



Your LinkedN Driving Instructor

BECAUSE WHEN YOU DRIVE, YOU REMEMBER!

Using LinkedIn to Minimize Your Career Gap



Elisse Wright Barnes, JD, PhD
Your LinkedN Driving Instructor
March 21, 2023

Good Morning

Facilitator for the Career Gateway Program.

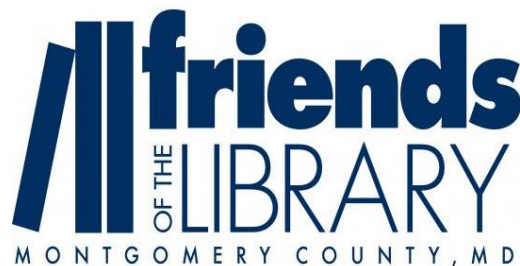
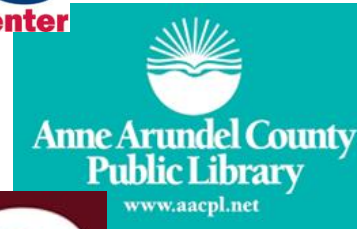


Also, provide small group LinkedIn trainings for public libraries and career development organizations nationwide.



Focus on helping individuals 50andbetter achieve their job search, career transition, nonprofit leadership, and entrepreneurship goals.

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



Many Jobseekers have Career/Resume Gaps for a Variety of Reasons, so they are not Uncommon. According to Monster's 2019 State of the Candidate Report, nearly three in five Americans (**59 percent**) have been unemployed or had some kind of gap in their career.

Career Gaps

LinkedIn profile header for Dr. Elisse (Wright) Barnes JD, PhD (She/Her). Navigation icons for Home, My Network, Jobs, and Messages are visible. The profile includes a search bar and a bio: "Career GPS and workforce educator/trainer empowering individuals 50andbetter to use LinkedIn to obtain jobs, execute career transitio..."

Experience

Your LinkedN Driving Instructor | Owner & Lead Trainer
Of A Certain Vintage Workforce Education LLC · Self-employed
Mar 2016 - Present · 6 yrs 6 mos
Washington DC-Baltimore Area

I partner with career development organizations and public libraries to empower baby boomers to use LinkedIn for successful job searches, career transitions, nonprofit leadership, and entrepreneurship ...see more

Skills: LinkedIn Training · Public Speaking · Training Facilitation · Career Development Programs · Workforce Development

Career Gateway Program Facilitator
Jewish Council for the Aging (JCA) · Contract
Nov 2020 - Present · 1 yr 10 mos
Rockville, Maryland, United States

I facilitate an online program that helps 50+ aged job seekers find clarity, polish their resumes, improve their networking and online interviewing skills, and learn to use Internet job search resources more effe ...see more

Skills: LinkedIn Training · Public Speaking · Career Development Programs · Workforce Development · Facilitation

Founder | CEO
Left to Wright Productions · Self-employed
1986 - May 2022 · 36 yrs 5 mos
Washington DC-Baltimore Area

◆ Produced regional newsletter for a company operating 850 retail stores in over 95 airports and hotels across the United States and Canada. ...see more

MCFARLAND & ASSOCIATES INC

Add career break

Experiences outside a linear career path can make people better colleagues, thought partners, and leaders. Share these moments that make you unique. [Learn more](#) about career breaks.

* Indicates required

Type

Please select

- Please select
- Bereavement
- Career transition
- Caregiving
- Full-time parenting
- Gap year
- Layoff/position eliminated
- Health and well-being
- Personal goal pursuit
- Professional development
- Relocation
- Retirement
- Travel
- Voluntary work

Month Year

End current position as of now - Your LinkedN Driving Instructor | Owner & Lead Trainer at Of A Certain Vintage Workforce Education LLC

End current position as of now - Career Gateway Program Facilitator at Jewish Council for the Aging

Save

Good News for 50andbetter Jobseekers with a Career/Resume Gap

We live in an economy that Values Expertise over Experience.

We know this because people with much less experience than us are getting jobs ahead of us.

You can use LinkedIn to focus the attention of a perspective employer on your Expertise rather than your Career/Resume Gap.

The Biggest Misperceptions About LinkedIn

- ▶ Your LinkedIn Profile is Just Your Resume and a Photo



Resume vs. LinkedIn Profile

Resume

List of What You've Done for Your Previous Employers

Essentially Backward Looking

Must be in the third-person

Must account for every month for last 10-15 years

Emphasis on Job Titles to Demonstrate increased Responsibilities.

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

LinkedIn Profile

- ▶ Focuses on the Expertise You Offer to Your NEXT Employer.
- ▶ Primarily Forward Facing
- ▶ Should be in First Person. You are telling YOUR professional story in YOUR own words.
- ▶ Only Needs to include Jobs that Reinforce the Skills You Want to Use in Your Next Job.
- ▶ Emphasis is on Skills because Titles are NOT Universal and do NOT communicate the breadth, depth or scope of your Expertise.
- ▶ Filled with searchable specifics, i.e., key words from the job announcements for the positions you are seeking.

In Other Words

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

Together, Your Resume +
LinkedIn Profile
form a
360 degree View of YOU as
a Professional

Your LinkedIn Profile Is

- ▶ Your online professional value proposition
- ▶ Your online professional biography
- ▶ Often, your digital first impression
- ▶ Your forward-looking online sales pitch
- ▶ Your opportunity to distinguish yourself from your peers

The Real Purpose of Your LinkedIn Profile

- ▶ To present a consistent, persistent message about the skills and expertise you offer to your NEXT employer.
- ▶ To reinforce this message by repeating it in every section of your profile from Banner to the Interests.
- ▶ To enable the viewer to get to know you professionally before you are reduced to two pieces of paper (i.e., your resume).
- ▶ To entice the viewer to connect to request your resume.

And if they like what
they see on Your
LinkedIn Profile....

▶ Your Career Gap Won't
Really Matter as Much

LinkedIn Profile Intro Section

- ▶ Your Banner should reinforce with images the skill-based message you have in your Headline, About, and Skills section.
- ▶ Your Headline should focus on the skills you offer to your next employer, not the title you had with your previous one.
- ▶ Remember your Headline follows you all over LinkedIn. In addition to your name, headshot, and location, it's the only thing anyone knows about you if you come up in a search.
- ▶ Your Headline should tell enough to make the viewer want to visit your profile to learn more.
- ▶ You should have enough Connections to draw the viewers attention to the number of mutual connections, which makes you not a stranger.

LinkedIn Profile About Section

- ▶ Should reinforce, add context, and validation to the skills/expertise in your Headline by providing quantifiable specifics using the key words for the position you are seeking.
- ▶ Think like a recruiter and hiring manager. What key words or phrases would they type into the LinkedIn search box to locate someone with your skill-set?
- ▶ Guarantee it won't be: experienced, seasoned, demonstrated history of, proven, mission-driven, enthusiastic, innovative, or results-oriented.
- ▶ If you developed skills during your time away, for example, patient advocacy, time management, and project management skills as a caregiver, tell this story in your about section without being too personal.

LinkedIn Profile Featured Section

- ▶ Feature posts that highlight your expertise.
- ▶ To focus the reader's attention on your skill set.
- ▶ To delay the reader reaching your Experience section so they see your strengths/expertise before encountering your career gap.

LinkedIn Profile Experience Section

- ▶ Doesn't say only paid experience. Just experience.
- ▶ Include any unpaid position where you use the skills/expertise you want to offer to your next employer during your hiatus.
- ▶ Just indicate that it is unpaid, pro bono, or volunteer, if that's the case.
- ▶ To the degree possible, describe every position, paid or unpaid, using the key words for the position you are seeking.

LinkedIn Profile Skills Section

- ▶ Should be the top three skills you offer to your Next Employer.
- ▶ Should be skills that you bring, no matter what the job title is.
- ▶ Should be consistent with the top skills required for the positions you're looking for (see job announcements).
- ▶ Skills don't have an expiration date.
- ▶ Skills don't disappear just because you don't have a job.

LinkedIn Profile Licenses & Certifications Section

- ▶ Show instead of tell. Include recent certificates to demonstrate that you are a lifelong learner rather than just claiming that you are.
- ▶ Certificates demonstrate that you didn't spend the gap sitting home watching Netflix.
- ▶ Demonstrating that you are up on best practices in your chosen profession shifts the focus to your current pursuits rather than your past.

Volunteer Experience Section

- ▶ Focus on the Value you bring to the organization, not just what the organization does. They have their own company page for that!
- ▶ The point isn't just THAT you served, but HOW you served, especially if you're providing them with skills you want to offer to your next employer.

LinkedIn Profile Interests Section

- ▶ Follow thought leaders and companies in your chosen industry to associate yourself with the leaders and employers in your chosen field.
- ▶ Join and be active in LinkedIn groups with people in your field who can be your champions.
- ▶ Join groups with both your peers and your potential supervisors to begin an online conversation that attracts their attention.
- ▶ Remember most LinkedIn groups require only interest not experience.

The End Result: Your Career Gap is Minimized

- ▶ Because your LinkedIn profile has shifted the focus TO the expertise you offer and share (Headline & Featured Posts), the professional story you tell (About section), the skills you have and have updated (Skills & Certification sections), and the people you are associated with (Connections & Interests/Groups).
- ▶ And AWAY from the Career Gap in your Experience section.

Thank You!!!

Elisse Wright Barnes, JD, PhD,
Your LinkedN Driving Instructor
CEO, Owner, Lead Educator & Trainer
Of A Certain Vintage Workforce Education

<https://www.drelissebarnesjdphd.com>

<http://www.linkedin.com/in/elissewbarnesjdphd>

Connect with Me on LinkedIn!

Be Sure to Include a Note that You
attended the JCA 50+ Employment Expo

