



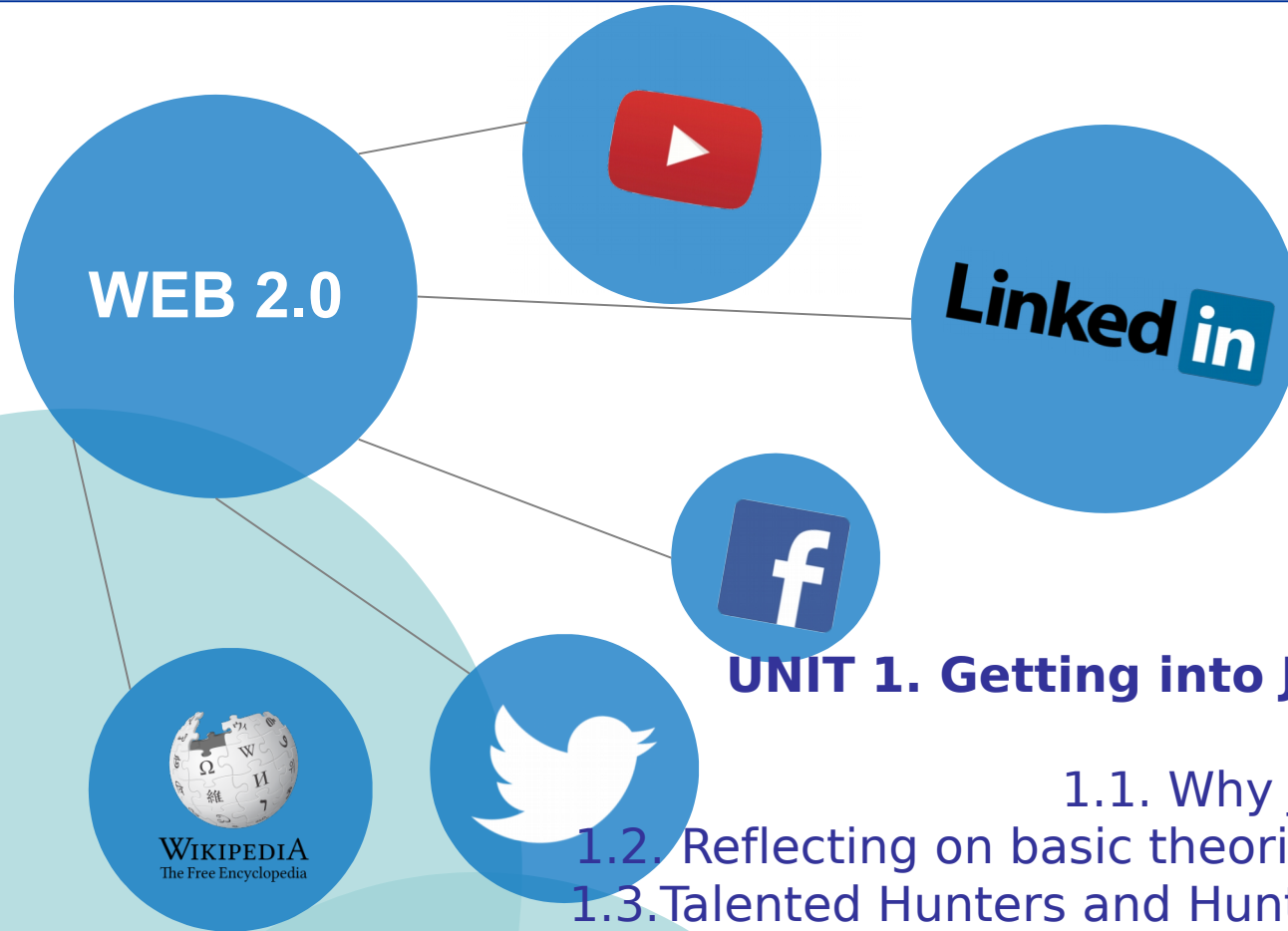
European Personal
Branding for Employment

Getting into Job Hunting

4.0

Unit 1

UNIT 1: Getting into Job Hunting 4.0



UNIT 1. Getting into Job Hunting 4.0

1.1. Why Job Hunting 4.0?

1.2. Reflecting on basic theories of Job Hunting

1.3. Talented Hunters and Hunting your talents!

UNIT 1: Getting into Job Hunting 4.0



Why Job Hunting 4.0 ?

Job Hunter 4.0

An exploratory multifarious personality, with understanding of global trends and values that should guide the job arch.



Why Job Hunting 4.0 ?

The Characteristics of Job Hunter 4.0



Why Job Hunting 4.0 ?

A Job Hunter 4.0

- Understands **continuous learning**



Why Job Hunting 4.0 ?

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- Understands **continuous learning**
- Perceives **work as an opportunity given to our talents and capacities**



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- Perceives **work as an opportunity given to our talents and capacities**
- Keeps **high level of collaboration with very diverse people**
- **And Understands the “triple bottom line”:** financial, social and environmental measures of success



Why Job Hunting 4.0

Online Job Search- Job Hunting 4.0



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A map of available resources

(to understand their difference from
traditional forms of job search)

Why Job Hunting 4.0

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- **Formal methods** include using the services or employment agencies or answering advertisements published in newspapers, journals and recently in INTERNET
- Using one's personal contacts is among the most studied **informal job search strategies** but other methods , such as contacting employers directly are also considered informal job search methods

Active or Passive Job Seekers

Why Job Hunting 4.0

- **An active job seeker** utilizes a number of methods to find information regarding employment opportunities and perform a variety of activities to access these

Source:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/264917/rrep726.pdf

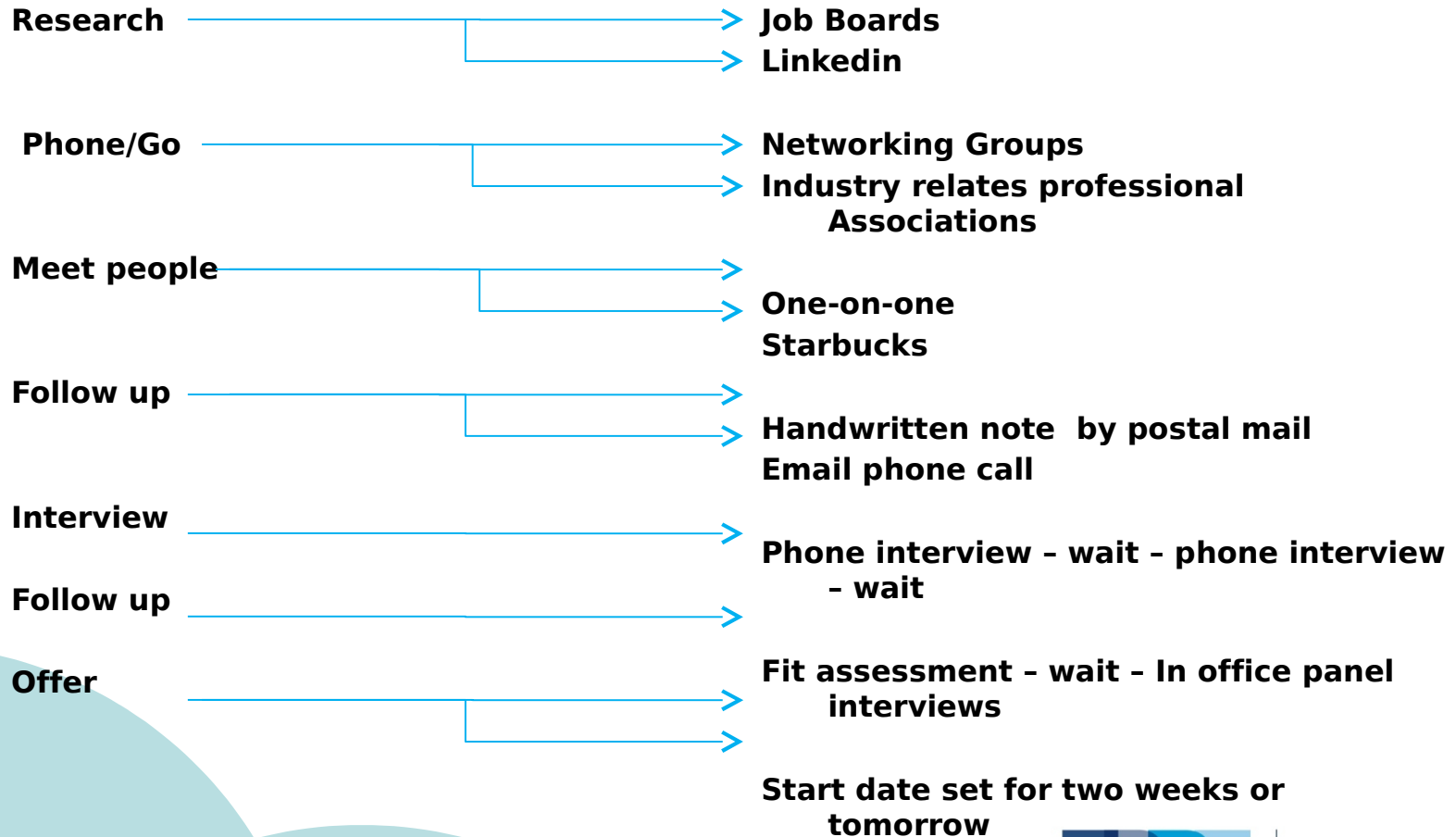
Why Job Hunting 4.0

- **An active job seeker** utilizes a number of methods to find information regarding employment opportunities and perform a variety of activities to access these
- **A passive job seeker**, on the other hand, is more imprecisely described as either someone who does not conduct any job seeking activity or as someone who browses employment opportunities but then takes little or no action to pursue them

Source:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/4917/rrep726.pdf

Job Hunting today



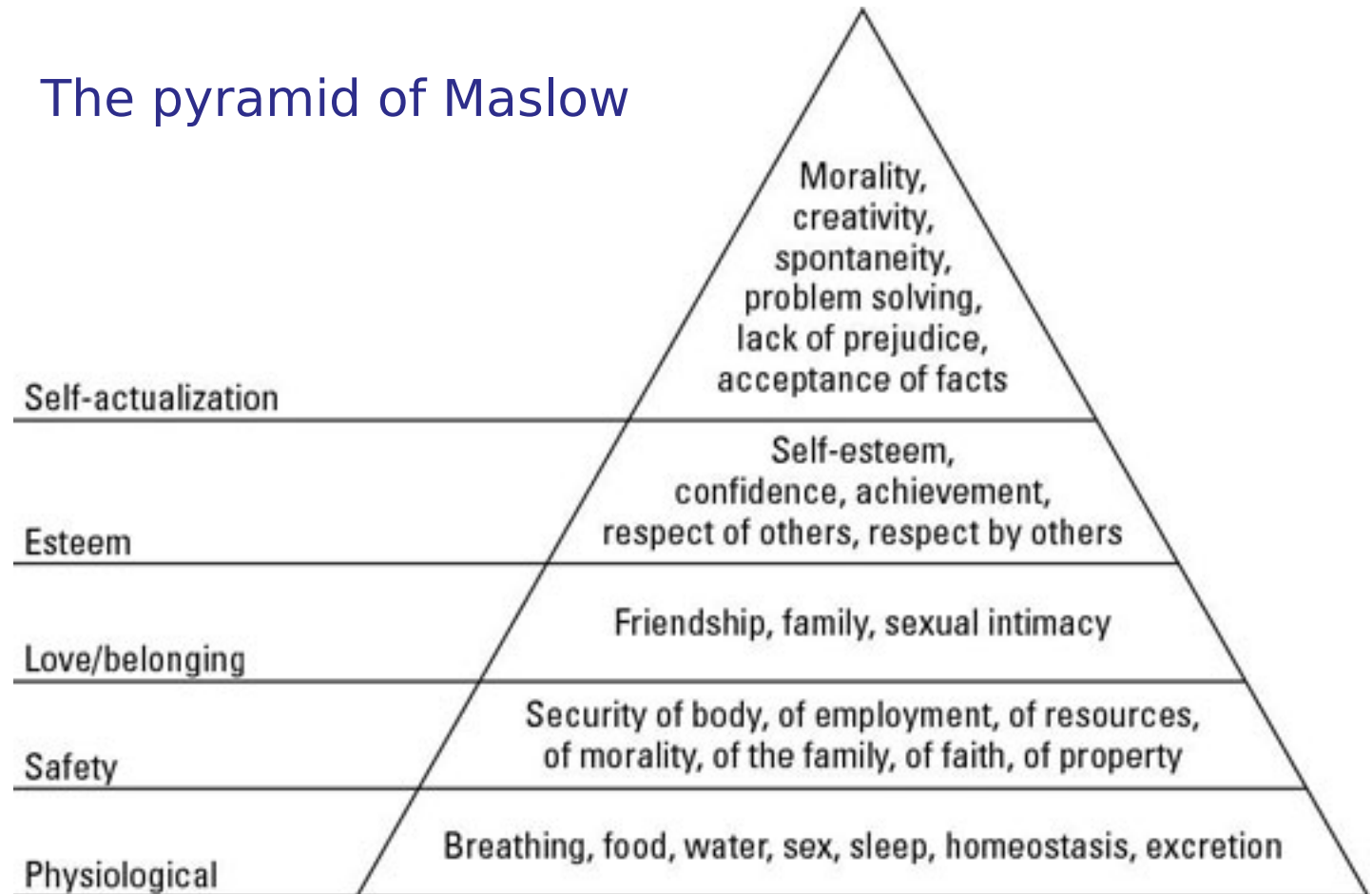
On boarding process begins online



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Reflecting on basic theories of Job Hunting

The pyramid of Maslow



Reflecting on basic theories of Job Hunting

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The economic perspective

Emphasis on this approach is given to financial incentives

Job search theories connected with individuals decisions to accept or reject job offers

given the cost of searching and the reservation wage

- i.e the minimum wage that has to be offered for a person to accept the job.



Click here
for more

The sociological perspective

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- to job offers being made,
- to jobs being found, and even
- to the motivating factors leading to job seekers starting the job search at all

The 3 major types of Motivation Theories

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WHAT motivates us

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WHY and HOW motivation occurs

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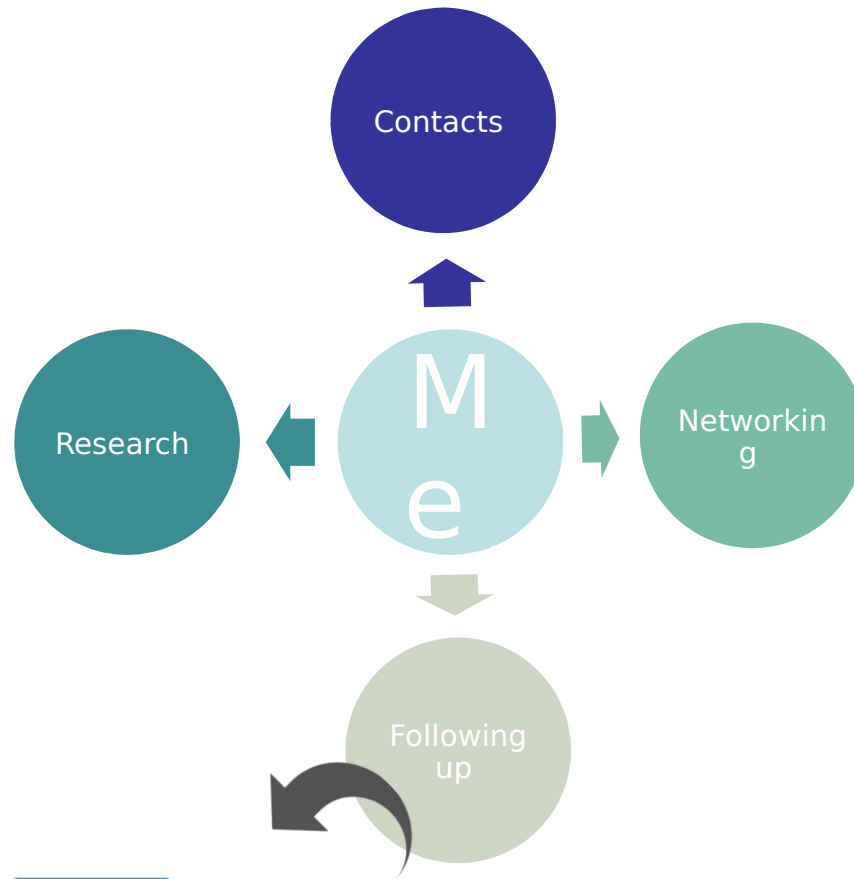
- **Content** Theories of Motivation
WHAT motivates us
- **Process** theories
WHY and HOW motivation occurs
- **Reinforcement** Theories
HOW outcomes influence behaviors

Source: http://www.slideshare.net/ymdp08/theories-of-motivation-25560236?qid=eaa5ab86-ba52-4c50-8140-45f0574cdef8&v=&b=&from_search=7



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Talented Hunters and Hunting your talents !



Click here
for more



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- v. Ask your contact if the company has an employee referral program.**



THE END OF UNIT 1