

|   | <b>TA</b><br><b>The Traditional Approach</b>   | <b>CA</b><br><b>The Creative Approach</b>  |
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| <i>What you are looking for</i>                               | A job.   | A “dream job”: one that uses your favorite skills and favorite fields or knowledges.   |
| <i>How you see yourself</i>                                   | As a “job beggar.” You will be lucky to get them.  | As a “resource.” They will be lucky to get you.  |
| <i>Your basic plan</i>  | Figure out how to “sell” yourself, before you go out hunting.                              | Figure out what kind of job you’d die to do, before you go out hunting.  |
| <i>Your preparation</i>                                       | Do research to find out what the job-market wants. <i>“Fitting in” will carry the day!</i> | Do homework on yourself, to figure out what you do best, AND most love to do. <i>Enthusiasm will carry the day!</i>  |
| <i>How you figure out which employers to approach</i>         | You wait for them to identify they have a vacancy.   | Doing “informational interviews,” you figure out which organizations most interest you—in light of your homework—even if they do not have a known vacancy at the time.                             |
| <i>How you contact them</i>                                   | Through your resume.   | Through a “bridge person” (someone who knows you and also knows them). Use LinkedIn to find them.  |
| <i>What the purpose of your resume is</i>                     | To sell them on why you should be hired there.   | To get an interview with them.   |
| <i>What your main goal is if you get an interview</i>         | To sell them on why you should be hired there.   | To get another interview there.  |
| <i>What you talk about in the interview</i>                   | Yourself, your assets, your experience.  | 50% of the time you let them ask the questions. 50% of the time you ask them the things <i>you</i> want to know about the place, and the job there.  |
| <i>What you’re trying to find out</i>                         | Do they want me?   | Do I want them? (as well as “Do they want me?”)  |
| <i>How you end the final interview there</i>                  | You ask them: “When may I hope to hear from you?” <i>(You are leaving things hanging.)</i> | If you decide you do want to work there, you ask them: “I believe I could be a real asset to you. Given all that we’ve talked about, can you offer me this job?” <i>(You are seeking closure.)</i> |
| <i>What to do after getting the job, but before you start</i> | Send a thank-you note. Rest, relax, and savor the successful end to your job-hunt.         | Send a thank-you note. Keep on job-hunting. (The offer may still fall through before you start, due to unforeseen circumstances there.)  |