



## **WORKSITE HEALTH PROMOTION EMERGING PROFESSIONAL GUIDE:**

**PROVIDED FOR NORTHLAND REGIONAL CHAPTER ACSM STUDENTS AT THE  
REQUEST OF THE NACSM WORKSITE HEALTH PROMOTION GROUP**

**Benefits**

**Human Resources**

**Health Education**

**Communications**

**Fitness Management**

**Occupational Medicine**

**Employee Assistance**

**Lifestyle Health Coaching**

**Physical Therapy & Rehabilitation**

**Health & Productivity Management**



# **WORKSITE HEALTH PROMOTION EMERGING PROFESSIONAL GUIDE**

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## **MAKING THE MOST OF YOUR COLLEGE CAREER CENTER**

### **It's never too early or too late to start**

Finding the right job can take time, but getting a good start can help. Below are a few ways your career center can help you to begin the process.

- Investigate internship opportunities
- Create a first resume and cover letter
- Explore career interests through volunteer opportunities
- Provide postgraduate job search advice

### **Take initiative**

There are many qualified candidates out there and very seldom will a job fall in your lap. Great resources are available, but only if you get your foot in the door! Some the resources your career center can connect you to might include:

- Job listing books
- Internet job sites
- Company web sites
- Trade magazines

### **Hang out, make friends and get involved**

Putting yourself in the right place at the right time can get you on the inside track for jobs. Your career center's staff can be a great ally.

- The most visible students to the career services staff are many times the first to know about job openings
- Once you are an expert, help other students with questions
- Volunteer or be a part of the work-study program

# NETWORKING

## Why is networking important?

Networking can be one of the most valuable tools for uncovering job opportunities within your chosen field. Most positions have many applicants and having contact with professionals in your field can be an excellent way to get you noticed. Other benefits of networking include:

- Get job search advice
- Find information about a company
- Learn how your skills are relevant to the industry
- Find what a particular job involves and how it matches with your interests
- Research trends in your field of interest that you can use to leverage your knowledge and skills
- Uncover hidden job openings or create new ones

## Who do I know?

Networking should be something you do on a regular basis, after all, you never know who might know somebody. The best way to get started is to list all personal contacts, your list might include:

- Professors and classmates
- People you talk with regularly
- Family/extended family
- Friends/acquaintances
- Coworkers and employers (past and present)
- Alumni employed in your field
- Advisors or counselors
- Associations and trade organizations
- Contacts you've met at conferences

## Quality vs. Quantity

When you network you are selling yourself, so it's important to make a good impression.

- Every contact should be made with courtesy and tact
- Be prepared for specific questions about your interests and skills
- Meet in person whenever possible
- Follow up with every contact and thank them for their time

## JOB SEARCHING/SURFING ON THE INTERNET

Living in the age of the Internet is turning out to be a huge benefit for job/internship seekers. Even if you don't have your own personal computer, Internet access can be found at most libraries and universities. Here are just a few of the things the Internet can help you do:

- Search the classified ads of newspapers world wide
- Find job listings that aren't advertised anywhere besides the internet
- Locate company websites to research potential jobs
- Email job and internship contacts for further information
- Learn more about how to be the best candidate for the job

So, where do you start? The following websites are recommended to begin your job search. Remember, if you want to seek out a certain company or keyword, you can do that by clicking on the SEARCH button on the top of the web page.

### **National Job Network**

<http://www.nationaljob.com>

### **Health Promotion Career Network**

<http://www.hpcareer.net>

### **State of Minnesota Job Listings**

<http://www.doer.state.mn.us>

### **Health and Wellness Jobs**

<http://www.healthandwellnessjobs.com>

### **JobWeb**

<http://www.jobweb.org>

### **Wellness Connection**

<http://www.wellnessconnection.com/careers.html>

### **University Internship Services**

Nationwide wellness and health promotion internships are posted on the site.

<http://www.internsearch.com>

### **Wellness Councils of America**

Provides links to other job and internship networks.

<http://www.welcoa.org/freeresources/index.php?category=14>

These sites will give you a good start. You may want to list additional websites that you find in the space below. Happy searching/surfing!

[http://\\_\\_\\_\\_\\_](http://_____)

[http://\\_\\_\\_\\_\\_](http://_____)

[http://\\_\\_\\_\\_\\_](http://_____)

[http://\\_\\_\\_\\_\\_](http://_____)

[http://\\_\\_\\_\\_\\_](http://_____)

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[http://\\_\\_\\_\\_\\_](http://_____)

## COVER LETTERS

A cover letter is like a “handshake through the mail”. The term “cover letter” is used because these are letters that introduce the resume. It is a “handshake” because it takes the place of a greeting and introducing yourself in person. Resumes should not be sent by mail, fax or email without a letter. Cover letters are business correspondence and must be professional in style and appearance. Successful letters are original and reflect the enthusiasm and excitement the writer has about the available career opportunity.

### Guidelines for cover letters

- Address the letter to a specific person, with a correct title. If necessary, call the organization for the information.
- Spell and punctuate correctly.
- Use a professional format.
- Use only letter-quality type to print.
- Print the letter on a quality paper that matches the resume, reference list (if included) and envelope paper.
- Be sure to sign the letter.
- Create a different letter for each job. The cover letter must be customized to address the needs of each potential employer.
- Try to use similar action words from the position posting or ad, in your letter. If the ad asks for an enthusiastic, self-starter, you may want to comment on your abilities in this area. It will likely catch the attention of the employer.

For further assistance designing your letter, see the sample cover letter on the next page.

## SAMPLE COVER LETTER

Your address  
Your City, State Zip  
Date

] 3 Returns to contact information

Recipient's Name  
Recipient's Title  
Company Name  
Company Address  
Company City, State Zip Code

] 2 Returns to salutation

Dear Mr./Ms. Last Name:

] 2 Returns to opening paragraph

### Opening Paragraph

State the purpose of the letter: to inquire about career opportunities, to apply for a position, to inquire or apply for an internship, because someone suggested the contact. Be sure to indicate who made the referral.

### Middle Paragraph

Promote your skills and experiences to employers. Give evidence of skills and experience. Refer the reader to the enclosed resume. Mention your qualifications for the position or why the position, industry or employer is of interest. Indicate ways that you can benefit the employer.

### Closing Paragraph

Be specific about the next step: to receive information, an opportunity to interview, an informational interview, personal contact to learn about internship or job openings, a phone call or short meeting to learn about careers. It is good to include your phone number should the person wish to contact you.

Sincerely, ] 2 Returns from last sentence to closing

(Your handwritten signature in black or blue ink)

Type your name ] 4 Returns from closing to typed name

tbh ] 2 Returns from typed name to typed reference initials

enclosure(s) ] 2 Returns from reference initials to enclosure(s) notation

# RESUMES

As you consider the content for your resume, remember that the resume is only intended to get you an interview. A resume will rarely, if ever, get you a job. A resume should contain relevant information outlining your background and qualifications to the employer. If the content does not help build your case as a potential employee, then it does not belong in the resume. The following is an outline of information to include in your resume.

## Identification Information

Every resume should include identification information as your name, present address and telephone number (include area code). You may want to list a permanent address if your current address is temporary.

## Education

Identify your degree, the date it was granted, and the institution from which it was received. You will also want to include your major and minor. If you feel it would be beneficial, include your grade point average, and the percentage of college costs you paid for on your own. Teacher candidates may also include student teaching information or internship experience here.

## Course Work

Upper level course work (not liberal arts classes) may be included here if you so choose. If the courses do not directly relate to the position you are seeking, don't list them.

## Employment

Identify your paid work history by including summer employment, part-time positions during school and any full-time positions. Use action verbs (see the "Action Verbs For Your Resume" page of this guide) to describe your relevant responsibilities and accomplishments. It is typical to include information back to the time you began college, but this may be condensed if your work history is quite diverse or extensive.

## Experience

A category describing related experiences, special projects or volunteer work provides a place to record significant experiences that relate to your objective or intended use of the resume. Providing that they are not described elsewhere on the resume, these experiences might include internships, practicums, academic projects, part or full-time positions.

## Skills and Qualifications

Summarize the abilities, knowledge and attributes that are relevant to your objective. This information may be presented in it's own section, or may be addressed through the descriptions found in other categories of the resume.

## Activities

Most employers consider the total person and would welcome information on your activities outside of the classroom. Identify your involvement in various organizations, highlighting any activities that are closely related to your career goals and/or the needs of the employer.

## **RESUMES (Continued)**

### **Interests**

You may want to identify some of your personal interests if they are pertinent to your career goals and/or the needs of the employer. Do not include this information if it takes up space needed for more relevant information.

### **References**

You may choose to simply place the words "References Available Upon Request" in this section. On the other hand, you may want to identify a few references (be sure to list name, position, address, and telephone number) that may be contacted for further information. Select references that know you well and can comment positively on their interactions with you. Professors, previous employers or people in the health promotion field who know you well may be good reference choices. Always secure their permission before listing them as references!

### **Additional Information**

Additional information may include awards, honors, professional affiliations, military service, travel experience, or other areas that are significant to the objectives or intended use of the resume. You may choose not to include any of this information in your resume, but rather place it in a portfolio.

### **Key points to remember!**

#### **Writing Style**

Omit all personal pronouns (I, me, we). Be concise by using phrases instead of sentences and start such phrases with an action verb in the past tense.

#### **Length**

Your resume should be one or two pages in length. Many employers indicate a preference for a one-page resume, yet few will refuse to consider a well-developed two-page resume. If you choose a two-page resume, always use two individual pieces of paper - never print a resume back-to-back.

#### **Format**

The layout of your resume should make it easy to skim. The employer will likely only give your resume a few seconds of scanning time. It is important to have neat and meaningful content to provide a positive first impression. Use generous spacing, clearly identified components, accents on key points and consistent margins.

#### **Mistakes**

Your resume must be 100 percent error-free. No errors are acceptable in spelling, grammar, punctuation, spacing or typing. Have someone you trust proof read your resume before you submit it to an employer.

#### **Paper Quality**

Select a quality paper of at least 20 pounds weight to avoid having your resume appear thin. Papers with rag bond of 25% or more are usually good choices. Knowing your audience is your best guide to the selection of paper and color. Usually, employers prefer resumes in white, off-white, ivory, light tan or light gray colors.

## (Continued)

### **Printing**

High quality printing is important to forming a good resume. Always print your resume on a laser or letter quality printer (avoid typewriters or low quality printers). Duplication can be done on the printer itself or on a high quality photocopier. You may also consider having a professional print shop process your resume, particularly if you need multiple copies.

### **Updates**

Always keep your resume up-to-date. If you have any significant personal or professional changes or additions, make certain that your resume reflects them. Your resume is never "done". It should always be a work in progress!

### **Faxing and Emailing**

Letters, resumes and applications are now commonly accepted by fax or email. If you choose to fax or email your materials, make certain that you consider these things:

- Make certain that you use the correct fax number or email address; it is just as important as sending your resume to the correct address.
- It is recommended that you follow up faxed or emailed materials with a mailed copy.
- Include (on a cover sheet) the name of the person to receive the fax as well as your name and phone number in case the fax or email does not go through correctly or can't be opened.
- Make certain that your material will fax or email without distortion. Colored paper and certain layouts may not produce a clear fax.

### **Fonts**

More and more companies are scanning resumes into a computer system. To increase the chances that your resume will be scanned properly, follow these tips:

- Use no italics, bolds or underscores
- Use only 10 point font or larger and no "serif" fonts
- Use plain paper only - nothing with flecks or patterns

### **Sample Resumes**

A sample resume can be found on the following page. Other resume ideas and samples can be found at just about any public or school library, or at a bookstore. It is recommended that you look at several sample resumes before choosing the one that works best for you.

### **Resume Critiques**

If your university offers a resume critiquing service, take them up on it. Having a professional review your resume BEFORE you send it to potential employers is an invaluable service. There may also be opportunities for a resume critique through professional organizations.

## **SAMPLE RESUME**

**Name (First, Middle Initial, Last)**  
**Address (permanent and temporary if necessary)**  
**Phone/Email (always include area code)**

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### **Objective**

(Optional) Write a brief sentence summarizing the position you are seeking and the kind of place you wish to work.

### **Education**

List all degrees and omit a reference to high school if you hold post-high school degrees. Omit the years when you graduated if you do not wish to disclose your age to a potential employer.

Include classes or job training that are relevant to the prospective job. Include academic awards and grade point averages if they are impressive.

If your education occurred during the last five years, you may want to emphasize it. If not, you may want to relegate it to the bottom of your resume.

### **Experience**

#### **2000-Present Most Recent or Current Job**

Here is the core of your resume. List your jobs chronologically, starting with your current or most recent position. Describe each position thoroughly, beginning with the job title, company name and location. State your accomplishments on the job rather than simply writing a job description. Use action verbs such as "analyzed", "created", "planned", "presented" and "supervised". Be specific whenever possible, especially with numbers and figures.

#### **1999-2000 Second Most Recent Job**

Avoid starting sentences with "I". Instead, use action verbs, such as; "Managed and maintained local area networks ...". If space is limited, omit jobs that go back 10 or 15 years. Summarize jobs that don't need explanation.

#### **1998-1999 Third Most Recent Job**

Continue to provide as many specifics as possible about your accomplishments in each position. If more than one position was held at a company, divide them up as if totally separate jobs, most likely they were. Use action verbs, numbers and figures when ever possible.

### **References**

You may simply state that, "Excellent References Are Available Upon Request", or you may list a few names, along with addresses and phone numbers. Do not list someone as a reference without first asking them for permission to list them.

## ACTION VERBS FOR YOUR RESUME

Achieved	Drove	Marketed	Reported
Acted	Edited	Mediated	Represented
Adapted	Eliminated	Memorized	Researched
Addressed	Enforced	Mentored	Resolved
Administered	Established	Met	Responded
Advised	Estimated	Modeled	Restored
Analyzed	Evaluated	Monitored	Retrieved
Anticipated	Examined	Motivated	Reviewed
Arbitrated	Explained	Navigated	Sang
Arranged	Expanded	Negotiated	Scheduled
Assembled	Experimented	Observed	Selected
Assessed	Expressed	Obtained	Sensed
Attained	Extracted	Offered	Separated
Audited	Facilitated	Operated	Serviced
Budgeted	Filed	Ordered	Set
Built	Financed	Organized	Shaped
Calculated	Followed	Originated	Shared
Charted	Formulated	Oversaw	Showed
Checked	Founded	Painted	Sketched
Classified	Gathered	Perceived	Sold
Coached	Generated	Performed	Solved
Collected	Guided	Persuaded	Spoke
Communicated	Handled	Photographed	Studied
Compared	Headed	Piloted	Summarized
Compiled	Helped	Planned	Supervised
Composed	Identified	Played	Supplied
Computed	Illustrated	Predicted	Synthesized
Conducted	Imagined	Prepared	Systematized
Consolidated	Implemented	Prescribed	Tabulated
Constructed	Improved	Presented	Talked
Conserved	Improvised	Printed	Taught
Consulted	Increased	Processed	Team-built
Controlled	Influenced	Produced	Tended
Coordinated	Informed	Programmed	Tested
Counseled	Initiated	Projected	Trained
Created	Inspected	Promoted	Transcribed
Decided	Inspired	Proofread	Translated
Defined	Installed	Protected	Treated
Delegated	Instituted	Provided	Traveled
Delivered	Instructed	Publicized	Trouble-shot
Designed	Integrated	Purchased	Tutored
Detailed	Interpreted	Questioned	Typed
Detected	Interviewed	Raised	Umpired
Determined	Invented	Realized	Understood
Developed	Inventoried	Reasoned	Undertook
Devised	Investigated	Received	Unified
Diagnosed	Judged	Reconciled	United
Directed	Lectured	Recommended	Upgraded
Discovered	Led	Recorded	Washed
Dispensed	Learned	Recruited	Weighed
Displayed	Listened	Reduced	Worked
Disproved	Located	Referred	Wrote
Dissected	Logged	Rehabilitated	Verbalized
Distributed	Maintained	Related	Verified
Diverted	Managed	Remembered	Visualized
Dramatized	Manipulated	Rendered	
Drew		Repaired	

## **INTERVIEWING TIPS** (Informational or Job Interview)

### **Job Interview versus Informational Interview**

- Job interview is in response to a specific opening while informational interview is an opportunity to learn more about potential opportunities in the field.
- Job interview is led by the interviewer while informational interview should be led by you.
- Job interview positions you to sell yourself directly while informational interview gives the employer a chance to sell organization to you. You can still do a soft sell in informational interview.
- Job interview is competitive while informational interview is more relaxed/less pressure.
- Both interviews can lead to a future job offer!

### **Before the interview**

- Research the opening or person you are meeting with. If a job interview, attempt to find out as much as possible about the position that is available. Review the job description. Talk with your contacts in the organization.
- Research the organization. Find out as much as possible about the organization's purpose and products.
- Research yourself. Based on what you know about the available position, highlight what skills you have that are needed for the position.
- Anticipate the possible questions that you may be asked during the interview and practice answering them.
- Prepare questions to ask of the employer. Write them down and bring them to the interview.
- Bring to the interview: an extra copy of your resume, a typed list of your references, a portfolio of examples of your work, letters of recommendation that you already have, and questions that you will ask the contact, a notebook to take notes.
- Prepare a brief introductory statement about yourself, highlighting your career interests, goals, and professional preparation. (2 minute oral resume)
- RELAX and be yourself!

### **During the interview**

- Shake hands with everyone present when introduced. Make yourself as comfortable as possible. Maintain eye contact. Be mindful of body language (do not fidget, maintain good posture). Keep your hands on the table or your lap.
- Listen carefully to understand the question or to the person's response to your questions. In answering a question, pause to give yourself time to compose an answer that is concise and thoughtful. It's okay to ask a clarification question before giving your answer.
- Focus the interview on the employer's needs and how your skills can contribute.
- Make only positive comments about former employers or coworkers.

- Body language says a lot about you. Sit comfortably but don't sprawl, slump over, or hold your body rigid. Employers expect that you will be nervous; try to convert your nervousness into positive energy and enthusiasm.
- Handle problems in the past positively. Take responsibility for the problem and explain why it is no longer a problem. Keep it brief and don't give a lot of detail. Close your comments by restating your ability to do the job or a skill that helped you solve the problem.
- Don't ask questions about salary and benefits until you have been offered a job. Even during informational interviews, it's considered inappropriate. If you are asked about salary requirements, postpone discussing it or answer in terms of a salary range. Saying that you are flexible and willing to negotiate is always appropriate.
- It is okay to ask where the organization is in the hiring process and to ask when you can expect to hear back regarding their decision or next steps. You can also ask if candidates will be taken through a sequential interview process (e.g. finalist rounds, technical interviews, etc.)
- Limit the level of personal information that you share about yourself. It is okay to share information about your interests or hobbies but avoid mentioning personal difficulties or anything that contributes negative energy to the discussion.
- Close the interview with a summary statement of the skills you have to offer and your interest in the position. Always thank the person for their time! Always shake hands on the way out using a firm handshake, direct eye contact, and a smile.

### **After the interview**

- Make notes for yourself about the interview for future references as to what was discussed, your strengths and weaknesses of the interview, or anything important to remember.
- Follow up on any suggestions made: reading, meeting people, or making contacts.
- Immediately send a note or thank you letter stating your appreciation of their time and information. Mention any specific points or suggestions that were particularly helpful and state your plans for follow through. Always send a thank you to every person that you met with.
- Track dates, times, locations, job positions that you applied for. Sometimes the interview process takes a long time and it can be helpful for recall if it's been awhile since you talked.

## QUESTIONS YOU MAY ASK IN AN INFORMATIONAL INTERVIEW

### Experienced Professionals

- What is your background? Work, education, certifications, etc.
- What skills are you looking for when you hire employees?
- Where would you suggest looking for jobs/internships?
- What do you look for in an internship?
- What jobs are out there for new professionals?
- What certifications are there and when would they be appropriate for me to join?
- What is the best way to get involved?
- Other comments that you think would help?
- Starting salaries?
- Partnerships you currently have?

### New Professionals

- What is your background? Education, internship, work, etc.
- What did you look for in an internship?
- What organizations are you involved in? (pro's and con's)
- What did you struggle with most when looking for a job?
- If there were one tip you would give someone that is new or looking into jobs and internships, what would it be?

## COMMONLY ASKED INTERVIEW QUESTIONS

- What do you consider to be your greatest strength and weakness?
- How would you describe yourself?
- How would a friend, professor or former co-worker describe you?
- How has your education prepared you for a career?
- What qualifications do you have that will make you successful?
- What two or three accomplishments have given you the most satisfaction?
- What motivates you to put forth your greatest effort?
- Are you willing to relocate?
- Are you willing to travel?
- Why did you choose the field of health promotion?
- What would you like to be doing professionally in 5/10/15 years?
- What two things are most important to you in a job?
- In what kind of work environment are you most comfortable?
- What major problem have you encountered and how did you deal with it?
- Do you have plans for further study (graduate school, etc.)?
- What creative ideas do you have for motivating people toward better health?
- How do you handle criticism?
- How do you organize your time and tasks?
- Why did you decide to seek a position with this company?
- What questions do you have for me/us?

## QUESTIONS YOU MAY ASK AN EMPLOYER

- What kinds of people do you usually look for (e.g. background, skills, characteristics, experience)?
- What type of person are you looking for to fill this particular position?
- What kind of training do you offer for new employees? Is there a formal new employee orientation? What happens during the training program?
- How did this position become vacant or open?
- What is the largest single problem facing your staff/organization now?
- How would you describe your management style?
- What is the most difficult part of this position?
- What would a typical day be like for a person in this position?
- How and when would I be evaluated?
- What have you liked most about working for \_\_\_\_\_?
- What opportunities are there for advancement? Professional growth/development?
- Where do you see this company going in the next 5 years?