

Successfully Searching, Finding, Doing and Keeping Your Dream Job - All From Your Couch

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The Challenge

- Working from Home
- New Technologies
- Data privacy and security
- Distractions and diversions
- Lack of Privacy
- Lack of face-to-face communications



The Opportunities

- Increased geographical presence
- Focus on performance not appearance
- Older people have more “soft skills”
- Newer technologies are easier to adapt and learn
- Costs and barriers are decreasing



Job SEEKING in the Age of Covid

- Online resources are more important
 - Indeed, Monster, LinkedIn, etc.
- Recruiters are stuck at home as well
- Many jobs can be performed virtually, so virtual interviews are an audition
- Identify organizations that can be used to collaborate
- Match resume to skills, match skills to job descriptions
- Have more than one persona online



Social Media for Job Seekers

- People are spending more time online
- This includes social media
 - Twitter
 - Facebook
 - Other Platforms
- Can use them to make yourself known
- Can use them to find like minded people
- Networking and job seeking are not the same but are related
- Be yourself BUT avoid extreme views online
 - political, etc.



LinkedIn and Networking

- LinkedIn to
 - Establish your presence
 - Publish articles or newsletters
 - Input your resume and background
 - Look for networking opportunities
 - Join groups of interest
- LinkedIn Jobs
 - Find opportunities
 - Fill out applications
 - Find out connections
 - Research employers
 - Review backgrounds of those with whom you are interviewing



The Home “Office”

- Try to separate “workspace” from “living space.”
- Dedicated location helps to “get away” from work and to “get away” from home.
- Need not be physical location
- Remove or minimize distractions – if possible (dogs, kids, spouses, delivery people, TV, etc.)
- OR – wherever you go, there you are – in a pinch, your “office” can be your car, your backyard, or wherever you are –
- It’s called “mobility.”



Hardware, software, and others

- Basic Hardware for telework
 - DECENT computer – MAC, PC, Tablet or Chromebook
 - Need not be super fast, but should be reliable
 - Software should include
 - Videoconferencing (zoom, etc.)
 - Word processing and office (Word, Office, Google Docs)
 - Communications – email (browser or others)
 - Specialized software if job necessary
 - Hardware – camera, mouse, lighting, microphone, Bluetooth



There's No Place Like Home...

- Keep it professional
- BUT make it cozy
- Make it your own – don't be afraid to have some personality in the room (makes for things to talk about)
- Avoid politics in your discussions and backgrounds
 - UNLESS the job is political OR your politics are KNOWN and part of your value
- Avoid other things that are controversial – this is your new workplace



Zoom

- It's not that hard (hint – you're doing it now)
- Familiarize yourself with the controls and options
- Everything that can go wrong will go wrong
- Have backup plans for hardware, software, network, WiFi
- Install software on ALL devices (laptop, desktop, tablet, phone) and update as needed
- The Grandson/Granddaughter rule – if you don't understand a technology – use a grandson or granddaughter (doesn't have to be yours!)



“I am not a cat...”

- Oral argument in Texas
- Lawyer used his secretary's computer
- Zoom had “cat” filter on.
- Lawyer did not know how to turn it off

Privacy

- WYSIWYG – you have opened a camera into your home
- Anything that can be viewed – can be viewed
- This includes backgrounds, documents (screen sharing), open tabs, people, pets, and things in the window...
- Share appropriately but don't share inappropriately – including on resumes, postings, profiles, etc. – keep it professional.



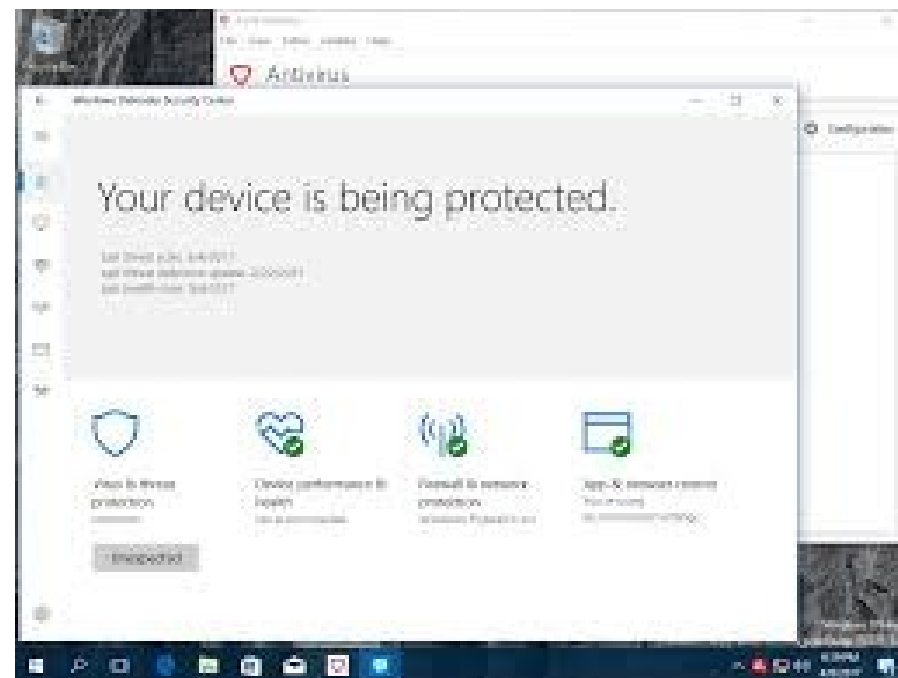
Google Hacking

- Do a Google (Bing) search on yourself
- See what shows up – does it look professional?
- If “bad” things show up (bad comments, credit, complaints, criminal or civil matters) there are things you can do to reduce the impact
- Consider creating “good” contact and “publishing” it
- Add associations with “good” causes – volunteer work, community organizations, neighborhood groups, etc.



Security

- Things you should be doing anyway
- Don't click links
- Beware Phishing scams
- Validate emails (particularly funds transfer)
- Look for SSL login
- Don't reuse userids and passwords
- Check <https://haveibeenpwned.com/>
- Consider password manager



Data Security

- Keep your computer up to date
 - Automatic updates for Windows and MAC
 - Automatic updates for manufacturer (software, drivers and firmware)
 - Automatic updates for applications
- Remember to update your router and change the passwords
- Check with provider (Verizon, Cox, Xfinity) about what security products/services they provide
- Enable security features – e.g., Windows defender
- Enable encryption features (BitLocker, etc.)



Connection Security

- Use Single Socket Layer (SSL)
- Use WEP2 or better
- Use Virtual Private Networks (VPN)
- Use VPN Anonymizers (e.g., Nord VPN, location based VPNs)
- Consider TOR or “Onion” Routers for sensitive work
- If your work will involve confidential information, have access to encryption software (e.g., PGP) and learn how to use it.
- Use MultiFactor Authentication (MFA) and multi-party (e.g., text to cell phone, fingerprints, etc.)



More Privacy Tips

- Never give out personal information unless YOU are calling THEM
- Verify, verify, verify
- Use multiple channels
- Email is NOT authentic and is NOT secure



BEC and Call

- Business E-mail Compromise (BEC) scams
- Hackers pose as sender or recipient of email
- Email is either spoofed or hacked – appears to be legitimate
- Can ask for money, change wire transfer instructions, or solicit personal information
- BE SUSPICIOUS and verify through third channel



Stress

- Zoom fatigue is a real thing
- Get up and stretch...
- Take and arrange frequent breaks
- Other mental health things – walks, exercise, pets
- Don't get overwhelmed – don't take on more than you feel comfortable with



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ZOOM MEETING BINGO

"I think you're muted"	"ha-ha.. yeah... okay... stay safe..."	Small talk waiting for all attendees	"No, sorry, you go first"
"Sorry guys, I've got to hop off"	"Can you hear me now?"	"I'll share my screen"	"ha-ha, nice background!"
"If you're not presenting can you please mute"	*silent head nodding*	siren / construction background noise	"Cuomo 2020"
"We can take this offline"	"No updates from me"	Used the word 'ping'	Someone typing, possibly with a hammer

Lighting and Clothing

- Dress professionally – from the waist up at least
- BUT, people are more flexible these days
- Have good lighting (in front, above, ring lights)
- Have camera at eye level
- Make office semi professional but personal
- Eye contact and active listening



Working from Home

- Make sure that you make contact with employer frequently
- Make contact with coworkers as well
- Keep people advised of what you are doing
- Take initiative
- Ask questions
- Remember time zones
- Use various technologies
- Virtual happy hours



Don't Worry – Be Happy

- Everything has changed
- There are advantages and disadvantages
- Learn new skills and technologies
- Take advantage of support structures
- We all need, someone, we can lean on...



Questions??

