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Tue, 7/27 4:23PM 16:00

## SUMMARY KEYWORDS

linkedin, number, profile, work, people, opportunities, remember, company, job, story, great, human being, resume, word, linkedin profile, listing, business, field, successes, career



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Well, thank you, Tobias, for that nice introduction. First of all, here's that information, you can see it in MLS means I was a librarian. In an earlier life, there's my company. And I'm a Gallup certified strengths coach. But it's kind of secondary to what we're going to be talking about. One thing I think is a good start with this, this congratulate all of you, who have gotten us through college, it's quite a quite an accomplishment. And now you want to go and do something else with it. You want to try to find work, service rewarding center that uses all the stuff that either you or your parents have paid for you to get something it'll be worthwhile will give you happiness and success and hopefully set you up for those continued successes in the future. A lot of what I talk about today is about LinkedIn, which is something I have a fair amount of experience. With, I started using LinkedIn, nine years ago, when I was last in a job search. LinkedIn is a terrific tool on first thing right off the bat. So you don't have any confusion. LinkedIn is a social media. LinkedIn is a place for professional networking. Here's a little thought on it. So remember, LinkedIn, isn't Facebook, for business. Okay, it's a professional network, it's a place where you put your best foot forward in your career field. And to do that in number of ways by building an excellent profile, so that people with something people want to say something people will be interested, something that is searchable. And something that will tell people stories, a lot of what we're going to talk about, today, a lot of what my presentation is about the value of stories and telling people who you are. So it's a place which is listed as the rest of the presentation. But remember, it's also a place where you can introduce your expertise, where you can show people what you know, you can show what you're passionate about. All meaning in a work related field. totally removed from from social things that you're involved with, but always directed us back to how can I get somebody to hire me? How can I use it to do business with other people? And why would they want to know who I am or know where I am. There's my LinkedIn profile. And again, you're not going to see a lot

of my profile a few things about it. And it's not because it's the world's best profile. But it is a mature profile nine years, and it's gone from when I worked in the library, to now having my own business has a lot of the major things I'm going to recommend that you do though on your profile, have a nice picture up at the top, instead of that blue screen with the stars, you usually see something that tells your story. Something though, that looks more like work than white vacation, that's probably a good idea. probably put up, you know the name of your organization, if you are in an organization, something else to think about. This isn't just for finding a job for you right now, that probably is mostly what it's about. Once you're in job, the job space, once you have a position. This is a place you can connect with the people in your field and potential customers or where you can show your What if you want to continue to be able to make progress in the future. I have over 500 connections that's about word stops, it doesn't care if you have a million or whatever you get 500 plus. And Sunday is really important. We're not going to go into but if we were to work together, I could certainly be helpful with look under my name. And first of all, I'm Donald I cruise I always have been always will be. And under that you see very clearly, mine doesn't say anything about the name of my company. It doesn't say that I'm my position there. And it never has always about my so what are my WHAT IF statement. So those are the things that I'd like people to know they are searchable. But those are sort of where I say what I can do. And that is exactly what you should think of doing. You're not the vice president of this and the assistant of that. Tell me something about yourself write their headline is the most wasted space on LinkedIn. Here's the first thought you should optimize your LinkedIn profile to garner the interests of recruiters. This also is a tool. And I'm sure that those of you out there who have computer degrees who have backgrounds in coding, etc. have probably found all sorts of ways with any of these social medias to put yourself out Friday and how to get captured and so on. And that's really great. And please do That if you have that ability, make sure that you do that use the terms that are used in your field, use whatever it is, so that to optimize your profile, however, or but



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remember 89% 88.9 89% of us businesses have less than 20 employees. And he says only 11% of the business world that has more employees than that, as companies, few of them use recruiters or even have full time, human resources departments. Okay, they're going to be somewhat limited, and the way that they seek or look for things on LinkedIn, they're real human beings, and they're going to want to connect to a real human being. Some of them will use searches and other ways to find people, it's highly recommended that you would find terms that would be common in your field that anybody might search for, it's a good idea to, you know, think of those phrases, and so on the very fit in your business, if you don't know if you but if you know how to create word clouds, or clouds are a great, great way to look through the number of clicks for a number of job opportunities that

might interest you. In fact, here's an exercise, find five job listings, they're exactly the job you want. And they don't have to be where you live, they don't have to be where you want to live. They could even be filled with job listings, it looks like exactly the job you want. You run those through a word cloud program, something like Wordle, you see one called tagxedo, which I find harder and harder to use Word Art comm w or DART com comm is a really good one, run those through and then see what the big words in the big word cloud are. See if those match the words both in your LinkedIn profile and on your resume. That's a sort of that is a sort of thing that's still going to be found by people in these smaller companies, as well as probably help you somewhat with your optimizing your profile so that other people can find what you were doing. Find ways to connect with real human beings. While even the cases you've all heard this story where they say, with your resume circulus, your resume, how long do they spend on it? claim is 10 1520 seconds. But nowadays, in the search something online, which frequently happens is they run it through some sort of program, and even the small companies might run your profile through. And I've heard from people I read all the way back nine years ago, as I was doing a job search from large companies that they would say I'm looking for six, seven or eight particular words. And if you had the minimum six of those, then a human being would actually physically look at that small organization, it's going to be even less formal than that looking for people to meet their needs. So remember, as a human being, after even even if they run it through a computer, even they run it through some sort of a database analysis. On the other end of it, a human being is going to look at it, they're going to even vaguely take you serious about coming out or get in line and do an interview so you can see if you are a good fit for our organization. So there you are, Josh buys your profile on LinkedIn to garner interest. But remember that most companies are small in the United States. And you need to find ways to connect to real human beings. Here's some suggestions on how you can connect to this real human being. LinkedIn, your resume should tell stories about how amazing you are. Hi, look at profiles all the time helping people in their job searches and I've done it for years. And some people have absolutely nothing under there. It's the job listing for their experience in a title which means nothing, or which means nothing to the outsider. But they will have no stories to tell me how they're amazing. The next most likely thing they are is it will take what looks exactly like the job listing that they originally got the job from online, they'll put it in as if they just pasted that in. And it really looks like a job listing because job listings aren't about how amazing you are. You need to tell story so people know what you've done. A lot of you probably went to a heck of a lot of trouble to get good internships, as some of you were doing to do to be really do a great job as interns. Well tell me that story while you're doing it. Some of you probably did great things with your extracurricular activities. In school you organize you thought of yet original plans, etc. So there probably are great opportunities for you to do that. Make up recommendation that you quantify your successes because people do believe numbers, we just show you some examples that represent that.



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If they just say these would be, so I increase sales by 23.7%, over six months. And this little thing I'm going to point out to you, it's an element of psychology 23.7%, it probably beats the heck out of 24%. Only because psychology tells us, oh, that has a decimal point. It's a real number. Don't ask me why. But I tell people saying, Don't lie about any of these things don't make up numbers, they call it the exact sort of things that you may get called down during an interview. But think about that, when so it's not worth it to us around to round it up. It's far better to keep that percentage point just to see Jason, reduced Arrowhead census to 7% of gross A lot of people have are in positions where they not many people are here in positions where they can affect the bottom line of the company by increasing sales 23.7%. But a lot of us are going to be in jobs where we can say things and I'm sorry, but hey, in the real world, money is something great and probably not. That's a real world, sometimes money is a big thing. 1.2 million sales over six consecutive quarters. The great thing about that is I did it over and over and over and over. I'm a proven commodity. And you may not have had this experience yet, but you certainly a big things you may have done. And those of you who might be interested in doing work in the not for profit world. You know, we question Do do do organizations in the non for profit world? Do they have any interest in money? Trust me, they do. You can't, the Red Cross can't help their families that house burned down or help the people in the flood or, or any other charity or charitable group, the art museum border can't run without donations in some form. So what do you think it's Oh, I mean, not for profit money. So Matt, improved donor response to 12 and a half percent, and for donor gift by average of \$11.76. Okay, so those are just ideas of how you can put numbers out there, because numbers are very believable. Obviously, the more story you tell with that is even better. So five plus years of experience leading teams of 10 to 200 staff members. In one sentence. By the way, if you haven't noticed, I'm a big believer in bullet points. long drawn out paragraphs are boring, and people won't read them, they lose the point. Starting as much as often with the powerful thing like a number or a powerful thing, like an action verb, is a better way to get people's attention, as far as I'm concerned, to 50 plus years experience leading the team. So that tells you not only that, you've got X number of years experience, which I recognize is probably in your future, and that you were continually given responsibility for larger and larger number of members, number of staff tend to and are more realistic numbers, probably two to seven. In trying to get as you as you're marking more to your career, man is 300 plus projects ranging from 100,000 to 1.7 million in budget, again, multiple opportunities, and they trusted me with more and more money. And those numbers don't have to be that huge. them to be a value to show Yes, on the short time that I have been. But I did my internship and the time that I had part time jobs, I was given more and more responsibility. And I lived up to 200 plus hours of presenting or training on a wide variety of subjects, including innovation, teamwork, project management. So think of those

opportunities, like somebody in HR who really doesn't deal with the monetary side of the business so much. Here's a way to quantify that. So here, let's say you've had huge success, you've used these suggestions, and we've worked together and you've got an hour work with somebody, you got a really great profile, and you're communicating with other people and so on. So you get into an interview, wonderful situation, you're sitting there and they say, so how much money would you like to make? Now early in your career, you may have a number of eyes with a number you may be somewhat unrealistic. So here's my recommendation. I've used this several times. And nobody's ever been able to refuse to give me a number. So try something along the lines of say how much you'd like to make, I would say, I'm sure you have \$1 figure in mind. And that number would be if you just think it was the first part of you said I'm sure you have a number in mind that says they can easily say yes, we do and tries to go on and keep bugging you. Do you add to that number or no, I have found people will almost always say oh, well we're looking 50,000 80,000 whatever that number is, you have this opportunity. So once you've done the other thing to the LinkedIn profile and you're sitting out in front of them, here's a way to probably get them to put the number on the table thing you decide if it's something you're willing to work with. Try to avoid the dollar discussion in the first session. You have with anybody As much as possible, if it comes up, here's one way to get around it.



15:05

So there again, just so that you remember who I am from this little discussion, there's my splash page or my my homepage. For my profile on LinkedIn, Donald I cruise and my name, my company is cruise strikes, LLC. This is the strengthsfinder 2.0 book, a lot of the things that I do with a career surface is helping them understand their house and their wives, which I'd love to have an opportunity to do. And it's also a great thing to think about when we're trying to develop an effective LinkedIn profiles and write good resumes is my business card that has all my details. So I'd love to hear from you. And again, what I do, I don't I certainly wish you all the success in the world. Congratulations, your hard work is paid off and I am sure that you are all going to be huge successes, and I'd love to hear about that stories. Thanks so much. Take care