



POUNDING PAVEMENT 101
Professional Navigation through the Job Hunting Process

How To Easily Land a Better Job During Global Chaos

1

Envision a Strategic Plan

What did you want to be when you grow up? Interests change over time. What interested you in your teens, may not interest you in your 20s, 30s, 40s, 50s and beyond. It might be time to re-evaluate what your future holds.

If it is time for a career change, then we need to change the marketing strategy on your resume, digital presence and interview presentation to highlight your attributes towards your new career path.

In today's economy, it is rare to find a person who stays with a company 30+ years. Also, if you stay with a company too long, you become unattractive to Recruiters because it will be quite unlikely that you would be willing to make a change after staying with a company for many years.

2

Grow Your Network

Sitting in your ivory tower not connected to the outside world is not going to get you anywhere. You may be the best at what you do, but you will be the best kept secret in town.

This is where networking comes into play. Let's not call it networking, it is an overused term. Let's call it building relationships. People do business with people, not businesses.

You want to build relationships with friends, colleagues, senior executives and recruiters. These connections will offer you future opportunities for career growth.

One of the silver linings in the COVID situation that we are living through, is that many people have gone online to connect with other professionals. Take advantage of the opportunity and make the most of it.

3

Create Your Elevator Pitch

Be prepared with a short introduction about yourself when you speak with people - personal and professional. This is not the time to tell your life story or to repeat everything in your resume. Just the highlights, please!

Think of your answer as a news story on television. You have two minutes to get your story told to spark interest. Your answer should be interesting enough that they want to know more.



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Build Relationships with Recruiters

Recruiters have a wealth of knowledge of the job market. They review thousands of resumes, speaking with many candidates, and have a scope on your competition. They can provide professional career guidance based on the current marketplace and where you fit in.

Building on-going relationships with Recruiters will only help foster your career. They will keep you in mind when there is an opportunity of interest.

Even if you are happy at your current job, be open to answering calls from Recruiters with new career opportunities. You never know when the next great position might come across your desk.

5

Be a Life Long Learner

You have your eye on a new career goal. Do you have all the skills to do the job? It might be time to update your skills to today's and the future marketplace.

Education can only help you as you want to advance in your career. Look at it this way, if you are in the running for a new position and you have a degree and the other candidate does not, this will give you the advantage. Having that degree may or not make you any smarter, but it puts the check mark in your column and/or levels the playing field.

6

Participate in Community Events

Participating in organizations is a great way to connect you with like-minded people. Supporting your community or non-profit holds many benefits such as giving to others, improving self-esteem, promoting longevity, and opportunities to network. Plus, it just makes you feel good to make a difference in the world.

Volunteering is also a great opportunity to gain valuable work experience. You can practice what you know as well as learn new skills that you can showcase on your resume.

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Engage in Mentoring

Engaging with a mentor will shine a light on the path ahead of you. They have been down this road before and can advise you based on their journey. Working with someone who has your best interest at heart and can see the whole picture from an experienced perspective will guide you to achieve our goals.



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Keep Your Resume Updated

It is difficult remembering all of your responsibilities from a past job. Always be updating your resume with current responsibilities and awards. You never know when a call from a Recruiter will come in with your next great career opportunity.

The hardest thing to do is to market yourself. If you are applying for a new job, increase your chances of getting noticed by hiring a professional to assist you with your resume.

9

Develop Your Digital Presence

If you do not have a LinkedIn profile... get one! LinkedIn builds your professional brand.

It is a powerful career networking tool empowering you to connect with professionals at all levels.

Build your credibility by asking for professional recommendations from managers and colleagues.

LinkedIn is a great place to share reviews about you as well as writing recommendations for others..

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Invest in Yourself

If you were pitching a million-dollar account, you would engage with professionals to do everything you can to land the business.

Treat yourself the same way. You and your career are important. Work with a professional to market yourself to companies and recruiters to reach your career goals.

Increase your chances of getting hired. Hire someone to work with you to develop a resume that gets you noticed and to prepare for your upcoming interview. Do not leave it to chance, you ARE important and worth the investment.

Let's strategize together for your next job move to reach your career goals and create your professional brand.

I teach you the inside secrets from the Recruiter's view on:

- Resume development and optimization to get noticed and generate calls
- Developing a LinkedIn profile to promote your professional brand
- Impressing during an interview by sharing with you what the Recruiter is listening for in your answers so you become the candidate of choice.
- Job search strategies

Schedule a free consultation call with me to jump to your next career opportunity.

<https://calendly.com/ilene-rein/15>

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