

Your Next Job Search:

10 Secrets To Quickly Landing The Job That You Really Want

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- Now is the best time to be looking for your next engineering job
 - Demand is growing as the global economy recovers
- The rules have changed – the old ways of finding a job don't work any more
 - The Internet has created new ways for a company to find employees.
 - The old ways, newspapers, are fading away.
- The good news for you is that it is getting easier than ever to find the job that is the perfect fit for you.
 - Now you just have to know how to find it!

STOP! Write The Following Link Down!

<http://goo.gl/wiX4S>

Capital letters really matter!



What You Are Going To Walk Away With...

1. A clear understanding of how to **START** a job search.
2. Knowledge of **WHERE** to look for engineering jobs.
3. Understanding of **HOW** to advertise yourself.
4. Understanding of **WHERE** to advertise yourself.
5. Tips on what will **GET** you the job that you want.



- We're going to dump a lot of information on you tonight.
- It's going to be like trying to drink from a fire hose.
- Let's agree on what your goal for attending tonight's session should be:
 - Walk away with 1 good idea that you can start to use immediately.

Creative Job Search

Tip #1: Understand What You Want



- What is the difference between a job and a career?
- How long does a career last? [answer: 45 years]
- Where do you want to be at the end of your career?
 - What is it going to take to get you there?
 - What is your probability of achieving it?
 - Why do you want this?
 - What is your timeline? Are you on track / off track?

Research options available

Read Trade Press, Business News

Target fields/companies

Target locations

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Tip #2: Understand What You're Selling



- "You are a Business"
- Your Services and Solutions
- Potential Customers List



- Just exactly what are you selling?
 - What can you do?
 - With you onboard, what could a company do that they couldn't do without you?
 - What makes you unique – why should they hire you and not somebody else?
- Who would want to buy what you are selling?
- Your Services and Solutions
 - Specialize – (services that solve specific problems)
 - Sell tactical services not strategic services
 - Offer immediate solutions
 - Convenient and temporary services
 - Provide services at reasonable cost

Creative Job Search: Tip #3: It's Easier With The Right Tools



- A new resume
- LinkedIn, Facebook & Twitter
- The IEEE, IEEE-USA, Region 3, your Section

- In order to find the right job, you need to do your prep work
- Every job application is going to require a custom resume
- You need to create your master resume now w/ too much info
- Remember that the IEEE is your best way to connect with the companies that need people with your technical skills.
- Online business style profiles and work references
- Online job boards; Monster, Dice, etc.
- LinkedIn, Facebook & Twitter
- Become a Business News and Google Guru

- Create a database of contacts, communications, etc

Creative Job Search: Tip #4: Believe It Before You Achieve It



- Be positive and clear (can make a script)
 - Don't be needy
 - Be prepared for / know how to handle rejection
-
- Your mental attitude will determine your results.
 - You will find the right job – you just don't know how long it's going to take to find it.
 - Just like in dating, you become more attractive if it appears as though you don't need this job.
 - How many jobs will you apply for before you land the one that you want?
 - 1:5?
 - 1:4?
 - In baseball, batters don't expect to hit every ball (.300 is good!)
 - Know why you are contacting people
 - Be respectful

Creative Job Search: Tip #5: What Can You Offer To Me?



- "Elevator Pitch"
- "Tell Me About Yourself" – What do you say??
- Have Business Cards

- I'm busy – why are you here?
- How are you going to capture my attention?
 - What makes you different?
 - Why should I remember you?
- What should your business card say?
 - The business card is a pass-along
- "Tell Me About Yourself" – What do you say??
 - Not life story
 - Not recitation of last job
 - Focus on your objective and what you want back
 - Based on VALUE PROPOSITION and Career Objective
 - Recap of your skills, experience, value added focus, and ability to produce results (hook)

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Tip #6: You Get To Pick Who To Work For



- Location
- What they do / their need for me
- Do I want to work there ?

- It can be hard to remember, but you are in control of the job search process.
- Know your job search scope: Tampa, Florida, U.S.A.?
- Do you know what kind of company you **don't want to** work for? (big / small, defense related, etc.)
- Tell me 3 characteristics of a company that you **would** want to work for?
- **How do I target companies?**
 - Opportunity for success in their market
 - I know someone there that I can network through

- Get professional help if needed from a Recruiter

Twitter for Your Job Search

Tip #7: Twitter Is Your Friend



- Use Twitter to expand and reinforce your online brand
- Profile and tweets can improve search engine results
- Find Real Time job postings on Twitter
 - TweetMyJobs.com

- Twitter is real-time!
- Get used to using Twitter before you go job hunting with it
- The key to success is to find out who to follow
- Find Real Time job postings on Twitter
 - Search for roles (e.g. job title “Software Engineer”)
 - Find related Tweets
 - Follow links to postings
 - Also check twitterjobsearch.com, tweetmyjobs.com
- Find and follow recruiters – your area, your targets
- Find great job search advice Tweets from Career Experts
- Directly connect with companies and people by Following

Use Twitter search or sites like Tweepsearch

Use Twitter hashtags

Informational Interviewing

Tip #8: Research Always Pays Off



- Informational Interview
- You must know what you want
- You must target an industry (companies)

- The informational interview is a great way to fine-tune your job search
- You are not asking for a job – you are just collecting info
- You need to be very clear about what your goals are.
- The Informational Interview is the first critical step to finding a job.
- First you must know what you want (Job Title, 30-second speech), and have a plan
- Then you must target an industry (companies), and people in that industry that you want to interview.

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Tip #9: Become A Job Chameleon

Gap Analysis

- As result of Informational Interviewing you may find you have “gaps”
- Review what employers want vs your skills
- Can you recast accomplishments?

See IEEE-USA Career Planning Guide



- Your accomplishments are what your next employer wants
 - Several different ways to describe the same accomplishments
 - Don't lie or fudge
 - If you have a gap, why do you have the gap? What else were you doing?
- Do you need more / new training?
- Is there some way to get training or experience?

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- Some statistics on how Americans find employment:
 - 35% Found job through a **friend, relative or other associate**
 - 30% Contacted an employer directly, **without answering classified ad**
 - **14% Answered a job classified advertisement**
 - 8% Found job through on-campus recruitment or job placement office
 - 6% Employment agency or search firm
 - 5% State-run unemployment office
 - 2% Other
- The Best Jobs Are Never Advertised!
 - 65% of people found a job that was never publicly advertised.
 - **Less than half** of all available jobs are ever advertised.
 - Significant number persuaded employer to **create job just for them!** There is no reason an employer couldn't create a job for you.

- 85% of jobs are found w/o using classifieds

Say Goodbye To Online Job Postings...

- Online job postings produce too many unqualified leads.
- Companies will instead look for qualified candidates on LinkedIn and Facebook.
- Using recruiters with expertise in headhunting & networking -- not paperwork.
- Taking too long to process applications may anger candidates who are also customers.
- Example: SAIC -> 15 to 6.



monster®

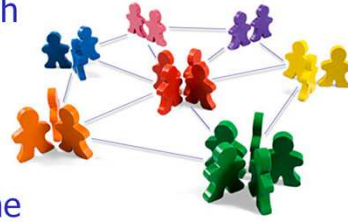
careerbuilder.com®



Networking

Tip #10: Let Your Next Job Come To You

- Start when you have identified something you want – focus point
- Purpose is to find someone who has what you want – research through people
- Networking involves developing personal and business contacts
- Goal: someone will know someone who knows someone who has a job vacancy



- In the end, people are the key to finding the next job that you want.
- Networking consists of:
 - Finding the right people
 - Providing value to them
 - Getting them to remember you / do something for you

Using Social Media

Tip #11: Using LinkedIn

1. Add a picture, create a personalized URL
2. Create a LinkedIn email signature file
3. Always include a Summary as part of your profile; good place for elevator pitch or similar statement
4. Participate in Questions & Answers - enhance your reputation
5. Fill up the Specialties section carefully - include all your areas of expertise



- LinkedIn is all about networking
- There are rules!
- LinkedIn is not passive – you have to work at it!
- The more that you help others, the more valuable you will become.

What Does A LinkedIn Profile Look Like?

Dr. Jim Anderson [Edit](#)
Real-World IT Business Communications Skills Author, Blogger, and Speaker
Tampa/St. Petersburg, Florida Area | Telecommunications

[Post an update](#)

Current

- [Sr. Manager at Verizon Business](#) [Edit](#)
- [Senior Manager, Corporate Marketing at Verizon](#) [Edit](#)

[+ Add a current position](#)

Past

- Senior Manager, Verizon Business at Verizon
- Senior Manager, Verizon Telecom at Verizon
- Senior Product Manager at Santera Systems

[see all...](#)

Education

- The University of Texas at Dallas - School of Management
- Florida Atlantic University
- Washington University in St. Louis

[see all...](#)

Recommendations [1 recommendation](#) [Edit](#)

Connections [448 connections](#)

Websites

- [Product Manager Skills](#) [Edit](#)
- [CIO Skills](#) [Edit](#)
- [Blue Elephant Consulting](#) [Edit](#)

Twitter

[+ Add a Twitter account](#)

Public Profile <http://www.linkedin.com/in/drijmanderson> [Edit](#)

- You control what your 1-line description says about you.
- Connections are what LinkedIn is all about
- Link to your Twitter account

Dr. Jim Anderson's LinkedIn Network

My Connections Imported Contacts Profile Organizer **Network Statistics**

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 6,789,400+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	448
2	Two degrees away Friends of friends; each connected to one of your connections	168,100+
3	Three degrees away Reach these users through a friend and one of their friends	6,620,800+
Total users you can contact through an Introduction		6,789,400+

9,932 new people in your network since January 18



- The true power of your LinkedIn network is how many people your people know.
- Always include a professional picture. [The Picture People at the mall]
- If you use Outlook, use Xobni so find out if the people who are emailing to you have LinkedIn profiles – if they do, then add them to your network.

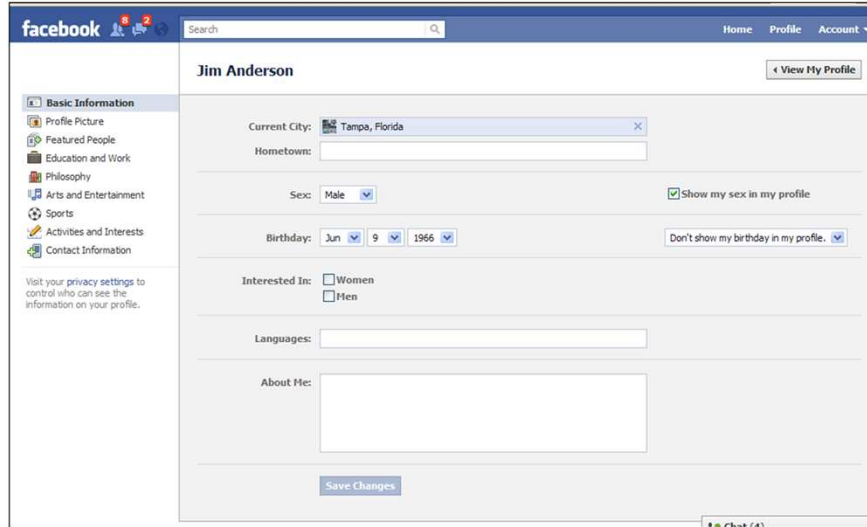
Tip #12: Using Twitter What Does A Twitter Profile Look Like?



- Twitter is all about who you follow and who follows you.
- More is better!
- Twitter has social rules also!

Tip #13: Using Facebook

What Does A Facebook Profile Look Like?



The image shows a screenshot of a Facebook profile edit page for a user named Jim Anderson. The page is titled "Jim Anderson" and has a "View My Profile" button. The left sidebar contains a "Basic Information" section with links to Profile Picture, Featured People, Education and Work, Philosophy, Arts and Entertainment, Sports, Activities and Interests, and Contact Information. Below these links is a note about privacy settings. The main content area is a form for editing profile information. It includes fields for Current City (Tampa, Florida), Hometown, Sex (Male), Birthday (Jun 9, 1966), Languages, and About Me. There are also checkboxes for "Show my sex in my profile" (checked) and "Don't show my birthday in my profile" (unchecked). A "Save Changes" button is at the bottom of the form.

- Facebook is social first!
- It does have groups – these are the best way to get attention.
- Careful – don't combine your work and social identities.

Time To Talk With The Expert...



RC Associates, LLC

"Growth Simplified"

Engineering and Technical Search Solutions

- One way to get help with your next job search is to work with a recruiter.
- Much like a real estate agent, they know what is available, what is reasonable, and if you are a good fit for a given job.
- Working with an expert is always a good idea especially when you are looking for a highly technical job...