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## 10 "Must Use" Websites For Your Job Search!!!

There is a wealth of job search tools available out there to help you in your quest. What are some of the most useful resources?

### 1) LinkedIn

LinkedIn is by far, in my opinion, the most important and most powerful tool on the web for your job search. It is THE place to see and be seen. Posting your profile is terrific to "be found", but even greater value for a job seeker comes in the ability to search for contacts at companies, learn about companies, learn about a contact prior to a phone call or interview, and find potential "hidden" contacts through references on other people's profiles. I've written more about LinkedIn [here](#).

Another great resource for LinkedIn is Jason Alba's book: [I'm on LinkedIn--Now What???](#)

### 2) Google

Everyone knows Google is priceless in finding anything online. Used creatively, Google is also priceless in finding information you might not otherwise think of! LinkedIn is FULL of valuable contacts for you, but if you're just starting out and only have 15 connections, you're not getting the vast majority of contacts you want from your search in LinkedIn. Through Google you can find ALL the public profiles on LinkedIn! You'll be amazed at the results.

### 3) Jigsaw

Learn, contribute, and use JigSaw.com! This is an extremely powerful tool to find contact information. JigSaw is probably the world's largest "Rolodex". You can either "Play" by adding your own contacts and gaining points, or "Pay" by purchasing points to gain contacts.

I always prefer FREE, so find all the business cards you have and start entering the information! They have the business card information of millions of people and if you can't find a phone number or email address through other contacts or Google... THIS is the place to go!

### 4) JibberJobber

Keeping your contacts, job postings you're interested in, schedule, record of connections, and everything else in your search organized can be a colossal headache! This is a great tool if you're having trouble with keeping track of everything!

### 5-6) SimplyHired and Indeed

Searching all the job boards out there can be overwhelming and extremely time consuming. SimplyHired and Indeed are consolidation sites that scour all the major (Monster, HotJobs, CareerBuilder) and many minor and specialized job boards to bring all the results together for you into one place. They each allow you to set up automated searches as well.

### 7) Linkup

Similar to SimplyHired and Indeed, LinkUp.com consolidates results for you, but instead of scouring job boards, it scours company websites to produce results that may not be listed anywhere else. It's a great resource to find opportunities that you might otherwise never see.

### 8) Jobirn

Jobirn is a newer, but great site to gain entry into companies that you might not be able to penetrate otherwise. Many companies out there offer their employees referral bonuses for presenting a candidate that gets hired for one of their open positions. Employees wanting to find candidates to get those bonuses, register here. You can send them your resume, and get referred for an opening by an internal employee. MUCH better than applying online!

### 9) Twitter

Twitter can be the biggest time waster and most productive real-time asset in your job search all wrapped into one. It's fun, it's fast, it's chaotic, and has an unbelievable wealth of information for you. It's ability to give you access to people, leads, ideas, and information is unmatched, but you have to be very strategic and deliberate in how you use it.

### 10) The Wise Job Search

I'd be remiss (and a poor self-promoter) if I didn't encourage you to keep reading the other articles posted here. I believe good practical advice is hard to find sometimes, I hope this site helps!

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Networking in a job search is critical. Often people don't do it because they think they have to know hiring managers in their field in order for it to be productive. Not True!

It's not who YOU know. It's who you know, knows, and who THEY know!

Many people may think of their grandmother as a poor job networking contact. However, you may not know who her neighbors are, or who she knows at her church, or seniors club. You may not know which of her friends has a son or daughter in a hiring role. And more importantly, you don't know who any of those people know.

Your job in your job search is to follow the trail of one referral to the next, and the next, and the next until you get to the one with the right opportunity for you.

In a Job Search Skills class I lead, I had one participant that found his job opportunity through an 85 year old grandmother at his church. She overheard him talking to someone else about his job search, and asked him what kind of job he was looking for. He told her he was an IT Director and she asked him what that was. He impatiently explained it to her, wondering how this person could possibly help. After he finished explaining his role, she told him to give her his phone number. He did and they left. The next day he received a call from her son who owned a mid-size company and needed a new IT Director! Who does your Grandma know???

Here are some tips to help you begin networking effectively:

~ **Create a list of EVERYONE you know.** One study showed that the average person knows nearly 300 people. Who do you know? Write out a list. Create headings of different ways and venues you may know people. Perhaps headings like: Family; Church; Service Providers; Kids sports; Health Club; All previous co-workers; Professional Association meetings; Friends; etc.

Don't exclude ANYONE. Even if you assume they don't know anyone relevant for you, you never know who the people they do know, know.

~ **Gather all the contact information you can for each of them.** This may take some time and effort. You may need to go through old notes, phone books, or online resources. [WhitePages.com](http://WhitePages.com), [LinkedIn](https://www.linkedin.com), and [Google](https://www.google.com) may be good ways to compile that information. You'll be much more productive contacting more people if you can make several calls in a row. You won't be able to do that if you have to look up each person's phone number between each call.

~ **Don't ask if they know of a job!** This is one of the biggest networking mistakes most people make in their job search. They ask everyone they talk to whether they know of a relevant job opening. The person may not fully understand your field, or simply nothing comes to mind, and it becomes a very awkward conversation at that point.

Let them know you are looking for a new position, and they will certainly realize that you would be interested in hearing about appropriate opportunities... so don't ask! You have a different agenda in this call...

~ **Ask for "Breadcrumbs".** Your objective from each networking call is to gain 2 or 3 additional names of people to contact. Let them know that directly. Tell them: *"My job while I'm in my search is to follow the trail of breadcrumbs from one person to another until I get to one with the right opportunity. So I'm really just hoping you might be able to let me know of a couple other people that you think might be worthwhile for me to talk to. If you were in my situation, who would you connect with?"* Then let them answer.

You'll find the vast majority of people want to help. They just aren't sure how. If they don't know of a job, they often can't think of what else they can offer. This gives them that answer, and most everyone will be able to think of a couple people they would talk to if they had to look for a new position.

~ **Give them your contact information!** Whether they think of something for you right then and there or not, be sure they have your contact information. They may think of someone else or something more for you 5 minutes or 5 weeks later. If they don't know how to reach you, that lead is lost. Send them an email, give them a business card, mail them a note, or whatever works best for that individual. Make sure they know how to get back in touch with any additional helpful information.

~ **Contact the referral... it's a 'warm' call!** You now have a new name that was referred by someone else that knows you. You can certainly now call them and say: *"Bob Smith gave me your name as someone that may be able to point me in the right direction in my job search..."*

You ask them for a couple of names that they think would be worthwhile for you to talk to, and it's a warm call to those next contacts as well. It's similar to instructions on a shampoo bottle: *Wet hair, lather, rinse, repeat;* instead it's: *Call, introduce, ask, repeat!*

Networking for a new job is not just for those that are 'connected'. It's for everyone that's looking for a job! Build your list and begin!

For some employees who can't figure out why they are not getting that promotion, the answer could be as simple as looking in the mirror. Grooming and personal appearance are playing an ever-increasing role in workplace raise and promotion decisions. A recent CareerBuilder.com survey listed the following as the top reasons that would make an employer less likely to offer an employee a promotion:

1. Piercings
2. Bad Breath
3. Visible Tattoo
4. Wrinkled Clothes
5. Messy Hair
6. Casual Dress
7. Too much perfume or cologne
8. Too much makeup
9. Messy office or cubicle
10. Chewed fingernails
11. Too suntanned

Is not giving an employee a promotion because of their bad breath or fingernails illegal? Some employees might think so, but generally speaking, the answer is "no." You are legally free to deny that new corner office to employees because they have bad breath or dress as though they just came from the beach. This is one of those areas where employers actually **can** discriminate, because discrimination based on such characteristics does not violate Title VII – unless issues of race, religion, sex or national origin are intertwined.

Employers do have the option of regulating workplace grooming and appearance. But from our experience many are sometimes reluctant to exercise this right because everyone "knows" that discrimination is unlawful. The truth is you have a lot of control over the dress and appearance of your employees. The key is to carefully draft and consistently enforce a reasonable dress code.

#### Doing It Right

There is no legal requirement for a dress or appearance policy. Yet, having such a policy in place before a tattoo, nose ring, haircut, or head covering becomes an issue allows you to defend claims of discrimination. More importantly, a well-written policy can help protect a company's public image, promote a productive work environment, comply with health and safety standards, and even prevent claims of unlawful harassment. Having such policies in place also helps better ensure that highly qualified employees are not overlooked, albeit legally, for a promotion because they are permitted to come to work with messy hair or wrinkled clothes.

A dress and appearance policy based on business needs that is applied uniformly will generally not run afoul of employees' seemingly endless civil rights. Any appearance policy should be based on justifiable business reasons that do not have a disproportionate effect on particular segments of the workforce, particularly those in a protected category. Of course, as with all employment policies, you must ensure that such policies are applied consistently and fairly without regard to an applicant's or employee's race, sex, national origin, religion, color, disability, age, or any other protected status.

Employees are becoming wise to these issues and seeking to challenge grooming- and dress-based decisions by tying them to protected categories such as religion and disability, with some degree of success. As an example, some courts have held that obesity can be considered a disability which calls into question the viability of making employment decisions because of an employee's weight. In fact, Michigan even prohibits discrimination in employment based upon weight by state statute. Other courts have found that no-beard policies discriminate against men who wear beards for religious reasons. It's important to be wise to these risks and be certain to draft their appearance and grooming policies so that they do not encroach upon a protected category. When faced with grooming- and dress-based cases, courts and arbitrators will balance an employee's desire for self expression with an employer's right to enforce a reasonable dress code necessary to protect the company's image. If done correctly, in most cases the employer's reasonable dress code will prevail. Case in point, in an arbitration decided several years ago, a woman of Mayan descent was required to cover up a nose ring she wore to work in her position as a hospital receptionist.

The employee viewed the nose ring as part of her Mayan cultural heritage whereas the hospital viewed it as a violation of its dress guidelines prohibiting extremes in jewelry. The arbitrator agreed with the employer. He viewed the employer's requirement that the nose ring be covered as reasonable because as a receptionist the employee was the first person to make an impression upon hospital visitors.

The case highlights that courts and arbitrators continue to support an employer's right to enforce a reasonable dress code as long as it does not encroach upon a protected activity and can be tied to reasonable business needs.

**How Do You Say, Merry Christmas?**

Glaedelig Jul - Danish  
Vrolijkje Kerst - Dutch  
Hyvva Joulua - Finnish  
Frohe Weihnachten - German  
Kala Christouyenna - Greek  
Gledileg Jol - Icelandic  
Buon Natale - Italian  
God Jul - Norwegian  
Feliz Natal - Portuguese  
Heri za Krismas - Swahili  
God Jul - Swedish  
Iyi Noeller - Turkish  
And the ever popular "Merry Christmas"

*Merry Christmas and A Happy New Year!*



## Christmas Trivia

1. Christmas Eve in Japan is a good day to eat fried chicken and strawberry shortcake.
2. Alabama was the first state to recognize Christmas as an official holiday, and the tradition began in 1836.
3. In 1647, the English parliament passed a law made Christmas illegal. The Puritan leader Oliver Cromwell, who considered feasting and revelry on what was supposed to be a holy day to be immoral, banned the Christmas festivities. The ban was lifted only when Cromwell lost power in 1660.
4. Michigan has no official state song, but one, 'Michigan, My Michigan,' is frequently used. The words were written in 1863, and the melody used is that of the Christmas song "O Tannenbaum".
5. Franklin Pierce was the first president to decorate an official White House Christmas tree.
6. Electric Christmas lights were first used in 1854.
7. One town in Indiana is called Santa Claus. There is also a Santa, Idaho. (Talk about Santa coming to town.)
8. The Puritans forbade the singing of Christmas carols.
9. America's official national Christmas tree is located in King's Canyon National Park in California. The tree, a giant sequoia called the "General Grant Tree", is over 90 meters (300 feet) high, and was made the official Christmas tree in 1925.
10. The first department store to feature a visit with Santa was the J. W. Parkinson's store in Philadelphia in 1841. Astonishingly, no other department stores copied this event until 1890 when a store in Boston repeated it. Before long lines of children formed at stores across America to sit on Santa's lap and tell him their Christmas wish list. The department store Santa has been immortalized in films such as Miracle on 34th Street and Christmas Story.
11. The most popular Christmas song of all time is Bing Crosby's version of "White Christmas." And "Silent Night"-arguably the most recognizable Christmas hymn-was written in 1818, by an Austrian pastor, Joseph Mohr. As Christmas Eve came, that year, the organ in his church was broken, so together with his friend, Franz Gruber, he wrote this new tune for the service that night, and played it on his guitar for his congregation.
12. "Jingle Bells" was originally written for a Thanksgiving celebration, in 1857.
13. The Christmas abbreviation-Xmas-is thought by some to be sac religious, but in fact the first letter of the Greek word for Christ is chi, which is X. Before the invention of the printing press, "Xmas" was often used, in print, to save time and ink.
14. We celebrate Christmas on December 25th because in the fourth century, Pope Julius I announced that Christ's official Birthday would be December 25th. Prior to his ruling there had been a great deal of confusion. No-one was certain about the year, let alone the month or the day.

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SW MN Private Industry Council Presents:

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*At the Montevideo WorkForce Center*

Every Wednesday 1-3 PM Free Everyone and Anyone Welcome!

- 1st Wednesday:** Applications \*Online and paper
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- 3rd Wednesday:** Interviews \*Tips and Suggestions
- 4th Wednesday:** Financial Education \*Good & bad credit

**Creative Job Search**

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**Creative Job Search Workshops in your area!!!**

If you are interested in attending, please contact your local WorkForce Center to register.

- Worthington:** 1<sup>st</sup> Tuesday of the Month
- Marshall:** 2<sup>nd</sup> Thursday of the Month
- Montevideo:** 3<sup>rd</sup> Thursday of the Month

