

## Does your Job Search Have an Identity Crisis?

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There are many things that can influence the success of a person's job search. All too often, job searches can seem like frustrating voyages to nowhere. You apply to jobs that interest you, submit your resume and cover letter (if allowed) and hope you will be contacted for an interview. More often than not, you wait, and wait and wait. You are hoping to be contacted for an interview, but often you hear nothing.

If this experience sounds familiar, you may want to ask yourself one very simple, but very important question: am I applying for the right jobs? Put differently, do your skills and attributes truly match the requirements of the position you are seeking? Responding to the questions below in writing can help your job search avoid an "identity crisis."

- What are your five most impressive skills and attributes? (List what you do best and what has led to your success in your career so far)
- What are five skills and attributes that are required by the position you are seeking? (List any required certifications, education or training as well)
- Of the skills and attributes required by the position you are seeking, what do you currently possess? These skills should be emphasized in your profile, resume, cover letter and interview. (If you are listing all five of the required skills above, you have hit the job search jackpot!)

Clearly, a close match between the skills you possess and those required by the position you are seeking can result in a more successful job search. Even with a strong match, you will need to network aggressively and prepare thoroughly for your interview in order to successfully differentiate your candidacy from the others who have applied.

*I hope these suggestions have been helpful. Please contact me at [john\\_worth@unc.edu](mailto:john_worth@unc.edu) if you have any questions or would like to arrange an appointment.*

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