

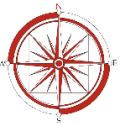
Managing Your Job Search Campaign



My Background

Supply Chain Management

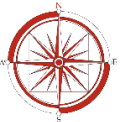
- Day-to-day operations planning
 - Production, Purchasing, Warehousing and Shipping Orders to customers
- Project Management
 - Opening a new plant, new product introductions, selling a business to another company, etc.
- Professionally certified in Operations Planning
- Applied planning and organizing principles learned to job search process



Introduction

Corporate Organization Management

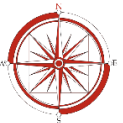
- 20th Century
 - Long-term business planning focus
 - Emphasis on organizational development and retaining good performers
 - Career planning
 - Development through job rotation and promotion
 - Projects/process improvements developed and implemented by incumbents
 - Marginal performers “asked” to leave the company



Introduction – cont'd.

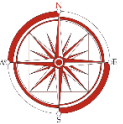
21st Century

- Short-term business planning focus – quarterly financial reporting
- Less emphasis on career planning/organizational development
- Full-time employee headcount being managed to reduce overhead
- Project/process improvements conducted by contractors
- Hiring contractors for project work who are fully trained and experienced
 - Projects budgeted and expense controlled
 - Hourly compensation (no benefits)



Introduction – cont'd.

- Average full-time employee tenure now approximately 4.1 years
- Likelihood increased you'll work as a contractor
- Need to be prepared for more frequent job changes throughout your career, and be more effective in search process to reduce time unemployed!

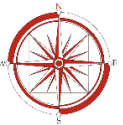


The Challenge of Job Search

Ben Franklin quote:
“Time is money”!

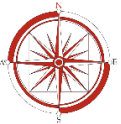


- Everyone lands a job who actively searches for a job
- It is never a question of “if”, but only a question of “when” you’ll land



Goal of This Program

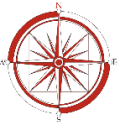
Provide a roadmap to help you manage your job search campaign effectively and efficiently



Your Job Search Marketing Plan

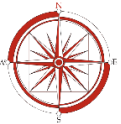
Strategy – Statements reflecting your employment goals:

- Target industries/companies – ones you'll be most in demand
- Locations – how far can you travel?
- Positions desired (professional or managerial)
- Do you have more than one “professional” area?
- Compensation desired (should be a range)
- Full time vs. part-time vs. contract assignment
- Work from home
- Education/training you'll pursue to enhance your value



Your “Master” Resume

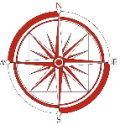
- Include your **entire** work history:
- **Header** - name, address and contact information
- **Summary** - areas of expertise and industry experience
- **Core Competencies** - bullet list your areas of greatest expertise
- **Professional Experience** - companies you’ve worked for, your responsibilities and accomplishments
- **Education** - schools attended, degrees awarded
- **Professional Certifications**
- **Professional Development**



Your “Master” Resume – cont’d.

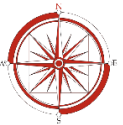
- The Master has **no limit** to the number of pages
- Needs to be ATS proof! Per Jobscan.co, 98.2% of companies use ATS systems to screen resumes
- Easy to read and understand
- Facilitates answering the classic interview question: “Tell me about yourself”
- Go-to document that you use to develop a “customized” version for each opportunity

Please refer to “Developing Your Master Resume” posted on psgofmercercounty.org website under: Meeting Presentation Documents



Importance of LinkedIn

- Your most important media for professionals (in job search, or employed)!
- Use it to search for opportunities
- Build your network of unemployed and employed individuals
- Blog to increase your visibility
- Be found by Human Resources, recruiters and hiring managers
 - Everyone receiving your resume looks at your LinkedIn profile!
 - 87% of recruiters use it!



Creating Your LinkedIn Profile – Picture and Headline

- Picture

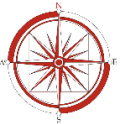
- Well dressed headshot of yourself with plain background
- A profile with no picture gets less reviews!

- Headline

- 120 character spaces containing key words and phrases describing your background that helps you to be found

Example of a Financial Advisor:

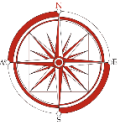
Wealth & Asset Management | Financial Planning | Relationship Management |
Investment Management | CFP® Practitioner



Creating Your LinkedIn Profile - Summary

2,000 character spaces for what you do, and your “Value Proposition”.
For example:

I am a CERTIFIED FINANCIAL PLANNER™ professional and a member of the Financial Planning Association. My focus is to provide outstanding planning services to individuals and families who are in need of assistance in the areas of investments, insurance, estate planning and overall wealth management. My years of experience in helping people at all asset levels enable me to provide empathy and understanding to a wide range of financial situations.

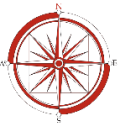


Creating Your LinkedIn Profile – Experience

Summary of companies worked for, time frames, responsibilities and achievements (taken from your Master Resume, but with fewer bullet points).

TIP: Use ProfileGraderPro.com to evaluate strength of your profile.

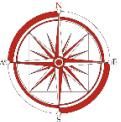
- Provides free evaluation, plus options for a custom profile
- Grades your profile, and send you the results



Executing Your Job Search Plan

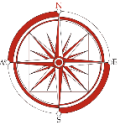
The next few slides will cover:

- Establishing Your References
- Networking
- Searching For Opportunities
- Applying For Opportunities
- Tracking Your Job Search Activities
- Measuring Job Search Performance



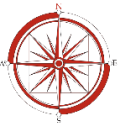
Establishing Your References

- LinkedIn
 - Recommendations and Endorsements
- List of people who will be a reference for you
 - Supervisors
 - Colleagues
 - Subordinates



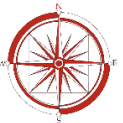
Networking

- Elevator speeches (15 and 30 seconds)
 - Name
 - Profession
 - Industry Background
 - Opportunities you're seeking
- Expand your Level 1 LinkedIn network
 - Networking meetings (CSS@SGG, PSG of Mercer County, etc.)
 - Employed individuals, especially those in target companies
 - Recruiters



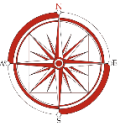
Networking – cont'd.

- Recommendation:
 - Form small networking group of your own that meets regularly to share progress, problems and opportunities
- Important facts about the power of networking:
 - Per Business Insider: “Hidden job market: >70% of jobs are not listed!”
 - Per LinkedIn: 85% of jobs are found through NETWORKING!”



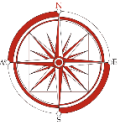
Searching for Opportunities

- Job boards (Indeed, Zip Recruiter, LinkedIn, etc.)
- "Recruiters"
 - Retained search – contract with the recruiting company. They get paid no matter which candidate the firm hires (even an internal candidate).
 - Contingency search – recruiter gets paid when company hires the candidate they provide
- Consulting firms
- Your network (most jobs found this way)!



Applying for Opportunities

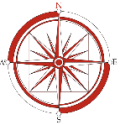
1. **Customize your resume using:** www.jobscan.co
 - Copy/paste your resume
 - Copy/paste the job description
 - Scan gives you list of “matches” to words/phrases, and “no matches” to help you increase your score



Applying for Opportunities – cont'd

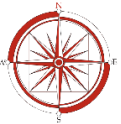
2. Write cover letter addressed to hiring manager by name

- Why your background is a good match for the position, and that you are enthusiastic/excited about the opportunity
- What you know about the company
- Who knows you in the company
- That you're looking forward to meeting with them
- Send letter by regular mail
- Follow up by e-mail and telephone



Tracking Your Job Search Activities

- Excel
- jibberjobber.com
 - Tracks job search activities
 - Focuses on organizing your networking, target companies, and jobs applied for
 - Has video tutorials
 - 90% of features are free!

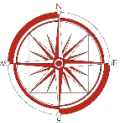


Measuring Job Search Performance

Ways to measure job search performance:

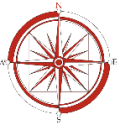
**Management says,
“There is no performance
management without
performance measurement”**

- New Level 1 contacts
- Personal contacts in target companies
- Resumes submitted
- Number of phone interviews
- Number of in-person or virtual interviews
- Number of job offers

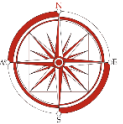
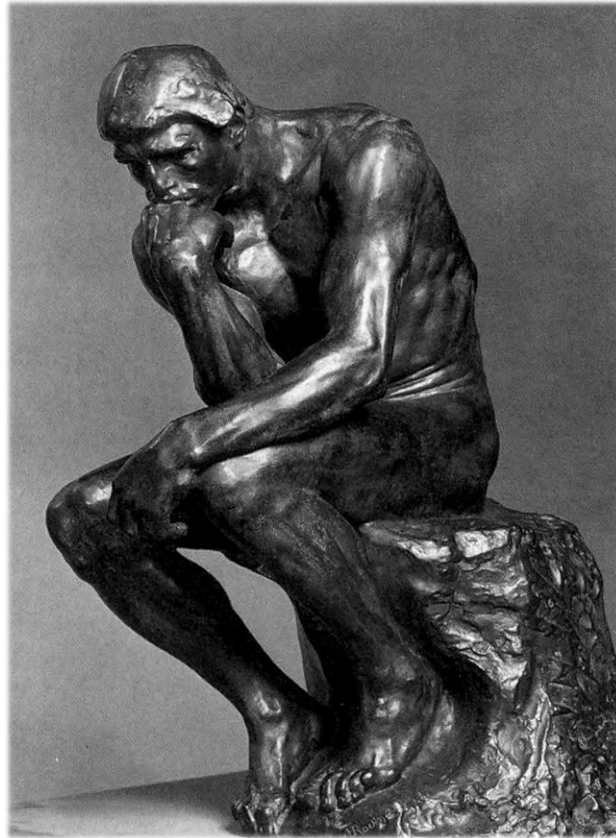


Summary

Following the principles of this planning “roadmap” will shorten your time in job search and help you land a great opportunity!



Final Thoughts?



Gary Lande

Career Coach helping you land interviews by focusing on development and execution of your job search plan:

- Master Resume
- LinkedIn Profile
- Cover Letters
- Thank-You Letters

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