



Lesson Guide

Climbers learn about the six stages of job search and how to establish a career objective, develop strategies to stay motivated, and create a compelling story that aligns their skills with employer needs. By the end of the lesson, they have created a LinkedIn account and saved three job postings that match their interests and skills.

Learning Objectives	<p>Learn the six stages of job search and establish a clear career objective. Develop strategies to stay focused, set goals, and manage setbacks. Create a compelling story that aligns skills with employer needs. Analyze job postings to match skills, values, and career objectives.</p>
WIOA Program Elements	<p>E5. Education Offered Concurrently with Workforce Preparation. Combines workforce preparation, basic academic skills, and occupational skills.</p>
Key Concepts	<p>Job Search Process: The steps and strategies involved in looking for and securing a job, including setting a career objective, staying motivated, and aligning skills with employer needs. Career Objective: A clear, concise statement that outlines your career goals, the type of role you are seeking, and the industry you are targeting.</p>
Materials	<p>Coach Deck: Job Hunt Journey Internet-ready devices with Hats & Ladders access Activity: Join a Job Search Community Rubric: Join a Job Search Community Extension Activity: Prepare a Clear Story About You! Rubric: Prepare a Clear Story About You!</p>

Coach Prep

1. Review lesson instructions and activity materials, including the **Coach Deck**, an optional resource you can use to guide Climbers through the lesson and digital Career Climb.
2. Arrange a computer lab or laptop cart, or instruct your group to bring their own devices with internet connectivity.
3. *Optional:* From the Coach platform, assign the **Job Hunt Journey** Career Climb to your group. This will allow you to track their progress from your dashboard.

Warm-Up

1. To introduce the concept of a **journey**, have Climbers think about the aspects of planning a journey to a new place. Suggested prompts:
 - **Where will you go?** *It could be a new city, a national park, or even a new coffee shop.*
 - **How will you get there?** *Is it an airplane? A train? By foot?*
 - **What resources will you need?** *Do you need foreign currency or a list of food options in the area?*
 - **What problems might you encounter?** *It could be a flight delay, bad weather, or even a missing suitcase!*
2. Have a few Climbers share their thoughts.
3. Explain that, just like planning a journey to a new place, a **job hunt journey** similarly involves a starting point, a target destination, and multiple challenges and milestones along the way. Highlight that this is a universal experience – anyone who has a job has gone through a job hunt journey of their own!
4. Briefly outline what will be covered in the lesson, including:
 - **How to read job postings** – so they know what employers are looking for.
 - **How to stand out to employers** – like showcasing the skills they already have.
 - **How to stay organized and motivated** – keeping track of applications so nothing slips through the cracks.

Guide a Career Climb

1. Introduce the concept of a **Job Hunt Journey**. Highlight that everyone is at a different point in their journey, and they probably won't have the same destination in mind!
Suggested prompts:
 - *Where are you on your journey?*
 - *What are some of your biggest challenges?*

2. Explain that developing specific job search knowledge and skills will support them in navigating challenges with confidence.
3. Direct Climbers to the Hats & Ladders platform to complete the **Job Hunt Journey** Career Climb, which consists of four Ladders:
 - **Kickstarting Your Job Search** (8 mins.)
 - **Getting Into the Job Search Mindset** (6 mins.)
 - **How to Stand Out in Your Job Search** (5 mins.)
 - **Job Postings Decoded** (6 mins.)
4. Climbers can complete the entire Career Climb **at once**, or they can **pause** to share out takeaways and questions along the way.
5. Climbers can then apply what they learned to kickstart their own job hunt journeys by completing the activity.

Activity: Join a Job Search Community

1. Have Climbers independently read through the instructions on the [activity handout](#).
2. Climbers complete the activity.
3. Facilitate a brief **pair-and-share reflection**. Suggested prompts:
 - a. *What job would you be most excited to apply for?*
 - b. *What was the hardest part of finding and saving job postings on LinkedIn?*
 - c. *What surprised you most about the job postings you found?*
 - d. *How did the Career Climb help you understand and save job postings?*
4. Have a few Climbers share their reflections.

Extension Activity: Prepare a Clear Story About You! (Optional)

1. Have Climbers independently read through the instructions on the [activity handout](#).
2. Climbers complete the activity.
3. Facilitate a brief **pair-and-share reflection**. Suggested prompts:
 - a. *What was the most challenging part of identifying your skills and experiences?*
 - b. *How did researching the company help you understand their values and culture?*
 - c. *In what ways did your skills align with the company's values, and where did you notice any misalignments?*
 - d. *How did crafting your story help you feel more prepared for the job application process?*
4. Have a few Climbers share their reflections.

Wrap-Up

1. Emphasize that the jobs Climbers choose in the near future might not be their final destination on their job hunt journeys – and that's okay! Suggested prompt:
 - a. *Each role you take on is a valuable step in your career path, offering new experiences and skills that will help you grow and move closer to your ultimate career goals.*
2. Review key lesson concepts, including:
 - a. **Job Search Process:** This includes setting a career objective, staying motivated, and aligning your skills with employer needs.
 - b. **Career Objective:** A clear statement that outlines your career goals, the type of role you are seeking, and the industry you are targeting.

Assessment

- To evaluate the **Climbers' understanding** of the lesson, use the provided **rubric** to score activity submissions on a scale of 1 to 4 for each criterion.

Modifications

- If you do not have access to devices, have Climbers complete the digital Career Climb at home.
- If time allows, or if you're looking for deepened learning, implement the **Extension Activity: Prepare a Clear Story About You!**
- If **LinkedIn** is not available – or if you prefer to utilize a different job search platform – consider using **Indeed** or **Idealist**.

Activity: Join a Job Search Community

There are many popular online platforms that are free for job-seekers, like Indeed, LinkedIn, or Idealist. For this activity, we'll be diving into **LinkedIn**.

Step 1: Make a LinkedIn Account (*If you already have an account, skip to **Step 2***)

Here's how to get started:

1. Go to [linkedin.com](https://www.linkedin.com).
2. Click **Join now**.
3. Enter your **first and last name, email address, and password**.
4. Follow the **on-screen instructions** to set up your account.

Don't worry about uploading a resume or choosing an industry yet – we're just getting started!

5. Verify your **email address**.

Now that you've set up your account, you can start exploring the millions of jobs, people, and skills available to you on this platform.

Step 2: Save 3 Job Postings

Here's how to save jobs on LinkedIn:

1. Log in to your LinkedIn account.
2. Use the search bar at the top of the page to type in a **job title** or **keyword** related to the field you're interested in.
*It's okay if you don't have a field in mind yet! Try using terms like **entry-level** or **internship** to start.*
3. Filter your search by **location, experience level, and other criteria** to find jobs that match your interests and skills.
4. Click on a job posting that interests you and read the full description.
5. Think back to the skills and knowledge from the Career Climb to analyze the job posting:
 - a. Identify **key sections** of the job posting (e.g., responsibilities, qualifications).
 - b. Consider **skills and experiences** from the job description that match your background.
 - c. Examine the **company's culture and values** and how they align with your goals.
6. Click the "Save" button (usually a bookmark icon) to save the job posting to your account.
7. Repeat this process for two more job postings.
8. In the boxes below, write down the job postings you saved!

Job Title: Company:	Job Title: Company:	Job Title: Company:
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By saving these job postings, you're taking the first steps in your **job hunt journey**. This will help you stay organized and motivated as you continue your search.

Rubric: Join a Job Search Community

Criteria	1: Needs Improvement	2: Developing	3: Proficient	4: Exemplary
LinkedIn Account Creation	Did not create a LinkedIn account.	Created a LinkedIn account but had difficulties with the setup process.	Successfully created a LinkedIn account with minimal guidance.	Created a LinkedIn account independently and explored additional features.
Job Posting Search and Filtering	Did not search for job postings.	Searched for job postings but did not use filters effectively.	Searched for job postings and used filters to narrow down results.	Searched for job postings, used filters effectively, and found relevant jobs.
Job Posting Analysis	Did not analyze job postings.	Analyzed job postings but missed key sections or relevant skills.	Identified key sections and relevant skills in job postings.	Thoroughly analyzed job postings, considering company culture and values.
Saving Job Postings	Did not save any job postings.	Saved one job posting but had difficulties with the process.	Saved two job postings with minimal guidance.	Saved three job postings independently and organized them effectively.

Extension Activity: Prepare a Clear Story About You!

Whether you're just starting your job hunt journey or looking to make a career change, this activity will help you craft a compelling narrative that aligns with the values and needs of the companies you might be interested in. Let's dive in!

📌 Step 1: Identify Your Skills and Experiences

- Think about your past experiences, including school projects, volunteer work, part-time jobs, and any courses you've taken.
- In the box below, **make a list** of these experiences and the skills you gained from them.

For example:

School project: Teamwork, problem-solving

Volunteer work: Communication, empathy

Part-time job: Time management, customer service

Online course: Specific technical skills, willingness to learn

📌 Step 2: Research the Company

- Refer back to **one** of the job postings you saved in the prior activity, [Join a Job Search Community](#).
- In the job posting, locate the company's website. Navigate to the "About Us" or "Our Mission" section to understand the company's mission and values.
Bonus: If the company has a social media presence, scroll through their profiles.
- In the box below, **make a list** of the company's core values, and try to describe the culture in a few words:

Step 3: Match Your Skills to the Company's Values

- Refer back to the list of skills you identified in **Step 1**, and compare them to the company's values in **Step 2**.
 - Where do you notice **alignment**?
 - Where do you notice **misalignment**?
- In the box below, **write down** how each of your skills and experiences matches the company's values. For example:
*If the company values **teamwork**, highlight your school project experience.*
*If the company values **taking initiative**, mention any online courses you've taken.*

Step 4: Craft Your Story

- Using the match list in **Step 3**, craft some sentences that show how your skills align with the company's values.
- If you're struggling to find alignment, demonstrate a willingness to learn! For example:
I look forward to taking a course on [insert skill] on Coursera/LinkedIn Learning, which will prepare me for the responsibilities of this role.
- In the box below, try writing **2-3 sentences** that showcase your skills:

Rubric: Prepare a Clear Story About You!

Criteria	1: Needs Improvement	2: Developing	3: Proficient	4: Exemplary
Identification of Skills and Experiences	Did not list any experiences or skills.	Listed some experiences but missed key skills.	Listed most experiences and relevant skills.	Comprehensively listed all relevant experiences and skills with clear examples.
Company Research	Did not research the company.	Researched the company but missed key values or culture.	Identified the company's core values and described the culture accurately.	Thoroughly researched the company, including social media presence, and provided a detailed description of the culture.
Skill-to-Value Matching	Did not match skills to company values.	Matched some skills but missed key alignments or misalignments.	Accurately matched most skills to company values, noting alignments and misalignments.	Thoroughly matched all skills to company values, providing clear examples of alignment and addressing any misalignments.
Story Crafting	Did not craft a story.	Crafted a basic story but lacked clarity or alignment with company values.	Crafted a clear and compelling story that aligns skills with company values.	Crafted an exemplary story that not only aligns skills with company values but also demonstrates a willingness to learn and grow.