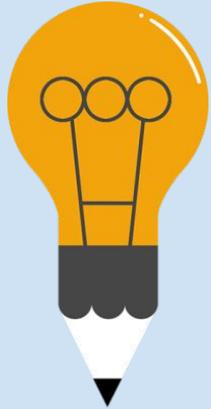


HOW TO DEVELOP SUCCESSFUL JOB SEARCH STRATEGIES



My Career Transitions — *You're not alone*

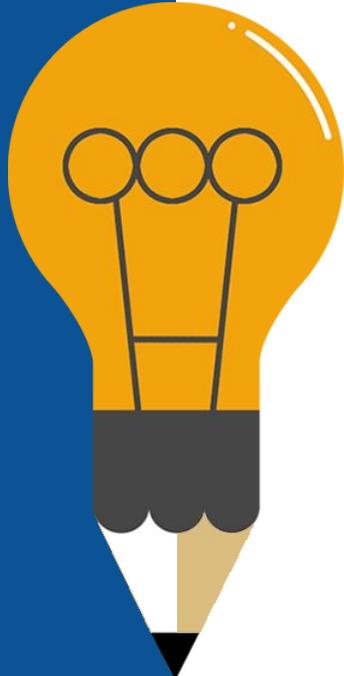


May 16, 2020

Presented by Lynne M. Williams, Ed.D. Candidate
@GreatCareersPHL #GreatCareersPHL



Learning Objectives



01 Develop a list of some key job search strategies, tactics, and career management resources

02 Know how to research your best keywords for both your resume and LinkedIn

03 Know how to take your base resume and customize to match keywords in a job descriptions before applying to the ATS

04 Be able to prepare a portfolio presentation to differentiate yourself from others in a job interview

“ Have a list of some key job search strategies, tactics, and career management resources ”



Learning Objective #1

Key Job Search Strategies

Reminder > Career management should be proactive, and not reactive!



**BY FAILING TO
PREPARE YOU ARE
PREPARING TO
FAIL.**

BENJAMIN FRANKLIN

[Source](#)

Update to a Modern Resume Format

No > objectives, references, Profile Summary

Optimize your LinkedIn Profile

Over 500 connections & packed with keywords

Prepare your Elevator Pitch or Memory Dart

Different pitches to different audiences

Create a Networking Plan & Make Networking a Habit

Track everything on a CRM or spreadsheet & make time!

Key Job Search Strategies

Reminder > Career management should be proactive, and not reactive!



I NEVER DREAMED
ABOUT SUCCESS. I
WORKED FOR IT.

ESTEE LAUDER

Source

Share your expertise! Riches in niches!
Write articles or blogs & give presentations

Volunteer & Seek Out Board Positions
Be a Go Giver to help others or showcase leadership skills

Fine tune your interview and negotiating skills
Practice! Practice! Practice! including [online](#)

Be a Lifelong Learner
Never stop learning. Take classes.



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Career Coaching & Job Search Strategies | Resumes & LinkedIn | Relationship Manager
Trainer | Author | Educational Leader | Curriculum & Instruction



Collaboration



Creativity



Energy



Leadership



Service

EDUCATION

- Gwynedd Mercy - *Doctoral Candidate Ed.D.*
- Penn State University - *Content Marketing Analytics Certificate*
- Immaculata University - *MA, ABD Educational Leadership*
- University of Delaware - *BS Business Administration, Marketing and French*
- Institute for American Universities, France

WORK EXPERIENCE

- Philadelphia Area Great Careers Group
- Around the Clock Executive Helper
- Berkshire Hathaway HomeServices Fox & Roach, Realtors
- Carnegie Mellon University
- Various School Districts in SE PA
- T & C General Contractors, Inc.
- Custom Building Products

CAREER HIGHLIGHTS

Business Development Champion growing ceramic tile sales & distribution in 12 western states plus Alaska & Hawaii, achieving over \$1M in sales, a 325% increase over predecessor as part of 22% of total company gross sales

Inspiring and Trusted Leader partnered in building a dormant general contracting corporation from \$0 to annual gross revenues ranging from \$5M to \$7M within 3 years with a staff of 24 as well as grew an all volunteer nonprofit organization from 1722 to almost 4400 members since 2015 acquisition

Strategic & Tactical Visionary shaping clear & distinctive strategies with a team to identify & capitalize on new growth opportunities through market analysis, analysis of competition, brand development, & keen business instincts including the launch of a marketing campaign with new logo & package design & technical literature for building products

SUMMARY PROFILE

Tech savvy dynamic and outgoing leader and lifelong learner with passion for teaching, learning, networking, and career coaching developed through personal reinventions and career changes. Authored chapter on "Applying for Positions" in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of *What Color is Your Parachute?* Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking and a servant leader. Champion of diversity and inclusion and veteran support. Weekly blogger at vista.today, montco.today, and delco.today

CORE COMPETENCIES

- Resumes, cover letters, & other writing / editing
- LinkedIn profiles & other social media set up
- In-person & virtual coaching; adult learning & staff development
- Curriculum design & instruction
- Workforce, technology, & social media training
- Event planning & meeting moderation
- Networking, relationship building, & connecting people

JOBSEEKERS, ENTREPRENEURS, NETWORKERS

Philadelphia Area Great Careers Group website:

www.greatcareersphl.org and check out membership

See upcoming workshops and networking events on website under Events tab as well as: <http://bit.ly/PAGCGEvents>



TARGETS

- Higher Ed Career Services - Penn State Great Valley, Gwynedd Mercy, Temple, West Chester, Ursinus, Villanova, Haverford, Bryn Mawr
- LinkedIn & Google
- Workforce Development - State & Local & Outplacement Services
- Vocational Career Readiness - School Districts in Montco, Chesco, Delco
- Curriculum design & training; staff development
- Individuals needing resumes, cover letters, networking pages, PowerPoints, LinkedIn profiles, social media, etc.

One Pager for Networking that includes a target company list

MailChimp Google Sites or Other Newsletter & CAN-SPAM Act of 2003

EXAMPLE EMAIL

Dear xxx,

In case you are not aware, I am seeking a new job opportunity and would like to keep you updated on my progress. There are newsletter editions that I have published online that I wanted to share with you.

You can find the link [here](#) or you can copy and paste the following link into your favorite web browser: [\(link\)](#)

If you have any contacts that might be helpful for the target companies I have listed, I would appreciate a call or an email. Please let me know what I can do for you also.

Best regards,
Me
Cell
Email

EXAMPLE SECTIONS OF NEWSLETTER

Welcome Paragraph

About Me - what you do (aka elevator pitch)

Networking Philosophy - who you have met, etc.

How You Can Help Me - include target companies

How Can I Help You? - the offer

Final Thoughts - quotes, good books, something interesting to share

Agenda
Monday, May xx, 2020 11 AM
Lynne Williams and XXX

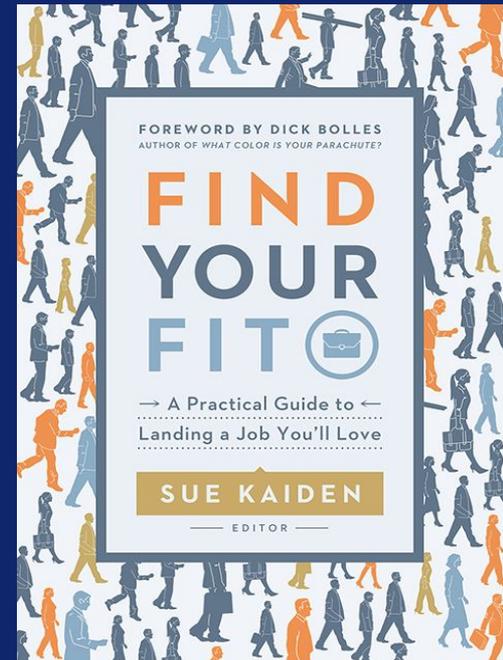
- 1) We have 9 shared connections. How do you know xxx?
- 2) High diver to Paralegal to Career Management with a M.S. Counseling in Higher Ed? Why the circuitous path into higher ed?
- 3) Is a background in counseling an expected "requirement" for higher ed career services?
- 4) What other skills and/or experience are typically sought out for a career services position?
- 5) For a higher ed career services position, should your resume submission be corporate style or CV style?
- 6) Are cover letters typically read?
- 7) What was the job application process for each higher ed position you had? Respond to an ad? Online? Network in? Combo?
- 8) What's your average day look like?
- 9) What do you enjoy the most?
- 10) What do you enjoy the least?
- 11) Any recommendations you have to join local professional associations related to higher ed career services? Professional journals?
- 12) Are there part-time or contract or remote jobs available? Do they post p/t as well as f/t jobs?
- 13) What advice do you have for someone wanting to pursue this profession as a reinvention because of their passion?
- 14) What's your biggest challenge?
- 15) Do you do any classroom instruction or more 1:1?
- 16) Do you need to research and publish in this role?
- 17) Applied for ... so if something like this opens again, what should I know to pursue this?
- 18) I've had a side hustle for 23 years in addition to a f/t job. Is this acceptable or might this be frowned upon?
- 19) What have I not asked that I should have asked?
- 20) How can I help you? Any networking introductions I can make?

Thank you!

Informational Interview Agenda

“What is a value proposition letter? It’s a brief statement (100-150 words) that succinctly explains the unique qualities, skills, and accomplishments of a candidate. In other words, it states how you will add value to a company. Using persuasion, value proposition letters explain how you can solve a problem or fix a pain point in a company better than anyone else thanks to your expertise and unique offerings” (Williams, 2016).

What is a Value Proposition Letter?



[Greeting],

Are you looking for a way to boost your company morale and employee satisfaction?

As a seasoned **Human Resources Generalist**, I spearheaded corporate initiatives that directly influenced and promoted employee engagement and performance.

My past accomplishments to reflect this include:

- Increased employee retention rate **by 14% in 3 years**
- Decreased workplace compensation payouts **by 7% over 2 years**
- Implemented company-wide **benefits and stock options package**

I will schedule a call in the next week to explore how I can help you.

Sincerely,

Value Proposition Letter

100 - 150
words

“ Know how to research your best keywords for both your resume and LinkedIn ”



Learning Objective #2



Let's get
matchy matchy.

Natalie Dee.com

Should Your
Resume &
LinkedIn Be
Matchy
Matchy?

Applicant Tracking System



The **ATS** - otherwise known as the **Applicant Tracking System** - is an automated resume screener that enables the electronic handling of resumes for recruiters.

[Google Doc &
Instructions for
Live Demo](#)

[Google Sheets
for Live Demo](#)

[Use WordArt to
Make a Word
Cloud Banner for
Your LinkedIn](#)



“

Know how to take your base resume and customize to match keywords in a job descriptions before applying to the ATS

”



Learning Objective #3

FIRST LAST

Malvern, PA ☎ 610-123-4567 ✉ firstlast@gmail.com

[in linkedin.com/in/firstlast](https://www.linkedin.com/in/firstlast)

**SALES | BUSINESS DEVELOPMENT | SALES MANAGEMENT | LEADERSHIP
SALES PROCESS | TRAINING | ACCOUNT EXECUTIVE**

Business Development & Sales Professional who ... (write value proposition here)

CORE COMPETENCIES

- Accountability
- Analytics
- Budgets & Forecasting
- Capital Equipment
- Coaching
- Collaboration
- Contract Negotiations
- Customer Experience
- Customer Relationship Management
- Customer Service
- Innovative
- Management
- Manufacturing
- People Leadership
- Problem Solving
- Process Improvement
- Profit & Loss
- Relationship Building
- Sales Growth
- Strategic Partnerships
- Team Development
- Technical Knowledge
- Written Communications

CAREER HIGHLIGHTS

- Grew Mid-Atlantic region territory from \$2M to \$5M in annual sales in the first 12 months (ABC Co.)
- Exceeded territory sales quotas for 12 consecutive sales quarters
- Grew Tri-State sales territory from \$5.5M to \$8.4M in annual sales in a 3-year time period (XYZ Co.)

What Recruiters Look at During the 6 Seconds They Spend on Your Resume



TheLadders

First Last
Malvern, PA
610-123-4567
firstlast@gmail.com
linkedin.com/in/firstlast

change everything to Arial 12 point

Sales | Business development | Sales Management | Leadership | Sales Process | Training | Account Executive
Business Development & Sales Professional who ... (write value proposition here)

Skills (move these to the end of the document)

- Accountability
- Analytics
- Budgets & Forecasting
- Capital Equipment
- Coaching
- Collaboration
- Contract Negotiations
- Customer Experience
- Customer Relationship Management
- Customer Service
- Innovative
- Management
- Manufacturing
- People Leadership

How to Avoid the Online Application Black Hole

Arial 12 point font

“ Be able to prepare a portfolio presentation to differentiate yourself from others in a job interview ”



Learning Objective #4

Active Interviewing

*Branding, Selling, and
Presenting Yourself to
Win Your Next Job*



Eric P. Kramer

Portfolio Presentation Resource

www.interviewbest.com

Portfolio Presentation Topics

Example #1 for Higher Ed



01 Overview

02 Resume & Cover Letter

03 Transcripts

04 Certifications &
Clearances

Portfolio Presentation Topics

Example #1 for Higher Ed



- 05 Recognitions
- 06 In the News
- 07 Publications
- 08 Letters of Recommendation

Portfolio Presentation Topics

Example #2 for Higher Ed



Source: bit.ly/GMU-Portfolio

Portfolio Presentation Topics

Example #3 for Higher Ed



Source: bit.ly/MCCC-Portfolio



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Let's Connect!



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484-393-2951



[Book a 15 min call with me](#)



Follow our Social Media!



@GreatCareersPHL | #greatcareersphl



Philadelphia Area Great Careers Group & BENG Merged May 1, 2020



To access this deck:

<http://bit.ly/JobSearchMCT>



Upcoming events: <https://greatcareersphl.org/events> & <http://bit.ly/CareerEdEvents>

Almost 6300 Members & Alumni: <https://www.meetup.com/Philadelphia-Area-Great-Careers-Group>

Membership: <https://greatcareersphl.org/membership>