



MELBOURNE CAREER EXPO

14 - 16 July 2023

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www.CareerExpo.com.au

Using AI for finding work

Sue Ellson GK BBus MPC PCDA ASA MPC WV SPN MEdPlus

2:30pm 15 July 2023

Melbourne Career Expo

Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf, Victoria 3006



sueellson.com

Sue Ellson GK BBus MPC PCDAASASA WV SPN MEdPlus

Professional Experience

- 1982 Started work at Westpac in Adelaide until 1994
- 1987 Started acquiring digital skills and training people
- 1994 Moved to Melbourne from Adelaide
- 1994 Started consulting – careers, business, marketing, training (still completing)
- 2001 Founder and first website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management (now Institute of Managers and Leaders) until 2022
- 2003 Joined LinkedIn member number 77,832
- 2005 Member of the Australian Human Resources Institute until 2021
- 2008 Independent LinkedIn Specialist and Member of Melbourne Press Club
- 2012 Founder CamberwellNetwork.com until 2022 and SueEllson.com
- 2014 Teaching at the Centre for Adult Education and created 120 Ways Publishing
- 2015 Associate Member of Career Development Association of Australia CDAA and Member of Australian Society of Authors
- 2016 Wrote and published three 80,000 word books –
 - 120 Ways to Achieve Your Purpose With LinkedIn
 - 120 Ways To Attract The Right Career Or Business
 - 120 Ways to Market Your Business Hyper Locally
- 2018 Professional Member of CDAA, Quora Top Writer, Top 10 LinkedIn Expert in the Asia Pacific Region, Member of Writers Victoria
- 2019 Wrote and Published 45,000 word book 'Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs' – finalist in The Australian Career Book Award, member of the Small Press Network, Top 10 LinkedIn Expert in the Asia Pacific Region
- 2020 Released 'LinkedIn for me and my career or business' online edition
- 2021 Teaching for the Social Media College at the Australian Institute of Management
- 2022 International List of LinkedIn Experts
- 2023 Launched print edition of 'LinkedIn for me and my career or business' finalist in the Australian Career Book Award



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2012 – 2022 Founder and Director, Camberwell Network
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers Network



This session

1. Definition of Artificial Intelligence
2. Seven AI Applications and their specific value for finding work
3. Existing resources summary
4. Skills needed to secure work going forward
5. Wisdom needed to secure work going forward
6. How you can use Bing, LinkedIn and ChatGPT for finding work



@sueellson



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

sueellson@sueellson.com or 0402 243 271

[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)

What is Artificial Intelligence?

Artificial intelligence (AI) is intelligence demonstrated by computers, as opposed to human or animal intelligence.

"Intelligence" encompasses the ability to learn and to reason, to generalize, and to infer meaning.

AI applications include

- advanced web search engines (e.g., Google Search)
- recommendation systems (used by YouTube, Amazon, and Netflix)
- understanding human speech (such as Siri and Alexa)
- self-driving cars (e.g., Waymo)
- generative or creative tools (ChatGPT and AI art)
- automated decision-making, and
- competing at the highest level in strategic game systems (such as chess and Go).

Wikipedia

1. Search Engines

Google now has bard.google.com Chat Bot

– need to sign in with your Google Account, can have a Google Business Map Location and Google Reviews

Microsoft Edge now has bing.com which has Search and Chat Bot together

– can sign in with your Microsoft Account, can have a [Bingplaces.com](https://bingplaces.com) Map Location and Facebook Reviews

1a. Search Engines Value

- Can find careers advice
- Can find jobs listings
- Can find employers to contact
- Includes predictive text assistance
- Can remember your past history and provide aligned content
- May have a chat feature (Bing.com does, not sure when for Google.com)

2. Recommendation Systems

- Used by YouTube, Amazon, and Netflix
- Past behaviour signal for future behaviour
- Free and paid options – better user experience, less ads etc
- Entire application or available within another resource – YouTube in Search Results
- Database Directory based systems
- Question and Results based systems

2a. Recommendation Systems Value

- Can gather initial information or briefing
- Can find online careers advice
- Can find details of a resource (CDAA Career Specialist Listing)
- Can complete a quiz (MyFuture.edu.au Career Assessment)

3. Understanding Human Speech

- Like Siri and Alexa – can give commands and receive answers
- Can redirect your call – tell me why you are calling, not press 1 for x, press 2 for y
- Can use voice to text – if difficult for you to write or type
- Can leave a voice message
- Can send a voice message
- Can be used for timed remote or live video interviews

3a. Understanding Human Speech Value

- Can gather initial information or briefing
- Can use voice messaging and avoid spelling mistakes!
- Can personalise your networking or referral gathering
- Can practice your live to camera interviews

4. Self Driving Cars

- Self-driving vehicles within manufacturing or storage but not on roads in Australia yet

4a. Self Driving Cars Value

- Only on-the-job for specific jobs in Australia

5. Generative or Creative Tools

- Like ChatGPT and AI art – can give commands and receive output
- Can re-generate content if first draft needs work
- Useful for text but may not align with your location, industry or profession
- Useful for images but may not align with your location, industry or profession
- Still requires referencing and editing
- Still in its infancy and has inherent flaws – uses Natural Language Processing model known as Large Language Model where data frequency infers relationships not facts and evidence
- Lacks local knowledge and personal relationships based on trust or anything not recorded on the internet

5a. Generative or Creative Tools Value

- Can help generate first draft resume, cover letter, answers to key selection criteria, job description keywords list, practice interview questions and answers
- Over time, can build on from your query prompts and be closer to predicting what you would like to produce
- Can add an alternative perspective or another option
- Can improve on what you have created as a first draft – improving grammar, tone, length
- Can enhance your images with an alternative background, different layouts or templates for online imagery
- Can help write code for your own name website

6. Automated Decision Making

- **Assessment Tools – Personality, Strengths, Values, Preferences**
- **Quizzes – Scores for suitability or even selection**
- **Video Interviews – Assess your answers**
- **Game-based Assessments – Assess your competency**
- **Open Hiring – first in, best dressed (but often fast in and fast out, low risk roles)**
- **Reduce processing time – cull candidates (for example, invalid work visa)**
- **Better candidate experience – more processes conducted in a timely way (auto responses)**

6a. Automated Decision Making Value

- Assessments can be created based on large sample data but may not take into account diverse backgrounds
- Provides career self-assessment opportunity but be careful how you interpret the results
- Increased scalability and speed but may develop bias
- Be aware that newer tools may be used to assess you
- Requires both decision-makers and candidates to upskill, retrain or invest in new technologies
- Personal data safety issues and multiple logins

7. Competing at the Highest Level in Strategic Game Systems

- Like Chess and Go – significant disadvantage for non-gamers
- Can be developed in a work-task-aligned virtual or augmented reality way
- Can systemise and save hours in explanations with animated introductions
- Could include multiple ‘players’ across diverse locations if a skills shortage
- Provides safe testing before utilising resources or exposing risk
- Can include training and assessment tasks at different levels

7a. Competing at the Highest Level in Strategic Game Systems Value

- May take longer to develop but scalable and independent of human supervision during completion
- May give you an opportunity to learn, practice and master before assessment
- Can be used during attraction, recruitment and onboarding

Existing Resources Summary

Skills to get a job not the same as the skills to do a job

- Free careers quiz and job descriptions myfuture.edu.au/get-started
- Finding a job guide vic.gov.au/finding-job
- Jobs Victoria Career Counsellor
jobs.vic.gov.au/help-for-jobseekers/personalised-support/jobs-victoria-career-counsellors
- Career Development Association of Australia cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Be discerning with the advice from well-meaning friends, family and colleagues
- Applicant Tracking System Friendly Resume Sample sueellson.com/latest-offer

Skills needed to secure work in future

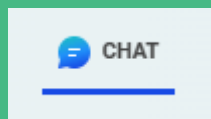
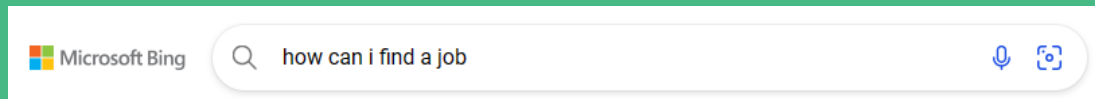
- **Commitment - two hours per day, five days per week if not working now**
- **Continuous learning – for work search, attraction, selection**
- **Constant network development – network = net worth**
- **Consistent maintenance – in person and online across industry and profession**

Wisdom needed to secure work in future

- databases – garbage in, garbage out – more records, more results
- algorithms – search databases and act according to rules, preferences will be baked in, need to understand what these could be
- updates – at any time, the model could be changed – decision makers must look for integrations and try to keep one source of truth
- do your homework – tech based and human based
- location and hours – this may consistently change or be global
- clear strategy and systems – before action, avoid shiny objects

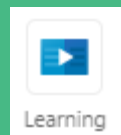
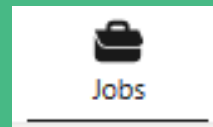
How you can use Bing for finding work


Bing – your own Chat Robot with Search Queries, ask questions, then click on ‘CHAT’ for next steps


A screenshot of a Bing search result snippet. The snippet is white with a light blue border. At the top left, there is a blue speech bubble icon with a white 'b'. At the top right, there are icons for thumbs up, thumbs down, share, and download. The main text of the snippet reads: "There are many ways to find a job. You can start by searching for jobs on job boards such as **Workforce Australia** which currently has **307,540 jobs** advertised ¹. You can also use **SEEK**, the most popular job site in Australia and New Zealand, to set up **JobMail alerts** and fill out your **SEEK profile** so potential employers can see your skills and experience ². It's also a good idea to **register with recruiters** who specialize in your industry of interest ². Additionally, you can **connect with your networks** such as friends, family, past employers and colleagues, and contacts on online professional networks to get the job you're looking for a". At the bottom right, there is a dark blue button with the text "See more" and a downward arrow.








How you can use LinkedIn for finding work

LinkedIn – complete your Profile and then click on the Jobs tab for guidance and use your local library card for free courses and update your Skills and add these to multiple sections



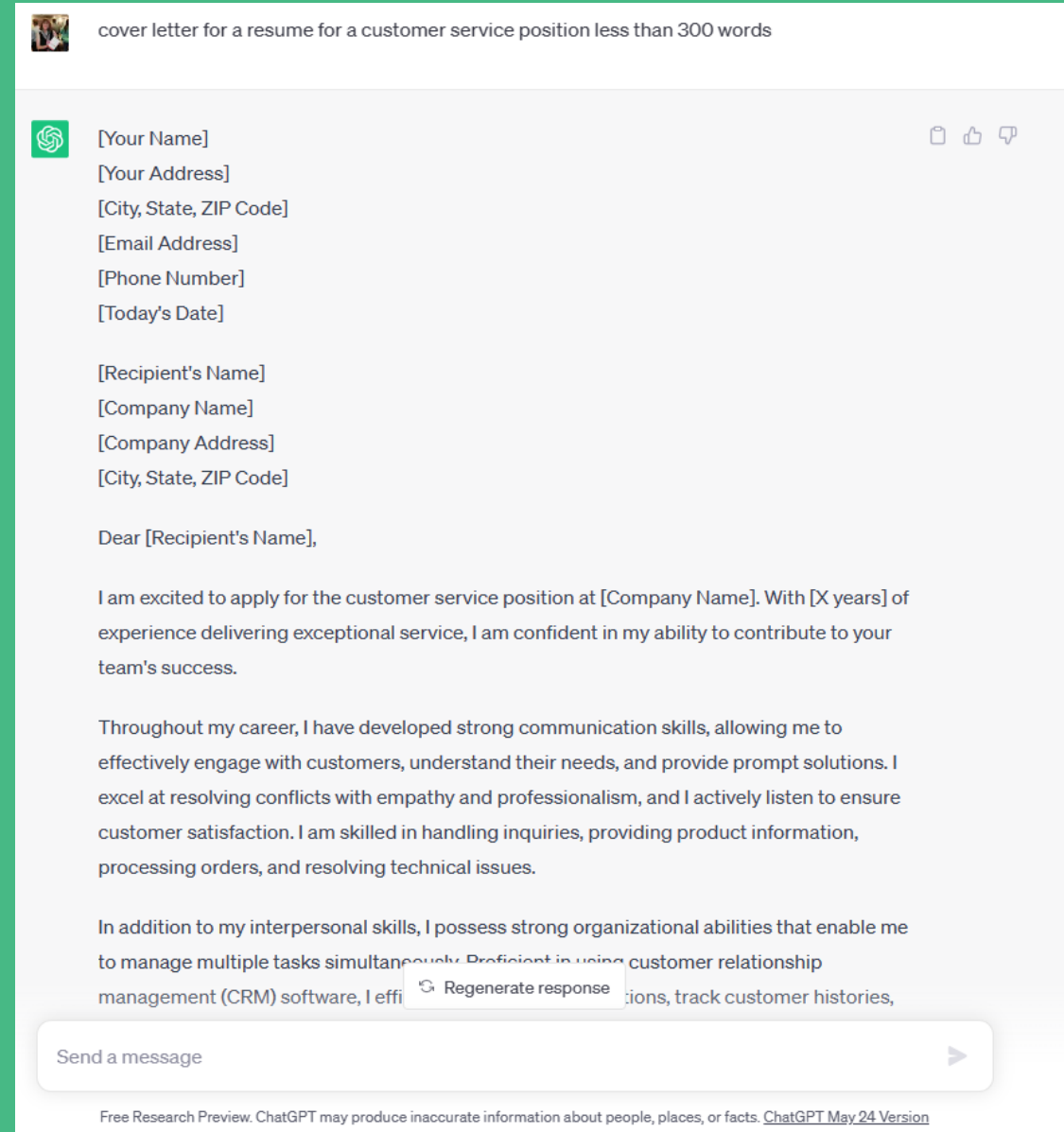
Skills [Demonstrate skills](#) 

 You've added the maximum number of skills

-  My jobs
-  Job alerts
-  Demonstrate skills
-  Interview prep
-  Premium resume insights
-  Job seeker guidance
-  Application settings

How you can use ChatGPT for finding work

ChatGPT <https://chat.openai.com>
– ask for suggestions and tools to
find work and then ask for
instructions on how to use them
BUT always VERIFY and confirm



cover letter for a resume for a customer service position less than 300 words

[Your Name]
[Your Address]
[City, State, ZIP Code]
[Email Address]
[Phone Number]
[Today's Date]

[Recipient's Name]
[Company Name]
[Company Address]
[City, State, ZIP Code]

Dear [Recipient's Name],

I am excited to apply for the customer service position at [Company Name]. With [X years] of experience delivering exceptional service, I am confident in my ability to contribute to your team's success.

Throughout my career, I have developed strong communication skills, allowing me to effectively engage with customers, understand their needs, and provide prompt solutions. I excel at resolving conflicts with empathy and professionalism, and I actively listen to ensure customer satisfaction. I am skilled in handling inquiries, providing product information, processing orders, and resolving technical issues.

In addition to my interpersonal skills, I possess strong organizational abilities that enable me to manage multiple tasks simultaneously. Proficient in using customer relationship management (CRM) software, I efficiently handle customer inquiries, track customer histories,

Send a message

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

Summary

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