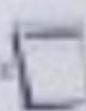


JOB SEARCH

LINKEDIN

EDIT YOUR
HEADLINE
STATUS UPDATE



www.linkedin.com



meetup.com

socialmediaclub.com

BE CONFIDENT

BE PATIENT

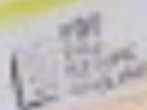
15secondpitch.com

TONE
THE
15-SECOND
PITCH

CREATE
CONSTRAINTS

BE HUNGRY

REQUEST
INTERVIEWS



USE SOCIAL MEDIA
ASK ON TWITTER

TRANSFERABLE
SKILLS ARE
USEFUL

ASK
WHAT
PEOPLE
NEED

JOB
SEARCH
CARD

PERSONAL
BRANDING

1500
Cards
2012

emil:
Cards, bootstrap.com
personal branding

SEARCH
FOR
WORK
DO WHAT
YOU LOVE

Welcome to the real world!!!!!!

THE JOB SEARCH

Job hunting, job seeking, or job searching is the act of looking for **employment**, due to unemployment, underemployment, discontent with a current position, or a desire for a better position. The immediate goal of **job seeking** is usually to obtain a **job interview** with an employer which may lead to getting hired.

Strategies



THE JOB SEARCH

- **Tailor resume**
- **Hone interviewing skills**
- **Tailor job search**
- **Search for jobs online**
- **Target employers directly**

THE JOB SEARCH

- **Network for job leads from family, friends and alumni**
- **Attend Career Fairs**
- **Build online brand**
- **Schedule time for job search**

Tailor Resume

- Evaluate job description
- Organize information on resume
- Highlight knowledge, skills and abilities employer is seeking
- Ensure relevant experience catch attention
- Employers scan resume for 30s to 2 mins

Hone Interviewing Skills

- Respond to questions directing employers to strengths and relevant experience
- Describe experience clearly and effectively
- Include problem faced, action taken and results achieved

Tailor Job Search

- Research target employers
- Use proactive job search strategies
- Contact employers directly

Tailor Job Search

- Search jobs online
 - Focus key word search on knowledge areas, skills and abilities
 - Experiment with search engines for best result
- Network for jobs from family, friends and alumni
- Build network of supporters who will help identify job leads
- Let as many people as possible know that you're looking for job/internship.

Attend Career Fairs

- Provide opportunity to meet many **employers** in **informal** setting
- Technical, consulting, banking organizations are strongly represented
- Prepare 30-second speech to engage recruiters

Build Online Brand

- Positive information on internet favorably influence decision to hire candidate.
- Many employers disqualify candidates because of information found on internet

Build Online Brand

- Shape your online brand
 - conduct search on yourself
 - remove **posts, comments, pictures** that may be interpreted negatively by potential employer
 - create effective, strong profile on **LinkedIn**
 - create profile with references, relevant projects, skills, short description of experiences

Build Online Brand

- Shape your online brand
 - Twitter: Social networking and micro-blogging service
 - enables users to send and read text-based messages up to 140 characters
 - employers search your **history of tweets**
 - from positive standpoint, use Twitter to share professional information to shape online brand
 - Tweet thoughts and opinions about professional topic, articles, industry trends, companies etc.

Build Online Brand

- Shape your online brand
 - create **personal website**
 - contain information about oneself (**online resume**), information about particular career field or industry
 - include papers, reports, projects done on website
 - effective way to let employers know you are serious about chosen field

Build Online Brand

- Shape your online brand
 - create a **professional** blog
 - share thoughts, opinions about particular field
 - effective way to showcase talents and skills in particular field
 - include articles, news items, and links to other websites

Build Online Brand

- Shape your online brand
 - facebook and other social networking sites
 - adjust privacy settings to ensure professional circle don't see post on personal level
 - Keep content as clean and professional as possible

Schedule Time for Job Search

- Schedule regular times during the week to look for opportunities
- Form partnership, teams and hold each other accountable to work on job searching each week

- HOW JOB SEARCH HAS CHANGED OVER THE LAST 10 YEARS!!!

-- FORBES.

Google has Replaced the Resumé

- Recruiters are now **using Google and LinkedIn searches** to find talent, instead of paying for job-board or talent databases.
- Many companies are even mandating that every new application go through a **Google screening process**.
- So that means the first page of your Google results matter much more during a job search than they ever did before.

A Summary of Your Work History is Enough

- Because there are so many candidates competing for each job, HR people (or hiring managers, if they are tasked with recruitment) often scan resumé's very briefly.
- The average time spent on a resumé is **30 seconds.**

Social Proof is A Must

- Social proof — the **testimonials, endorsements, recommendations** of your abilities that appear on social networks seriously reduce the perceived risk of you as a candidate.
- The most costly mistake a hiring manager can make is to give a job to the wrong person.

Social Proof is A Must

- *Some say that if a new hire leaves within three months, it costs the organization one and a half times that person's annual salary. And with the economy as tight as it is, you can understand why hiring managers are so risk averse.*
- If you don't have many endorsements and recommendations in your LinkedIn profile, get some before looking for a job

Resumés and Cover Letters aren't Read on Paper Anymore

- Most organizations are not receiving paper resumés.
- When they get them via email or their application system, they don't print them. So, Expect your resumé and cover letter to be read on a computer screen.
- This means you have to **format your resumé** and other job-search documents in a way that makes screen-scanning easy.

Relationships Come First, Resumés Second

- Resumés are not used as introductory documents much these days.
- In fact, “**send me your resumé**” is often an afterthought once an introduction is made.
- And if an introduction is made **electronically**, then your online profile offers much more information than a resumé.

Relationships Come First, Resumés Second

- So shift your priorities from **“I have to get my resumé done!”** to **“Where can I meet some more people today?”**

Employers only Care about what They Want

- In years past, a resumé or job application was focused on the job seeker's needs. This is not true any more.
- Now an application, resumé or cover letter must speak to **what value the prospective employee can bring to the organization.**
- So be sure to demonstrate how you can help the company and how soon it can expect to benefit

Work Gaps aren't Big Problems

- Large gaps in your resumé are not as important as they used to be.
- Not only do employers today realize that millions of great and wonderful people got laid off, they also appreciate it when those candidates have showed initiative and tried to start their own thing, even if that took time and resulted in a period of unemployment.

Nouns are the New Currency

- Screening software and LinkedIn talent searches have introduced an **unexpected element** to the way a resumé should be written.
- Because these tools rely on nouns or keywords to deliver search results to recruiters, the resúms with the right combination of nouns often win.
- If you want to succeed in today's job search, make a commitment to learn how to research keywords and use them appropriately.

Everyone has a Personal Brand

- **yes, everyone;** Ten years ago, not many people knew what a personal brand was and having one wasn't easy to explain. (*Your personal brand is what sets you apart as a job candidate.*) These days, even if you don't know what your personal brand is, you still have one – as well as an online reputation revealing it.

Everyone has a Personal Brand

- And because recruiters and hiring managers are looking for red flags, inconsistencies in your image or messaging will prevent you from passing their screening.
- So you have to decide, will you be in control of your image or will someone else? I think the *Brand-Yourself.com* video tutorial is the best tool out there to help you establish your brand.

Typing isn't a Skill Anymore

- Being able to type used to be a skill people would highlight on their resumé. No longer.
- What really matters is how well you've prepared yourself for the job that's available. To really shine, focus on customizing each resumé and cover letter to the position you're trying to get.

Go Online and Nail It!!!!!!