



POUNDING PAVEMENT 101™

Professional Navigation through the Job Hunting Process

How To Easily Land a Better Job During Global Chaos



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Envision A Strategic Plan

What did you want to be when you grow up? Interests change over time. What interested you in your youth, may not interest you in your teens, 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

Create Your Elevator Pitch

Be prepared with a short introduction about yourself when you speak with people - personal and professional - so you are prepared for the next *FIRST* event (I promise, we will all be together again soon!). People are curious. They want to learn more about you. 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.

3

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. The reality is that people do business with people, not companies.

You want to build relationships with friends, colleagues, senior executives and recruiters. Have you reached out recently to the *FIRST* Community? We are all happy to connect and support each other in our professional and personal endeavors. These connections will offer you future opportunities for career growth.

One of the silver linings in the COVID-19 situation we are living through, is that many people have gone online to connect with other professionals. Seek out *FIRST* participants on LinkedIn and check in to see how they are navigating the pandemic. Take advantage of the opportunity and make the most of it.

4

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.



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Dr. Woodie Flowers Inspired Us To Be Life-Long Learners

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. Remember, education comes in many forms: traditional schooling, online classes, webinars, mentoring (yes, you learn as a Mentor too!).

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.

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Participate In Community Events

Participating in organizations like *FIRST* 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.

As we are working through this pandemic, *FIRST* is continuing to inspire our next generation and developing innovative ways to introduce them to STEM (science, technology, engineering and math). Use your new found time and contact *FIRST* for volunteer opportunities to stay involved.

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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.

Be a Mentor. *FIRST* has many opportunities for you to share your expertise with the next generation as well as the *FIRST* Community as a whole. As a Mentor, I guarantee you will receive more than you give!

8

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.

Whatever your *FIRST* experience is (Mechanical Lead, Business Team, Non-Tech member, Animator, Presenter, Team Member, Mentor, Volunteer, Judge, Helper), it is ALL applicable to a work environment and should be highlighted and expanded on your resume.

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 to make you shine.



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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.

LinkedIn is a great place to share reviews about you as well as writing recommendations for others. Build your credibility by asking for professional recommendations from managers and colleagues. Also, you can give a recommendation. An added benefit to your giving a recommendation is that your photo and profile link will show on that persons profile page adding to your visibility.

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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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