



8 TIPS FOR SUCCESSFUL NETWORKING

- 1. First impressions matter:** Impress potential employers with a well thought-out and confident introduction. Smile and dress according to the event's dress-code. In many Western business cultures, strong eye contact, open body language (e.g. standing up straight, not crossing arms) and firm handshakes are considered polite and a sign of confidence. But keep in mind that these practices do not represent every culture's greetings or networking norms!
- 2. Learn about other cultures:** Take time to research appropriate greetings for the country or community you are in, observe what others are doing and ask questions.
- 3. Perfect your elevator pitch:** You should be able to summarize who you are and why someone should care within 30 seconds (i.e., the time it takes to ride up in an elevator with them). You can talk about your personal values, skills, work experience, and passions. Practice your pitch as often as possible. Remember that different people might be interested in you for different reasons, so think of different ways to present yourself depending on who you're talking to.
- 4. Actively listen:** Great communicators are great listeners. Pay attention to the overall idea the person you're speaking with is conveying, provide non-verbal and verbal feedback, and ask questions.

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ABOUT US

Project Learning Tree Canada (PLT Canada) advances environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. We are committed to using the outdoors to engage youth in learning about the world around them—in rural, Indigenous and urban communities—and we inspire youth to take action for sustainable forests and a sustainable planet.



5. Find the common ground: Whether you're comparing professional objectives or personal interests, relationships start by discovering what you both have in common. Use your questions to identify and focus in on key topics that help the potential employer see where you could fit into their organization. Try to remember a few key bits of information to include in your message to them after the meeting (see next point).

6. Follow up: Don't wait for the other person to reach out to you. Follow up with people that you meet and thank them for their time. Use what you learned in your conversation (see above) to offer them something they might be interested in, like an article or news about a subject you talked about. You can even ask to meet in person to learn more about them and their organization.

7. Manage your online presence: Google yourself. This is what potential employers will see, so make sure they see the you that you want them to. Keep your personal social media accounts private unless they speak to your professional or educational image.

8. Use the power of LinkedIn: Use LinkedIn to showcase your resume, build your network, search jobs, research companies and receive recommendations and endorsements from co-workers and employers.

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TOP 10 TIPS TO CREATE YOUR RESUME

TIPS FROM PLT CANADA

1. Keep your resume under two pages (one if you are applying for your first jobs).
2. Only include your LinkedIn account if it is up to date.
3. Your email should sound professional, and not include your birthdate – **yourname.lastname@gmail.com** for example is clear and simple. You can also use your student email.
4. Keep your resume simple and professional. Use fonts like Arial, Calibri, Georgia or Times New Roman and avoid using pictures, graphics, or tables unless you are sure the resume is being read by a human.
5. Use [action verbs](#) to describe your roles and tasks. E.g. Led, handled, managed for...Google for more!
6. Use numbers when describing the results of your work. Ex. Wrote 15 blogs, assessed 10 blocks per week, etc.
7. You can write about courses you have taken, practical experience you have gained through labs, etc.
8. Have professional references ready but do not include them on your resume. Do make sure your references have been notified in advance though! Professional references should be teachers or supervisors that have observed your employment skills and experience in action.
9. Do not include personal information like your Social Insurance Number (SIN).
10. Have others proofread to avoid spelling and grammar mistakes.

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YOUR NAME

City – Phone Number – Email – LinkedIn customized URL

SUMMARY

- Identify as few as 3 and as many as 7 reasons why you are a great fit for the job
- This section should be customized for each job you apply to – you can change the order of existing bullets, write new bullets, or even remove bullets that aren't relevant
- Use this opportunity to highlight your key knowledge, skills and abilities that are specifically asked for in the job ad.

EXAMPLE, FOR A PARK RANGER JOB

Demonstrated goal orientation, mental toughness and physical fitness while exceeding daily targets as a tree planter.

WORK/VOLUNTEER EXPERIENCE

COMPANY 3, Location

Job Title

(MM/YYYY) - Present

- Your current or most recent position should be the first one on the list. Use the Job Posting to select keywords that apply to your experience and what the employer is looking for.

COMPANY 2, Location

Job Title

(MM/YYYY) - (MM/YYYY)

- Keep each work experience to 3-4 bullet points. Highlight your key accomplishments during the position.

COMPANY 1, Location

Job Title

(MM/YYYY) - (MM/YYYY)

- As you write about your experience, you can use the STAR method: Situation, Tasks involved, Action taken, and Results.

EXAMPLE, USE OF ACTION WORDS

Demonstrated expertise climbing, pruning, and removing trees for clients.

Communicated ideas clearly using Power Point and Zoom.

EDUCATION

Degree, Graduation Year or expected Graduation Year (YYYY)

College Name, Location

Remember to include relevant school projects – there's a reason your teachers have you write those essays/reports and give those presentations!

CERTIFICATION AND TRAINING

List your professional certifications. Make sure that they are valid and not expired. Review the Job Posting for specific certifications required.

Education and/or Certification and Training can go BEFORE Work and Volunteer Experience if you don't have much of those.

COMMON CERTIFICATIONS INCLUDE:

Standard First Aid, Driver's License, Moving Water Canoe, Wilderness First Responder First Aid, CPR, Firearms License, Chainsaw Safety, etc.



TIPS FOR INFORMATIONAL INTERVIEWING

An informational interview is an informal conversation with a person working in a particular career field. Encourage learners to conduct informational interviews to glean first-hand information about the realities of working in that field.

Learners may feel shy about arranging to talk with a stranger about their work. Let them know that most people enjoy spending a few minutes chatting about their chosen profession with someone interested in their field. Consider conducting a practice interview session with your friend or classmate, with one role-playing the interviewee and the other asking questions.

TIPS FOR SUCCESS

Keep in mind these tips as you prepare for your informational interview:

1. **Do some homework** on the person or the organization they work for, checking the organization's website or the person's online profile to find out their background and interests.
2. **Contact the person by phone or email.** Mention how you got their name and emphasize that you are looking for information, not a job. Ask for a convenient time to talk for 20-30 minutes in person, by phone, or through an app like Skype. Be prepared to ask your questions right then, if that is the best time for the person.

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3. **If the interview is in person, dress neatly and appropriately.** Arrive on time or a few minutes early.
4. **Introduce yourself, your background, and your goals.** Ask your prepared questions, but also let the conversation flow naturally.
5. **Respect the person's time,** keeping the interview to the agreed-upon length. Ask whether you may contact them again if you have additional questions.
6. **Ensure to thank them.** Within a day or two after the interview, send a thank you note to express your appreciation for their time and information. This may be hand-written, an email, or a typed business letter.
7. **Keep in touch with the person.** If you followed their advice, let them know how things are going.

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ESSENTIAL SKILLS FOR JOB SEEKERS RESOURCES

It is important to include a letter that will intrigue the employer to read your resume. This will give you an opportunity to show your enthusiasm for the position and tell them why you would be a good fit.

Use this checklist to ensure your cover letter is comprehensive.

ADDRESSES

- ☐ Did you address your letter to an individual in a hiring position? If you could not find an individual, did you address it “Dear Employer” or “Dear Hiring Manager”?
- ☐ Did you include your contact information — name, telephone number and email address?

THE INTRODUCTION PARAGRAPH

- ☐ Did you state the position using the exact job title and include any reference number(s) given in the job posting?
- ☐ Does the first line state why you are writing the letter and why you are interested in the position for which you are applying?

THE BODY PARAGRAPH

- ☐ Did you describe what you can contribute to the organization, and not what you can get out of the organization?
- ☐ Did you include information that will intrigue the employer to read your resume, or did you just restate what is on your resume?
- ☐ Is your cover letter tailored to your reader, showing that you have researched the organization?
- ☐ Did you demonstrate enthusiasm and energy for the position?
- ☐ Did you tell the reader why they should hire you?
- ☐ Did you mention the name of the reference who suggested you apply for the position in the opening paragraph? (If applicable.)

THE CLOSING PARAGRAPH

- ☐ Did you re-state your interest in the position and company?
- ☐ Did you request an interview and thank the employer for their time?
- ☐ Does your cover letter sign off with “Regards” followed by your signature?

FORMAT

- ☐ Is your cover letter an appropriate length? (One page is preferred.)
- ☐ Did you check and correct any spelling, grammar and punctuation errors?
- ☐ Is the letter vertically centered on the page?



ESSENTIAL SKILLS FOR JOB SEEKERS RESOURCES

It is important to get your message across, and make that good impression, very quickly.

Use this checklist to ensure your resume is ready to submit to an employer.

TOP HEADER

- ☐ Is your name at the top, in the center, in large font?
- ☐ Is all your contact information (phone and email) included?

BODY

- ☐ Is there an 'Summary' section after the contact information that indicates to the employer the type of work you are looking for?
- ☐ Is there a list of education credential included?
- ☐ Did you include skills, knowledge and experience more related to the job you are applying to?
- ☐ Do your experience statements start with action verbs?
- ☐ Are verb tenses in the present tense for current jobs and in the past tense for previous jobs?
- ☐ Do you have approximately 2-4 statements per job? (Bullet format recommended.)
- ☐ Do your experience statements demonstrate the results of your accomplishments? Did you qualify your results (e.g. use numbers and percentages when possible)?

FORMAT

- ☐ Is your work experience listed in reverse chronological order?
- ☐ Is your resume 1-2 pages?
- ☐ Is the text free of grammar and spelling mistakes?
- ☐ Is the layout well organized? (i.e. is has white spaces between sections and margins)
- ☐ Is the text all in standard font type such as Arial or Times and size 10-12 point?
- ☐ Are the headings (e.g. Education) in bold or capital letter and 12-16 point? Do my lists contain 2-5 bullet points?
- ☐ Are abbreviations (that aren't keywords or terms commonly used in the industry) spelled out?
- ☐ When emailing your resume or cover letter as an attachment, does the name of the document include your name so that it is easy for prospective employers to identify and save into a database? (Ex. Jones, Edward – Resume.pdf)
- ☐ Is the format PDF? (unless they specify a specific format)

DID YOU KNOW?

The average employer spends about 11 seconds on each resume.



IDENTIFY YOUR SKILLS WORKBOOK

Before you begin your job search, it is important to understand the skills you have.

Use this workbook to help you identify your technical, transferable and self-management skills.

In the tables below, list your skill(s) in the first column and provide evidence of how you developed this skill(s) on the right. Keep this for reference when you are applying for jobs and preparing for interviews.






YOUR TECHNICAL SKILLS?

EVIDENCE?

YOUR TECHNICAL SKILLS?		EVIDENCE?
<i>Example: Knowledge of landforms, soil and erosion</i>		<i>Took a class in Geomorphology</i>
		
		
		
		

YOUR TRANSFERABLE SKILLS

EVIDENCE?

YOUR TRANSFERABLE SKILLS		EVIDENCE?
<i>Example: Strong information management skills</i>		<i>Collected & sorted data through field work</i>
		
		
		
		

YOUR SELF-MANAGEMENT SKILLS?

EVIDENCE?

YOUR SELF-MANAGEMENT SKILLS?		EVIDENCE?
<i>Example: Excellent team work skills</i>		<i>Completed over 20 group projects</i>
	