

Diploma in Career Advancement

– Part I



Lesson 3

Job Search Strategy



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The Truth is...

Connecting with a decision maker is hard...

...so how do we do it?

Lesson 2 Recap

- ✓ What *HAS* to be in your CV
- ✓ What you can leave out
- ✓ Number 1 technique to get you noticed
- ✓ Increased your technical knowledge



Today's Lesson

Identify an industry

Connect with ideal companies

Build a strategy

Position yourself

Summary

Course Interaction

Next Steps

Q & A

AGENDA



Let's Begin



Job Search Strategy

In this lesson:

Personal marketing plan

Top ways to get a job

Creating a strategy

Online reputation management

Targeting an industry

Cover letter

Keep in mind...

“Getting referred to a job is 5-10X more effective than applying directly.”

Forbes

Top ways to get a job

Your existing network

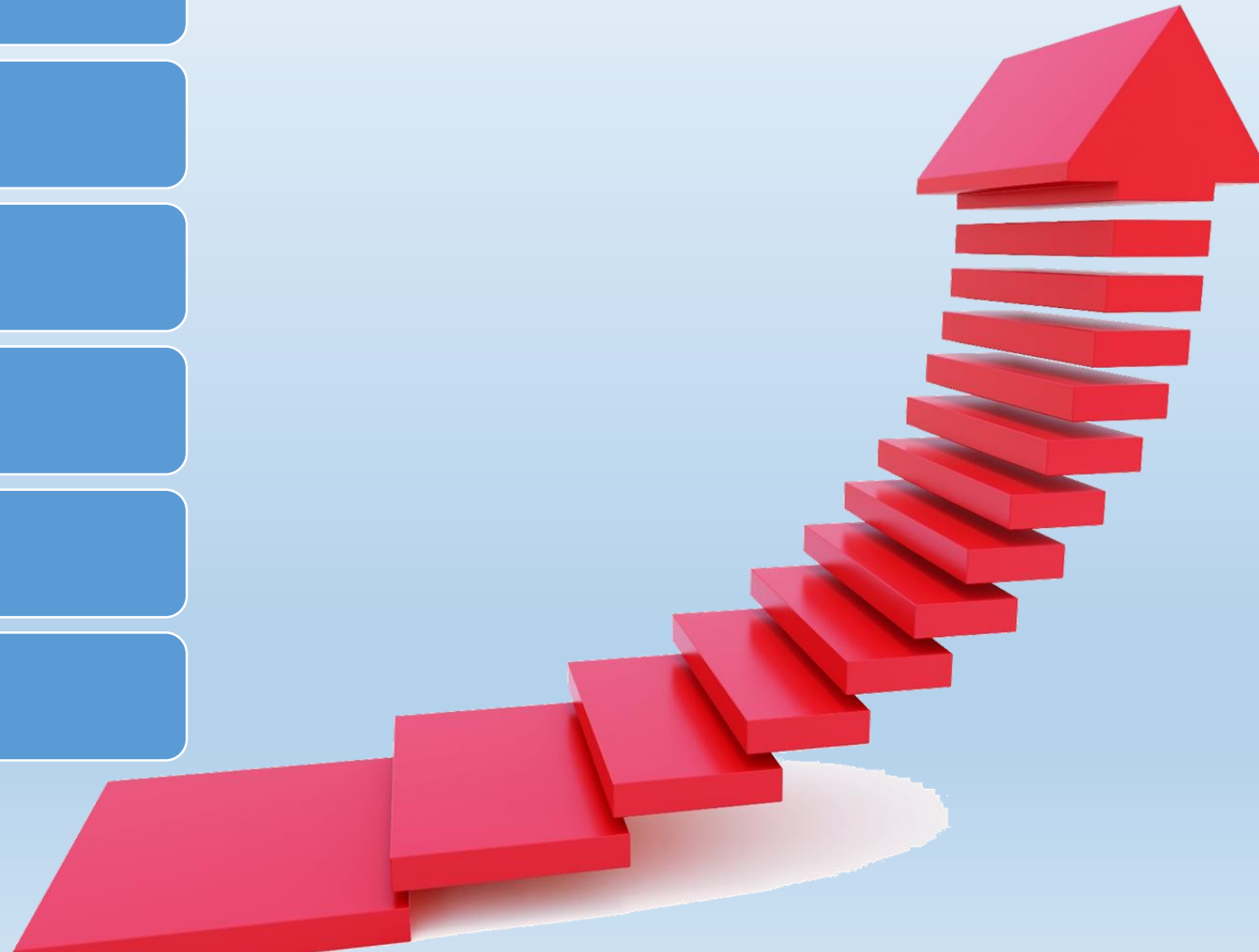
Connect with alumni

Attend events

LinkedIn

Job boards

Recruiter



The best mix

- Best estimate
- Work the plan
- Make adjustments
- Go again



Your marketing plan

- Preferred:
 - Job titles
- Different to a CV
 - Industry
 - Company
- Clear direction
 - social media
- Positioning statement
 - on line reputation
- Summary of qualifications
- Competencies

Why do we need a plan?

Without a plan....

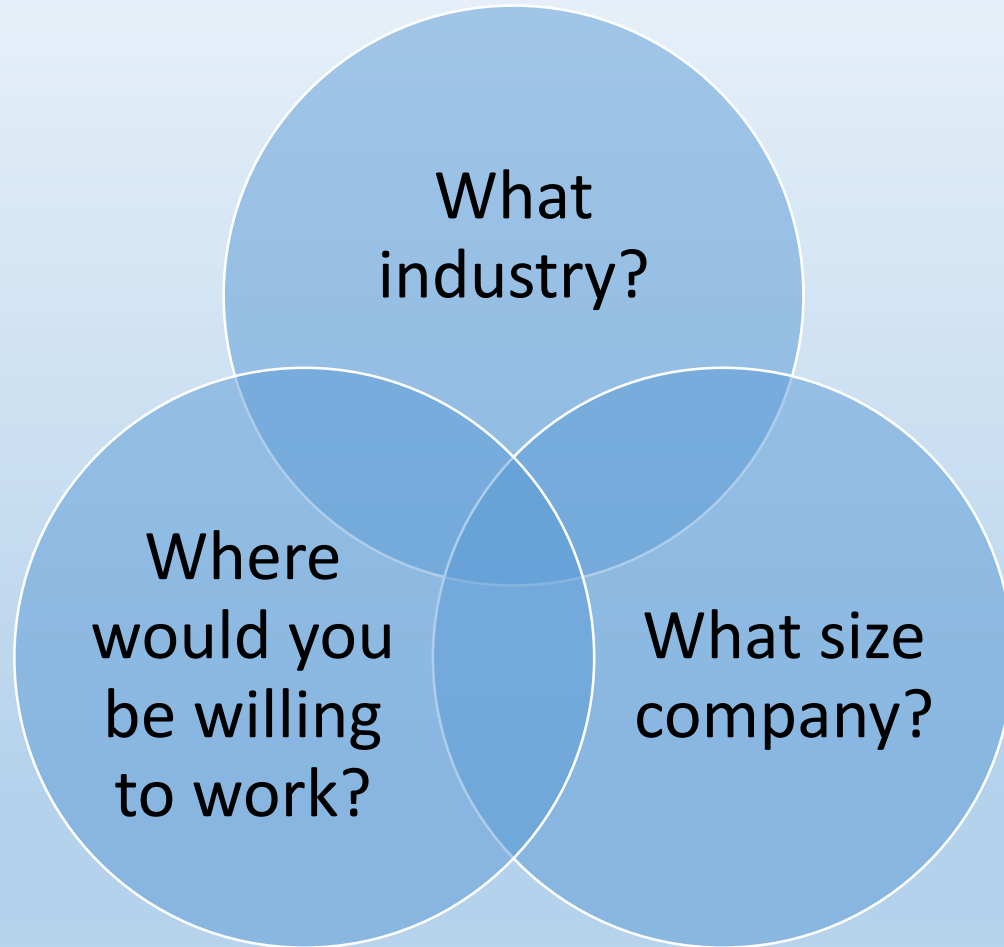
You will be directionless



Define your preferred job titles:

Title	Title
Business Development	COO
Strategic Account Management	Director
High End Client services	Senior Manager

Target Market



Who are you targeting?

What company in what industry?

Technology	Services	Consultancy	NPO
Company A	Company E	Company I	Company M
Company B	Company F	Company J	Company N
Company C	Company G	Company K	Company O
Company D	Company H	Company L	Company P

Preferred Functions

Day to day basis



Summary of Qualifications

Reference:

- skills
- experiences
- talents

Has to be unique to you

What skills do you want to highlight?

What does someone definitely need to know?

C O M P E T E N C E

Experience

Years	1999 – 2003	2003 – 2007	2007 – 2011	2011 - Present
Industry	Telecoms	Finance		
Role	Customer service	Sales	Marketing	Operations

Positioning to Differentiate

1. Full description of your skills, knowledge, abilities and traits
 2. 100 words
 3. 50 words
- Email subject line
 - Public profile on LinkedIn
 - Twitter



Branding: A unique promise of value

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Defⁿ: *LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.*



People/Companies use LinkedIn because:

- Employment opportunities
- Digital CV
- Conversion Opportunities



- Demographics
- Terminology
- Creating Content
- Top Tips



Who is it for?

Anyone in or looking for a profession!



Appropriate Tone?

Professional Brands

Business Lunch



- Professional Networking
- Job Opportunities
- Digital CV



Who are LinkedIn's user's:

- Age
- Gender
- Demographic

People/Companies use LinkedIn:

- Employment opportunities
- Digital CV
- Conversion Opportunities



- Connections
- InMail
- Pulse



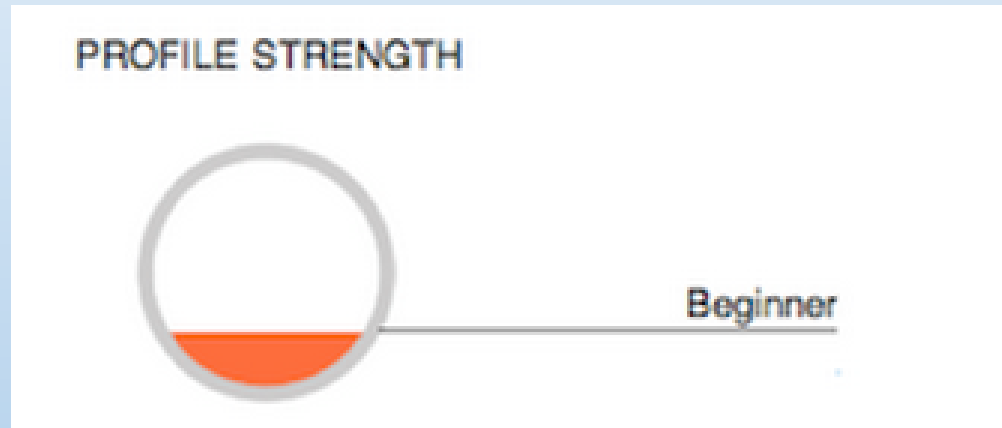
- 1st Degree
- 2nd Degree
- 3rd Degree
- Fellow Members



1.4 million groups

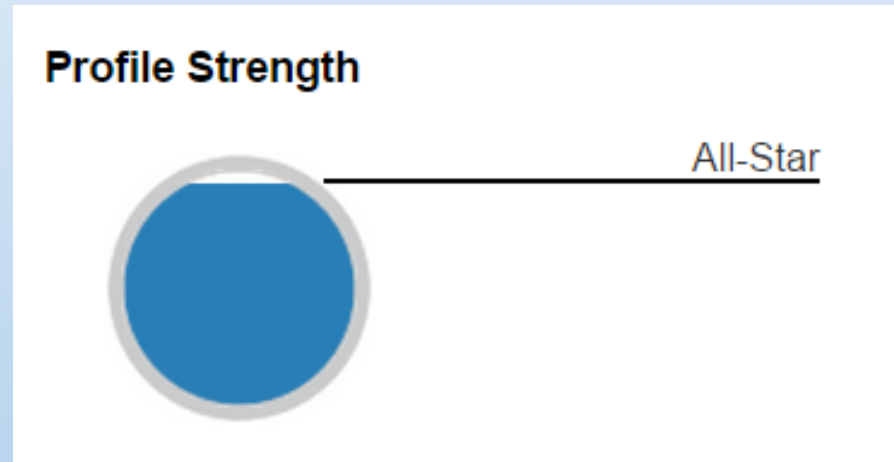


- Beginner
- Intermediate
- Advanced
- Expert
- All Star



All-Star

- Professional Header
- Summary
- Experience
- Examples
- Engagement



Job Seekers



Land your dream job

- Stand out to hiring managers
- Get in touch with recruiters
- See how you compare to other candidates

Business Plus



Grow and nurture your network

- Promote and grow your business
- Maximize the power of your network
- Enhance your professional brand



Sales Navigator



Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Recruiter Lite



Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires



- Keep it professional!
- Media!
- Call to Action!
- Analyse!
- Question!



- Be conscious of your tone
- Use professional language
- Aspire for All-Star
- Don't limit yourself
- Include Media in your posts
- Use the Business Services



Online Reputation Management

- Follow your preferred companies
- Interact with them
- Ask questions
- Answer questions



Cover letter template

Subject line: Job application 'Job Title' Ref: 12345

Dear FIRST NAME

First paragraph: This needs to be a brief introduction. Start off with who you are, what job you are applying for, and where and when you saw the job advertised. You could tell them here that you've enclosed your CV.

Cover letter template

Second paragraph: Explain a bit about why you are interested in the job and why you are applying to that particular organization. Ensure to mention something specific from the job description that got your attention. This will ensure that you are not just sending out generic cover letters to every job opening. Explain that the strengths the company has is what attracts you to the role.

Cover letter template

Third paragraph: Use this paragraph to talk about your own strengths – why your knowledge and skills make you a strong candidate specifically for this role. Make a link between the job description and you: you can talk about where your values and motivations lie and how you feel they align with the organization. Make reference to the facts, figures and hard evidence in the relevant sections of your CV.

Cover letter template

Final paragraph Conclude positively – tone is very important. Tell them when you'll be available for interview, what your notice period is and that you look forward to hearing from them.

Kind regards,

YOUR NAME

Summary

- ✓ Identify an industry
- ✓ Identify companies
- ✓ Build a strategy
- ✓ Positioning yourself

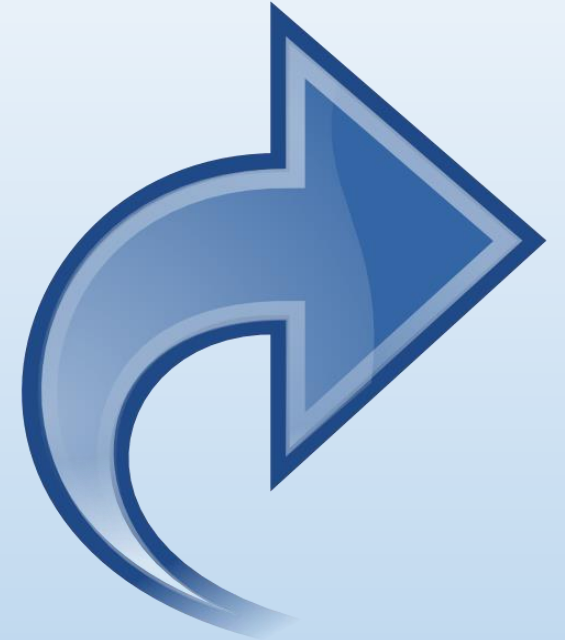


- Now we can start building your strategy
- Attend all of the lessons live to **ask Questions** in real time and benefit the most
- We're here to help, so contact us anytime!

Next Lesson

- The next session is all about Networking:
 - Approaching a group of strangers
 - Knowing your reason
 - Starting conversations
 - Ending conversations
 - Introducing others
- Attend all of the lessons LIVE and your knowledge will grow
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – **Members Area**



Next Lesson is

Networking

- We begin your Networking Strategy
- You will learn **displaying value**, **exiting conversations**, **following up**
- You will gain **confidence** and **connections**
- We will be really getting into the core areas



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