

Career Support and Job Acceleration webinar from NinetyThousandHours

Here are the notes following our recent webinar.

Why we put the webinar on?

Candidates told us that they have been struggling most with finding new jobs and overwhelmingly people told us that they finding jobs to apply for has been difficult along with gaining feedback on applications sent.

We covered the following in this webinar:

1. Personal branding
2. Go-to-market
3. Interviewing

Personal Brand:

Before trying to find your next role it's important to identify your personal brand.

By personal brand we mean, what skills do you have, what can you bring to a company? What are your personal values and where do you want to go?

These are not easy questions, however its important not to skip over them or we can fall into the trap of trying to appeal to multiple roles and companies. What's important is focus. To identify our skills and be true to ourselves.

- Know yourself!
 - Be a thought-leader and inspire those around you
 - Be honest, be clear, be confident
 - Don't be someone you are not, be too ambitious, try and appeal to the broad, mass market – stay niche!
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How to be found

Job hunting has changed, COVID-19 and recession have exacerbated this, fewer jobs and increased competition makes it more important than ever to be found by recruiters, both agency and internal. We can do this by making sure LinkedIn profiles appear in the right searches.

Profiles should include the following:

Keywords: Job Titles / Industries / Clients / Skills / Location / Synonyms

No fluff

Alive – include daily activity such as comments, likes and shares and articles

Adopt the AIDA Model for your LinkedIn profile

- **ATTENTION** Good professional headshot photo & Good summary
 - **INTEREST** STAR model on your job sections
 - **DESIRE** Recommendations
 - **ACTION** Clear contact details (phone number and email)
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How to build your brand

- Think like a marketer
 - Expand your network daily
 - Curate articles and share on LinkedIn
 - Write recommendations for people & request from clients / peers / former managers
 - Participate in niche communities / groups – show that you are passionate and serious about your career
 - Identify ambassadors and influencers in your niche and connect with them and share / comment / contribute / get involved
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Go to Market

Measure everything > Map the Market > Make it happen

Once you have identified the skills and problems you can solve for a business, the next step is to map the market.

Use our bespoke template to create a pipeline for opportunities, include companies you want to work for and key contacts.

For roles you see advertised or Target companies you want to work for, follow the following process:

1-Research the company

Take time to research the companies products and client base. Understand the turnover and leadership team. Find them in the news to get an idea of latest wins and the direction of the business

2- Research the job and hiring manger

Find out who is doing the job right now and where they came from. Where have people typically moved from into this role. Do you have any useful connections or even previous colleagues? Do you know any past employees?

3- Make research calls

Speak to people who you know, or could be referred to who could help you understand the skills and experience they look for as well as the company culture and values. Do they align with yours?

4- Make your approach

Take the time to connect with the hiring manager in the right way. A call may be too forward. Try connecting on LinkedIn – with a personal message. Get involved in conversations and demonstrate your knowledge and skills. Link in with others in their network. You could even write an article which will resonate. Finally, drop them a line!!

Interviewing

- ✓ Mindset & balance of power
- ✓ Preparation & MILE plan
- ✓ Closing & follow-up
- ✓ Common mistakes to avoid

About

NinetyThousandHours specialises in senior-level recruitment and executive search for commercial leadership positions across media and Saas/Technology markets.

Our main focus is Sales and Customer Success.

Follow us here: [LinkedIn](#)