

Using LinkedIn to Find a Job or Execute a Career Pivot

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Your LinkedIn Driving Instructor*

September 14, 2021



Good Morning

Small group LinkedIn trainings

Public libraries in MD and NY and career development organizations in the mid-Atlantic region

Jobseekers, career transitioners, nonprofit leaders, and small business owners 45 and older

The most impact out of 30 minutes a day on LinkedIn

Respects online privacy & security concerns

LinkedIn is an Essential Tool for 50 and better Jobseekers

SHOWS YOU ARE TECH SAVVY & WILLING TO LEARN SOMETHING NEW. LINKEDIN ONLY 18 YEARS OLD.

LINKEDIN ENABLES YOU TO EXPONENTIALLY EXPAND YOUR NETWORK AT A TIME WHEN IT'S CONTRACTING WITHOUT LEAVING HOME

ENABLES YOU TO GET THE INFORMATION YOU NEED TO KNOW THAT'S NEVER IN THE JOB ANNOUNCEMENT.

94% OF RECRUITERS USE LINKEDIN TO FIND CANDIDATES. MANY ARE UNDER 40 AND THEY DO EVERYTHING ONLINE.

IT ALLOWS YOU TO CONTROL & TELL YOUR PROFESSIONAL "STORY" BEYOND YOUR RESUME, ESPECIALLY IF YOU ARE TRANSITIONING TO A NEW CAREER OR INDUSTRY.

LinkedIn Success Story #1: Karla's Career Pivot

Karla in
Commercial
Interior Design
Program after 30
years in banking.

Reduced banking
experience to
one-sentence on
her LI profile.

Rest of LI profile about
commercial interior
design: Headline,
About section, Skills &
Endorsements, Posts,
Connections, Interests,
Recommendations,
Accomplishments.

Had her first job
with Interior
Design firm
before she
graduated.

The Biggest Misperceptions About LinkedIn



It's JUST Your
Resume and a Photo



It's ONLY About
Employers
finding/connecting
with you



All you have to do is
create a “perfect” profile
and recruiters will be
knocking at your door

Here's Why "If
You Build It,
They Will
Come" Doesn't
Work on
LinkedIn

Over 740 million Profiles

None of us are truly unique professionally. Thousands do what we do.

LinkedIn rewards activity with visibility, i.e., your connections, posts, likes, comments, shares, giving endorsements, writing recommendations help make your profile more visible to recruiters. The order of the profile thumbnails presented in a search is determined by an algorithm based on relationship, location, and activity.

Remember

← The Focus of Your Resume is Your Past
The Focus of Your LinkedIn Profile is Your Future →

Resume vs. LinkedIn Profile

Resume

List of What You've Done for Your Previous Employers

Essentially Backward Looking

Must be two-pages

Must be in the third-person

Must account for every month for last 10-15 years

Emphasis on Job Titles

Filled with Vague Resume Language: e.g., result-focused, detail oriented, mission-driven, experienced, demonstrated history of, proven

LinkedIn Profile

- Focus is on Skills You Are Offering to Your Next Employer. Emphasis is on skills not titles which are not universal.
- Primarily Forward Facing
- Should be in first person. You are telling YOUR professional story in YOUR own words. Leave superlatives to recommenders. We know you wrote this.
- Only needs to include jobs that reinforce and emphasize your skillset.
- Headline should focus on the 2-4 skills you offer to any employer regardless of the job title.
- Your profile message should not be: "I'm unemployed." It should be: "I can help you meet your challenge, here's what I can do for you when you hire me."
- Filled with searchable specifics.

Why the Power of LinkedIn is in Who You Find Not Who Finds You

Best Way to find a job is for your Potential Immediate Supervisor to send your resume to HR with a note saying “I want to hire Craig, what do I need to do?”

How do you find a way to connect with them?

2nd Best Way: An acquaintance, former colleague or classmate who works there sends your resume to HR or the department head with a note that says

“I know we’re looking for a marketing director and I went to school with or worked with Madelyn and she was great. Can you give her application extra consideration.”

How do you find the colleague or classmate?

We hire & do business with people we know, like and trust

How do you become of those people?

The friend of my friend is my friend

How do you find someone to introduce you as a friend?

LinkedIn Success Story #2: Annette's Expanded Network

Annette's Message: Dr. Barnes, Thank you so much for reaching out. I want to let you know that you gave me lots to think about, reconsider, and modify on my page and how to utilize LinkedIn. I already used one of your tips and I said congratulations to a former colleague (for his job anniversary) and he replied right away. At 3 pm we had a Zoom call. We've not seen each other in about 3 years and it was wonderful to catch up. Not only that, but he offered to connect me to a few of his friends. Would this be the fastest results from one of your webinars? :)

My Response: Annette, Thanks for endorsing me and, most of all, for that incredible story. It made my day! Yes, you get the prize for the fastest results. I'm going to use your story in my next webinar! And good on you for acting so quickly. I wish more people would. Keep up the good work. It pays off.

1:05pm Annette's Note to her Colleague: Hey Craig! Congrats on your work anniversary! How are things? I hope you and your family are doing well and staying safe!

1:10pm Craig's Note to Annette: Hey, Annette! That's so funny. I was literally just thinking of you as we were heating up some Indian food, remembering our lunches. Doing well on this end, all things considered. How are you? Where are you now? My email is xxx. Same cell as before. Let's catch up! Craig

Everybody Says If You are a Job Seeker LinkedIn is Essential, but Nobody Explains Why

Find & Recruit job search allies & stay on their radar screen without asking for anything.

Employers hire colleagues, co-workers, not resumes. LinkedIn allows you to become someone a potential employer knows, likes, and trusts because you are connected to someone they know, like, and trust.

A successful job search is all about networking because if the only person looking for a job for you is you, you're never going to find it.



LinkedIn
Success Story
#3: Andy Goes
from 40
Applications a
Week to Hired
in Two Months

- Andy was a 50+ jobseeker in Investor Relations.
- He'd been unemployed for over a year.
- He was responding to 40 job announcements a month.
- He was getting NO responses.
- He attended our Career Gateway program in March 2021 where we urged him to change his focus to networking.
- He focused on growing his roughly 500 LinkedIn connections to over 1500.
- He was a finalist for two jobs in April.
- He accepted a job offer in May.

Everybody Says If You are a Job Seeker LinkedIn is Essential, but Nobody Explains Why

Empowers you to actively research the public face of potential employers to mimic their language & priorities when you communicate with them.

Empowers you to target, research, and connect with potential employers to bypass HR and the ATS

Finally, It empowers you to tap into the hidden job market.

Benefits of Tapping into the Hidden Job Market

Estimated that 85% of jobs are filled here and are never published.

By the time a job is posted on Monster/Indeed, it could already be weeks old and the company may have been interviewing candidates already.

Networking is much more effective than sending off hundreds of resumes only to have them swallowed up by the applicant tracking system with hundreds of others.

The best time to find out about a job opening is before it hits the street; when you are competing with a much smaller pool of applicants.

Your LinkedN Driving Instructor's Four Rules of the Road for Success on LinkedIn

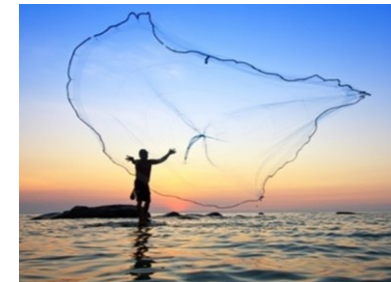
- Focus on the Top Third



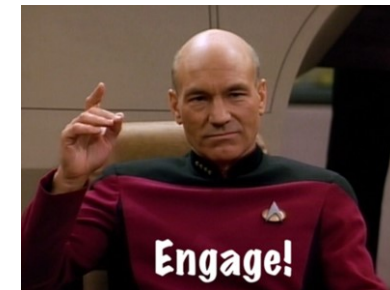
- Plant Your Flag



- Cast A Broad Net



- Engage



Focus on the Top Third



If you don't capture your viewers attention here, the rest doesn't matter.

Top Third Essentials

- Use Your Banner, Headline, and About section to Reinforce your Skill-based Message.
- Make Sure Your Top Third Highlights the Unique Skills You Bring to Any Employer no Matter What the Title Is.
- Make The Viewer Want to See the Rest of Your Profile and Your Resume.
- Emphasize Skills/Expertise over Experience. Employers want to hire the BEST, not the OLDEST.
- Focus on your Headline and About Section.
 - Your headline follows you all over LinkedIn. It is THE most important thing to get right.
- Top Third Priorities in order of importance: headline, headshot, About section, connections, location, banner.
 - Most profiles do not make use of the banner. So having one is icing on the cake. The headline IS the cake.

Plant Your Flag



Present a **CONSISTENT, PERSISTENT** message about the no more than 2–4 skills/services/value you offer to your clients. **AND BE SPECIFIC.** Every section of your profile should reinforce your consistent persistent message about the skills/services/value you offer to your clients.

Plant Your Flag Essentials

Focus on No More than 2-4 Skills in Your Profile. A Diffuse Message is a Weak, Ineffective Message.

Focus on the 2-4 skills you offer to any employer, no matter what the industry or job title is.

We all could do and have done many things, but potential employer is not interested in a laundry list of everything you've ever done professionally.

Focus on the Skills/Expertise you offer to your next employer, not just what you did for your last.

Focus is on the 2-4 skills you offer, not what you want or that you are unemployed.

Keep It Simple & Consistent

Use About Section to Validate and Add Context to the Skills in Your Headline

Get Endorsements for the Same Skills in Your Headline and About Section

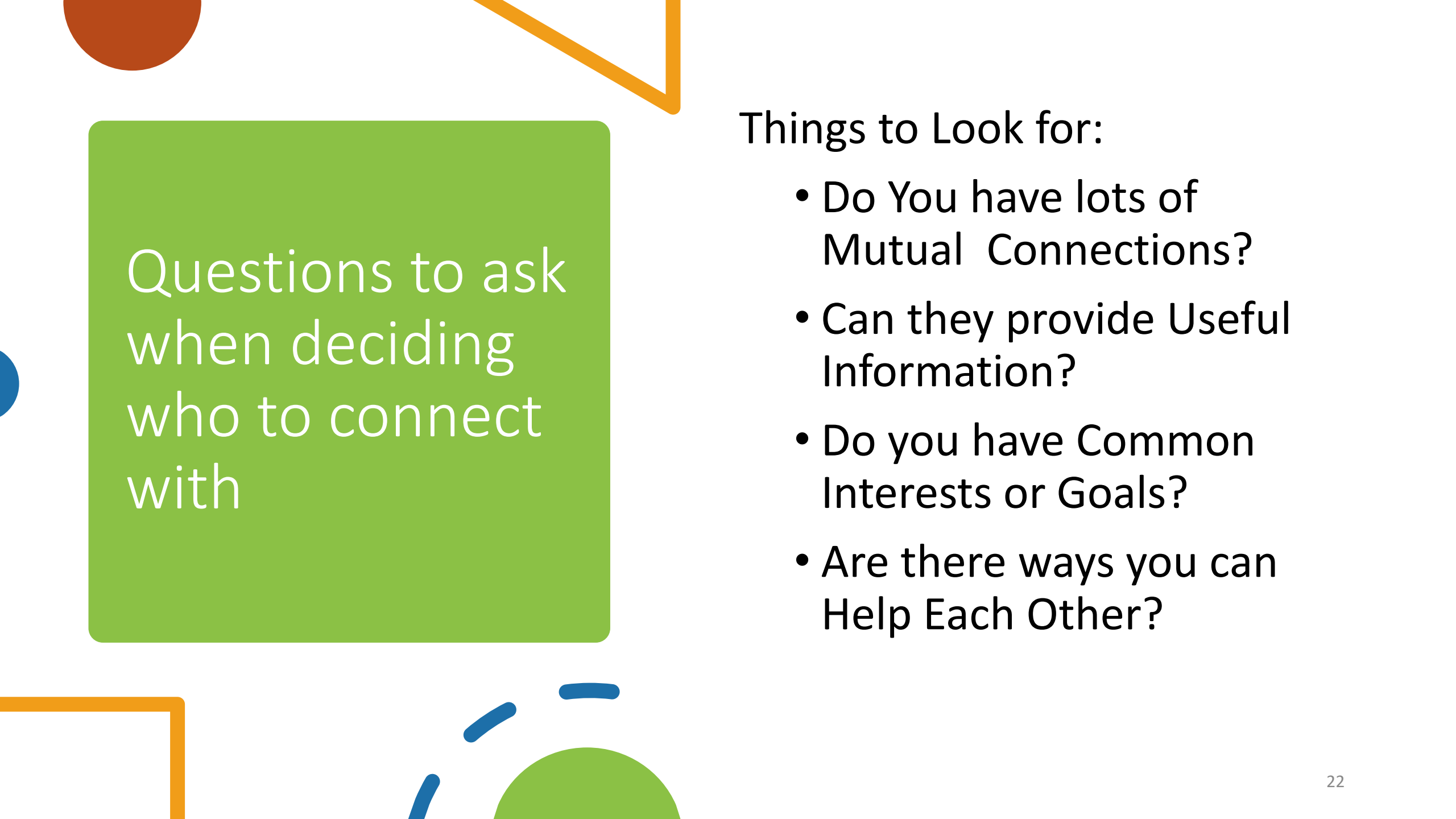
Have Recommenders Validate the Skills in Your Headline and About Section

Join Groups, Follow Influencers and Companies that Validate the Skills in Your Headline

Cast a Broad Net



We underestimate who can and will help us. You may not want to be a LION (LinkedIn Open Networker) but don't be a Turtle.²¹

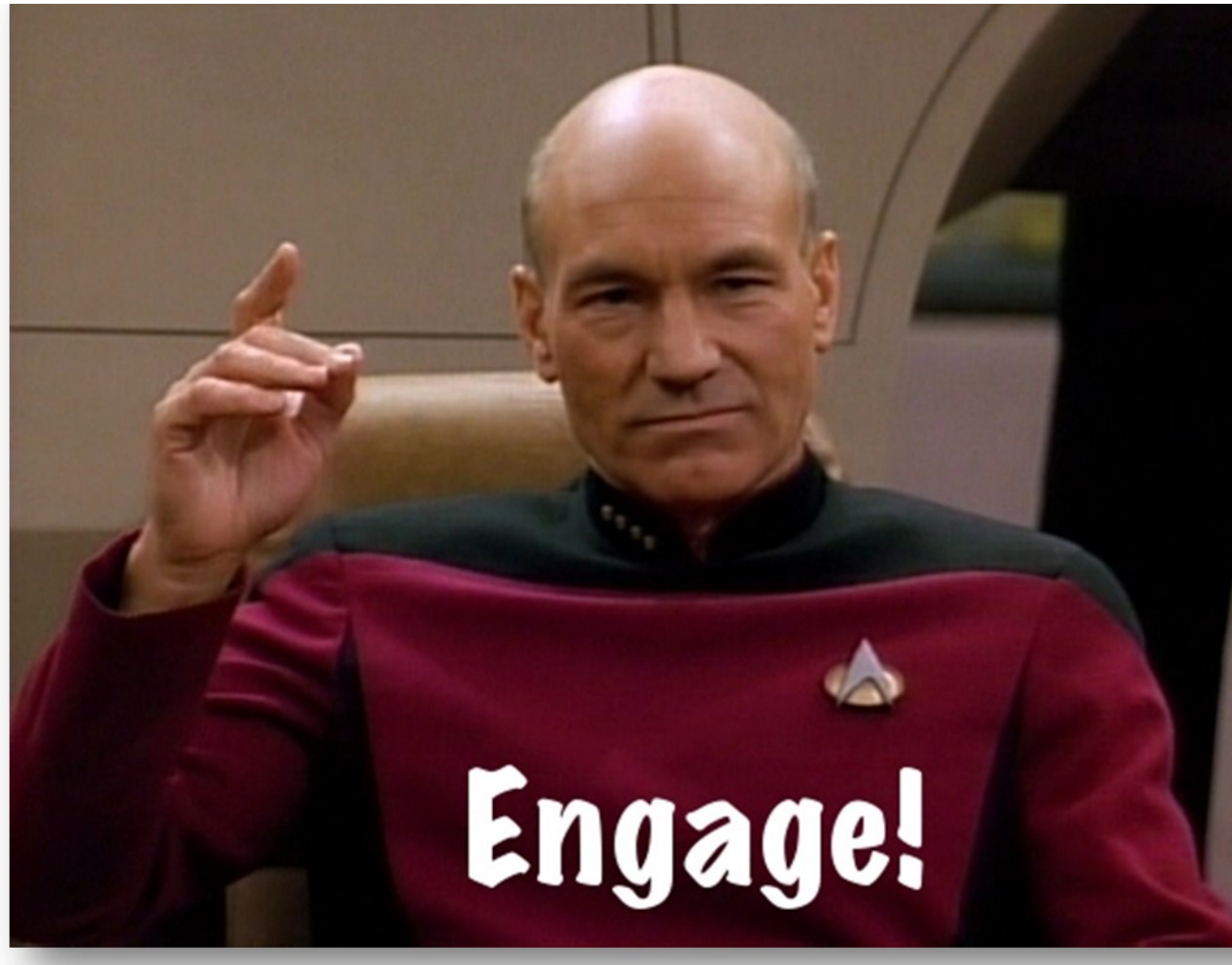


Questions to ask
when deciding
who to connect
with

Things to Look for:

- Do You have lots of Mutual Connections?
- Can they provide Useful Information?
- Do you have Common Interests or Goals?
- Are there ways you can Help Each Other?

Engage



Focus on building professional relationships and generously providing value to your connections. Build your brand by Sharing Great Content.

You Need a Job to Offer Something of Value to Your Network on LinkedIn

Your Skills &
Expertise (posts)

Your Networks
(invitations &
introductions)

Value to your
LinkedIn Connections
(likes, comments,
shares)

Support to Your
LinkedIn Connections
(endorsements &
recommendations)

A Smile to Your
LinkedIn Connections
(milestone
recognitions)

Remember Givers,
Get!

A Few Final Thoughts

- Our natural instinct is to seek a full-time job because we've always had one. Allow yourself to consider other options like contract work, part-time work, and entrepreneurship or a combination of the three.
- Use this time to figure out
 - What you need financially (literally run the numbers).
 - How you want to spend your day.
 - Whether your life circumstances have changed.
 - What baggage you need to let go of or unresolved issues you need to heal to present yourself to a potential new employer with a clear, positive spirit.
- We give ageism more power than it deserves.
 - Some of our wounds are self-inflicted.
 - Don't reinforce the stereotypes of older workers.
 - Ultimately, an employer just wants the best service at the best price.
- Often the first person that says no to pursuing our dream job is us.
 - We tell ourselves what we can't do or what we can't have before anyone else does.
 - Make sure that voice in your head is yours and not a dead relative, an elementary school teacher, or childhood bully.
- Remember Failure, Rejection, and No are Not Permanent, Fatal, or Personal.

Two Additional Resources

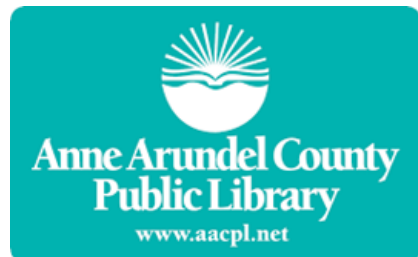
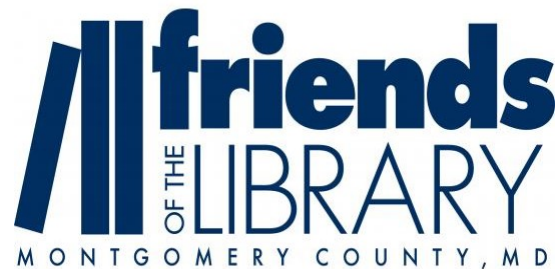
- **Montgomery County Public Library LinkedIn Boot Camp**
- I offer a FREE, virtual LinkedIn boot camps for 45+ job seekers in partnership with the Montgomery County Public Library are the third Tuesday and Thursday of every month from 5:45pm-8:00pm EST. Those on the waitlist are contacted first for any cancellations and to get into next month's session.
- To register, go to: <https://lnkd.in/dHyHp8t>.
- **The JCA Career Gateway Program**
- I am also the facilitator for the Jewish Council for the Aging's (JCA) Career Gateway program.
- I'm a graduate of the program and it is really like a rocket boost to your job search.
- Jodie and I love our job seekers and what we do. We are invested in their success and providing them with the tools and resources they need to succeed.
- For more information, go to: <https://accessjca.org/career-gateway/>.

LinkedIn Success Story #4: Dr. Elisse Barnes, LinkedIn Subject Matter Expert


- Laid off from a full-time job with educational association in Fall of 2015
- Saw a need and began my business around my kitchen table in Spring of 2016
- Love what I do, the partnerships I've made, and the people I help.
- Presentations for jobseekers in New Jersey, Texas, New York and throughout the DMV
- Make half of what I made in 2015 & Happier
- Entrepreneurship gives me the flexibility to take care of the people I love.



Some of the Organizations I've Done LinkedIn Trainings for Since 2016



<https://www.drelissebarnesjdphd.com>



Elisse (Wright) Barnes JD, PhD
LinkedIn Trainer Empowering Baby Boomer Job Seekers,
Career Transitioners & Entrepreneurs
Washington D.C. Metro Area

Your LinkedN Driving Instructor--Because When Y...
Yale University
See contact info

Feel free to email me at: elisse@vintageworkforce.com

Schedule a 20- or 30-minute phone chat at:
<https://calendly.com/elisse-wright>

**Thank
You!!!**