

Linda Leake

Tue, 7/27 2:38PM 25:38

SUMMARY KEYWORDS

position, people, linkedin, job, unemployed, company, job search process, spreadsheet, seminar, hiring manager, answered, hired, groups, person, tip, attended, professionals, questions, code, career



00:16

New World networking three tips to apply to your job process. Welcome. I'm Linda Lake, currently a job strategist and recruiter who helps professionals increase their income through coaching and recruiting. This is done individually or through a virtual seminar you get hired. I authored a book plugged into the job seekers ministry, how leaders develop a vital ministry for the unemployed. As team leader of this outreach program, which ran for six years, every Wednesday morning, we supported encouraged trained, provided introductions and guidance to unemployed in the pursuit of their next career position. Over 500 unemployed professionals have become employed by working together to achieve desired outcomes. I have owned and sold three businesses and healthcare retail and manufacturing. My 30 years experience and hiring, recruiting career and organizational change with hundreds of people in over 300 organizations, positions me to help you get your next job. I'm a coach who is results driven firm with a heart. I have a passion for helping the unemployed. Enough about me now. Get your pen and paper ready to do some serious note taking will be a lot of information in a very short time frame. What do you have on your job hunt to do list? Are any of you thinking like the man in the cartoon? Are you ready to make some changes to your job search process? The clients who've taken the you get hired seminar had 10 or more changes to their job hunt to do list. Is your answer. Yes or no? Did you know that having a champion introduce your resume to the hiring manager in the company is one of the fastest ways to get your next job. You get to meet people who can become your champion through networking, you will learn the three tips to help make this happen. Now look at the energy of this three year old Her name is sassy. You need the same energy on this job search journey. As you can see, it takes energy, focus, time and commitment to reach your goal. Do you have sassiness energy? Are you ready to make that leap and make that commitment to getting

your position? You can see now that I'm wanting you to think during our next 30 minutes together. Start thinking outside the box. What is your mindset as it relates to you getting a job? You know, mindset is attitude. Are you prepared? targeted? Excited? Do you calendar your time daily as you would if you were in a real position? The job is a position that you've got right now finding one



04:00

Who



04:00

are you in this job search process? Are you a nit manager, a controller, a financial assistant, a project manager excetera. Well, as you can see in the next slide, you're none of the things that you may have mentioned as you work through your job process. You are now a sales person and the product that you are selling is you. I want you to take a minute now to look at your cell phone or your pin some object that you have available to you. And I want you to see if you can take a minute I know that you can't verbally be talking to me right now but sell your cell phone to me. And I'm going to wait a minute. What are you going to tell me about that phone? Why do I want to buy your phone? How is it any different from the one I have? What makes it the best?



05:30

Are you afraid to talk about how great your cell phone is? Are you afraid to talk about why it is the best? Is it indestructible? Maybe that makes it different than anybody else than any of the other cell phones? Are you afraid to talk about yourself? In the same way? Can you brag about yourself? What makes you the best person to work at Company A? And in a particular position? How do you set yourself different than anybody else wanting that same position 65% of the population does not like to sell? Are you one of those people? Remember the mindset or attitude you have to have in this job search process. Now you're a salesperson selling yourself. So let's get in to those three tips of how you can meet that champion that will help you get that next position. The new world of networking is three tips are prepare, present, and places. So as we look at the next slide, you'll see how well do you know the product? You can you automatically answer all of these questions without hesitation? If not, you need to be able to do so. skills and abilities, strengths and weaknesses. Do you know them? Do you know what they are? Do you know what they are based upon the position that you want? You can go to Google and get lists of skills and abilities and lists of strengths and weaknesses. And and you can identify those and rank

them in order of 12344 You're the highest and one your poor, poor, fair, good, excellent. But you want to know them, you want to be able to rattle them off the tip of your tongue. How about so many people are unspecific in terms of the position that you want, I hear them tell me I haven't decided or you know what most project managers do? No, not all project managers do the same thing. Once again, you can look on Google and get samples of job descriptions. And see if it matches what you're thinking a project manager does, for example, you must be specific with the position you want. The O net is now the primary source of occupational information and has taken the place of the dictionary of occupational titles. So you'll want to become familiar with o net and look it up online and then review what some of those positions how they are described. Have you updated your social media profiles so that they are current and professional? Are you on LinkedIn and Facebook? recruiters are definitely going to not just look at your resume resume but also your social media pages.



10:01

How well have you researched those companies where you want to become employed, one of the best things to do is identify the company, one company that you would like to work for based upon the position that you want. And then what you do is you companies are identified by codes. One is the standard Industrial Classification code, or sic si si codes. And the other one is North American Industry Classification System. And that's na ICS. Pick one company you want to work for, and go to the SIC code comm and get the SIC code or to the census.gov, forward slash na ICS for that company, get the codes, then you can take that code and go to reference USA on your library's database search engine. So call the library get a library card. And reference USA does not cost any money on the library's database system. Type in the si si code code, or the NA, I see s code. And you will get a list of companies like the one you pick. Now you have a number of companies that match the type of company that you would like to work for, go to each company's website, look at careers, and see if they have the opening for you. Or you can go on indeed, typed the name of the company and see if they have any openings that match what you're wanting to have. So now that you have now that you have the companies, and you know some of the companies where you want to work, you can go on LinkedIn, type in the name of the company, go to their employees and see what groups they are in. So you can find out where people within that company meet or what groups they're involved in. And it may or may not be appropriate for you to join particular groups, you can make that decision. But at least you have some idea about what the employees are doing, when there may be other people in the same positions that you're in in the company. And you can check that out. Now you see why I asked if you were ready to put the energy time and commitment into getting that next position. It is hard work. You are preparing yourself. The second tip has to do with present. How well do you know yourself?

was the first one and then present has to do with a flash presentation is the same as an elevator speech. Most candidates hate the dreaded interview statement. Tell me a little bit about yourself. The elevator speech is a shorter version of that statement. When you're introducing yourself to someone, what do you say? Take a minute right now and write it down. What do you say when you introduce yourself? You heard me introduce myself at the beginning of our meeting. I'm Linda Lake, currently a job strategist and recruiter who helps professionals increase their income through coaching and recruiting. This is done individually or through a virtual seminar, you get hired.



14:34

And then I added a sentence. Because I'm talking to the unemployed, over 500 unemployed professionals have become employed by working together to achieve those desired outcomes. So that first sentence that I said, remains pretty standard and it rolls off the tip of my tongue. It doesn't matter who I'm talking to. That if They say, Well, what do you do, then that comes out. The second sentence can change based upon what I'm wanting from attending a particular network event, I may be wanting to get a new position on a board of directors. So instead of saying that I've over worked with over 500 unemployed professionals, I would say, I've served on over 25 Board of Directors, locally, statewide and nationally. That is, if I wanted to get on an additional board of directors. So you can be thinking about is your introductory introduction creative? Does it make more people ask more questions? Are you bragging about yourself? Do you have the presentation memorized? That's one thing you can do when you finish, the three days of seminars, is definitely get your flash person keishon, or elevator speech completed. Know that you know yourself and have your flash presentation off the tip of your tongue. Do you have a business card you know, vistaprint, prints 250 business cards for free. And you can go on line and they have different templates that you can design a card from, you just pay the shipping. So now you have the prepare and present. Let's go on to places. So we are virtual now more than ever, and in person is coming back a bit. Do any of you have too many contacts, you can never, ever have enough connections. So you can see that you need to be prepared and find both in person as well as online networking activities. LinkedIn and LinkedIn groups have become major players in the world of professionals. Being on LinkedIn daily is not too much current people in business as well as those who are looking for employment. spend a great deal of time on LinkedIn it is become the source of connecting with individuals with over 500 million connections. You want more than 100 connections on your LinkedIn. Based on the previous questions you answered today, you want to join targeted groups. For example, if you're in healthcare finance, you want to join the state and national financial health care Association, the financial health care groups on LinkedIn and check out the same titles. In meetups, there are meetup

coffees, and happy hours online. Now also. You want to be known in your industry and you want to know other people in your industry. So you look at this list of professional associations. Are you a member Have you attended the local one and oftentimes they have local chapters available. Your fraternities and sororities that you're in those people are lifelong connections for the rest of your life. Hopefully, you've gotten all of their contact information and put that on a spreadsheet. I mentioned the meetups you can start your own meetup. There are 1000s of different meetup groups that are online and that are in person. You want to identify the ones that both best meet your needs based upon the position that you're looking for.



19:45

There are also targeted Facebook groups that you can become involved with. Perhaps some of you play golf or your family's a member of a country club. We're all the people that you know there, have you put their names and email addresses and contact information on the spreadsheet that you need to be making community service clubs. Maybe some of you have joined rotary or had other service clubs that you were involved with, in college, church groups, that's an excellent way to be, get to know 10 to 12 other people on committees in those groups, those 10 to 12 people, no 10 to 12 other people. So you see how that multiplies? Friends? Do your friends know that you're looking? Are they on your spreadsheet? Are you connecting with them? And then there's also family. This is not to be? This is not the time to be shy to ask mom or dad who they know at Company A? Or do they have any friends that know anybody that company a that you could talk with? Learn more about the company? And that's called an informational interview. To help find that, what champion that person who will say, Sure, I'll present your resume to the hiring manager. I'm connected to him. I know him from being on a committee and the company. And then perhaps some of you have been involved in volunteer groups, and have gotten to know other people did you put their names on your spreadsheet list of contacts? If you've been involved in any or all of those groups, your spreadsheet of contacts should be pretty large by now. But do they know that you want position a and Company B? So now is the time to get busy. You have much work to do. How many people have you met during the career festival? Did you get their contact information? Add the people that you met to a spreadsheet and build your list. Hopefully, out of that spreadsheet list you've already got now you might have a champion who will put your resume in front of the hiring manager and tell that hiring manager just how great you are? Well, the next slide has to deal with questions. I would love to be answering your questions right now. I hope that you that this information got you thinking and that you have more questions you want answered. Getting the job you want is not going to happen overnight. So you want to continue to ask questions and get answers. The more knowledgeable you become and apply that knowledge the closer you are to getting hired. I always in with

what have you learned today. Hopefully you're doing better than the man in the cartoon. Take a minute and write down at least one thing that you've learned in our 30 minutes together that you will begin applying immediately. What's next, take old, all of the information you have learned from this and the other presentations you attended and apply the information immediately to your job search process. to position yourself for even more success in getting your next job. You may want to sign up for the innovative interactive results driven you get hired virtual seminar



24:31

and you can see that I've stated what it includes here on the slide. Six hours of zoom training and breakout sessions, a 65 page customer report of how you do what you do what motivates you and your competencies. And you will become part of the you get hired alumni group on LinkedIn where questions will be asked and answered on an ongoing basis. You can find out more by going to my e Exactly change calm you dash get dash hired dash seminar. Remember also to keep track of all of your expenses and keep your receipts you have that you haven't from getting a job that is tax deductible. So thank you so much for attending a seminar and I wish you all the best in getting that best position for you.