

ReinventYourCareer®
EXPO
The Careers Event for Adults

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LEARNING

Qualify Your Past To Build Your Future

Reinvent Your Career Expo
Sydney Showground
1 Showground Road
Sydney Olympic Park, NSW, Australia
Saturday 17 and Sunday 18 October 2015
<http://reinventyourcareer.com.au>

Today

- how your past does not help you
- how your past can help you
- what you can do now for your future
- ways to showcase your transferable skills and value
- questions and answers
- Goodie Bag for you!

Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA

- Independent LinkedIn Specialist - Consultant and Trainer
- Tutor - Centre for Adult Education Melbourne
- Senior Job Search Consultant - NetExpat Belgium
- Entrepreneur - Three Network Websites
- Private Adviser - Career, Business, Marketing, Social Media
- Writer - Local and International Publications

How does your past not help?

- past **anecdotes** are not reliable facts
- past **experiences** are not a prediction of future experiences
- past **systems and processes** don't stay the same
- what **people tell you** is not always the truth
- what you **tell yourself** is not always the truth
- what you **think you want** may not be what you really want

How does your past help?

- **recruitment** - past behaviour predicts future behaviour
- **education** - past results predicts future results
- **experience** - past skills predicts future skills
- **networks** - past connections predict future connections
- **personality** - past influence predicts future influence

What has changed?

- up to 90% of **jobs not advertised**
- **niche jobs boards** - aggregators, profession, industry
- **LinkedIn** - database of candidates
- not what you know or who you know but **who refers you**

What can you do?

- **Purpose** - aligned with your values and your transferable skills
- **Resume** - tailored for each position you apply for
- **LinkedIn** - tells the whole story with your keywords
- **Support** - mentor, adviser and/or accountability partner

Purpose

- What are your non-negotiables?
- What skills do you have that are transferable?
- What skills or experience do you need to get?
- What options are available now and later?

Further information:

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

Resume

- aligned directly with the specific job you are applying for
- no formatting (tables, footers, lines, word art)
- dot points for easy reading
- no 'disqualifying' statements on the first page

Further information: <http://career.worklifegroup.com/work-in-australia/resumes-and-curriculum-vitae-dos-and-donts-australian-tips-and-suggestions-127.html>

LinkedIn

- primary keywords in your headline
- secondary keywords frequently
- change your public profile URL
- photo aligned with your purpose
- summary with your contact information included
- be strategically active to maintain your presence

Further information: <http://sueellson.com/publications> and
<http://sueellson.com/presentations>

Support

- mentor - in your industry, profession, motivation
- adviser - <http://cdaa.org.au> or career professional
- accountability partner - someone you trust to keep you on track

Further information: <http://www.linkedin.com/pulse/article/do-you-have-time-accountability-partner-sue-ellson>

Showcase Your Skills LinkedIn

- list in **Skills** section (and get endorsements)
- list in **Interests** section (keyword frequency)
- list in each **Experience** section (more years the better)
- list in **Summary** section (in logical categories - professional, technical, personal)

Guru or Dinosaur?

<https://www.personalgrowth.com/over-50-looking-for-work/>

Showcase Your Value LinkedIn

- list courses in **Education** section (all relevant)
- list memberships in **Certification** section (logo on profile)
- list memberships in **Organization** section
- describe three **Projects** to demonstrate your abilities
- source six **Recommendations** to attract more interest
- write three good quality **Posts** per year (subject expert)

<http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

Goodie Bag

SMS Text 0402 243 271

Name, Email Address, RYCS, Feedback

1. Free copy of these slides and link to audio
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Free notification when *120 Ways to Maximise LinkedIn* Book Released
4. Free invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>

REMEMBER - BE ACCOUNTABLE - DO SOMETHING AS SOON AS POSSIBLE!

Reviews also welcome at <https://plus.google.com/+Sueellson2/?review=1>