship posting
 - Try to stand out from the competition
 - Always prepare a customized, professional cover letter



CARREFOUR CARRIÈRE
POLYTECHNIQUE MONTRÉAL

STAGES ET EMPLOIS

2. Approach to searching for internships and jobs

The 5-Step Approach

1. Research the job market
2. Analyze and understand its potential
3. Plan a strategy for contacting the employer
4. Apply
5. Interview for success



RESEARCH THE JOB MARKET

Research the Job Market

- **Get to know** the types of positions and businesses operating in your field
- **Identify** the tasks and areas that you like
- **Understand** employers' needs

Helps customize your application.

Where can I find information?

- Company websites
- Business directories (ICRIQ and IMT)
- LinkedIn
- La Ruche: job/internship postings and past positions
- Networking activities: Career days, wine and cheese events, etc.
- Contact networks (e.g. former interns)
- Trade papers

The “Resources” section of the SSE site:

http://www.polymtl.ca/sp/etudiant/etudiant_bacc/liens/index.php

http://www.polymtl.ca/sp/etudiant/etudiant_es/ressources/index.php



ANALYZE AND UNDERSTAND YOUR POTENTIAL

What are the characteristics of successful professionals?

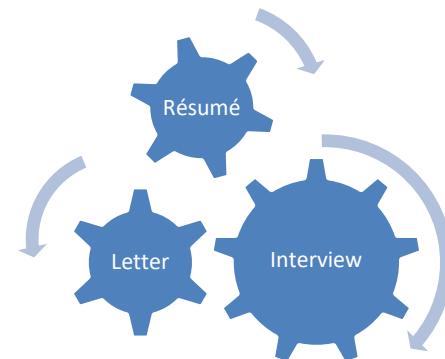
- Strong skill sets and know-how
- Highly motivated
- Good personality

What are the characteristics of strong applicants?

- Strong skill sets and know-how
- Highly motivated
- Good personality (can integrate easily into company's team)

Employers are looking for candidates who:

- Have strong skills
 - Are highly motivated
 - Are able to integrate into the company's team
- ✓ *Demonstrate these three traits in your résumé, cover letter and interview.*



Application Analysis Table

- “Application Analysis Table” document
- http://www.polymtl.ca/sp/etudiant/etudiant_es/ateliers/index.php

How to adapt your application to **the employer's needs**.

Analyzing your application helps you:

- Understand the employer's needs and what you have to offer
- Emphasize strong and transferable skills that you possess
- Prepare and adapt your résumé and cover letter to specific positions
- Prepare for interviews

Analyzing speculative applications

- How to apply for unposted jobs and internships?
 - Consult past job postings and adapt your application to the company's needs
 - Find information, keywords, and how to order your résumé

PLAN A STRATEGY FOR
CONTACTING THE EMPLOYER

Let your network know

- Notify your personal and professional networks that you are looking for an internship and share information
 - Fellow students, professors, friends, family, neighbours
 - Labs, conferences, seminars
 - Jobs, volunteering, events, hobbies
- Attend career fairs, networking cocktails and other events to meet potential employers

Strategies for Contacting Employers

Strategy	+	-
	Shows that you are motivated	Be prepared to be rejected You may not be put through to the right person
	Less engaged	May get lost in a flood of emails Lacks personality/impersonal Tempting to copy and paste emails
	Career fairs Wine and cheese events Networking events	Stressful Requires preparation time to benefit from multiple opportunities

4 important points to consider before contacting an employer

- What does the company do?
- What type of position/internship am I interested in?
- Why am I motivated and interested in working for this company?
- Which aspects of my profile are most relevant to this position?

Effectively appealing to employers

- Express your needs or offer your services?
 - Candidate A: "I am seeking an internship in..."
 - Candidate B: "I want to help you with X duties/projects, and I have X skills in..."

When you know someone who works for the company

- Ask to be introduced to the manager
- Get inside information
 - Current needs, names of HR contacts, etc.



APPLY

Apply

- Remember: there are two types of applications
 - Speculative: no postings
 - Hidden market
 - Direct: in response to a posting
 - Open market (e.g. La Ruche, Jobboom, etc.)

Prepare your application

- Am I fulfilling the employer's needs?

Complete application

=

Customized letter + résumé for each employer

Take action

- Dare to venture outside of your comfort zone
 - Look at companies that you didn't consider initially
- If you have most of the skills required and are able to fulfill the main duties specified, send you résumé
- Post what type of job you are seeking on your LinkedIn profile (or other), but without saying "I'm looking for a job..."
- Follow up with employers

INTERVIEW FOR SUCCESS

Interview preparation workshops

- Réussir ses entrevues d'embauche (French only)
- How to be successful in job interviews

IMPORTANT POINTERS

Strategy

- You can't win with every move, but understanding the rules increases your chances of success
- You have nothing to lose by being efficient and strategic



<http://www.fond-ecran-image.com/galerie-membre,jeu,jeu-echec-roi-pgjpg.php>

Take the time to invest in your application

- Putting thought and preparation into each and every step increases your chances standing out
- Use company recruitment strategies to your advantage
- Understand your strengths in order to highlight your assets throughout the application process

5 takeaways

1. Research the job market and various companies
2. Analyze your profile and potential employers' needs in order to customize your résumé and cover letter
3. Contact managers
4. Apply! Send your résumé in response to postings AND as speculative applications
5. Prepare in advance for interviews



CARREFOUR CARRIÈRE
POLYTECHNIQUE MONTRÉAL

STAGES ET EMPLOIS

References

2017-11-20

ESS References (in French)

- **Internship Search Kit (for Bachelor's)**
- **Useful career management links on our website**
- **Job and internship search sections on our website:**

<http://www.polymtl.ca/stages-et-emplois/etudiants-gestion-de-carriere/conseils>

Language Tools

- **Antidote:** English- and French-language editing software available on BiblioPoly computers and at <http://www.antidote.info/>
- The *Office québécois de la langue française's* **Banque de dépannage linguistique** (BDL): Help with French grammar and syntax, along with several articles on correspondence at <http://www.oqlf.gouv.qc.ca/ressources/bdl.html>
- **Termium:** Government of Canada's terminology and linguistic database: <http://www.btb.termiumplus.gc.ca>

Thank you and best of luck
with your search!