

MELBOURNE CAREER EXPO

27 July 2024

FREE ENTRY

Online Registration Essential

www.CareerExpo.com.au

Top 10 Return To Work Strategies

Sue Ellson GK BBus MPC PCDAА ASA MPC WV SPN MEPlus AWS

12:30pm 27 July 2024

Melbourne Career Expo

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



sueellson.com

Sue Ellson – 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, Member of Educate Plus
2024 Member of Australian Women Speakers and launching Poems and Poetry Podcast



Sue Ellson – Voluntary Experience

- 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 and pro bono one-on-ones



This session

1. Background
2. Return to Work Strategies
3. Additional Resources
4. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



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Email QR Code

Email:

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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)

1. Review and Reflect

- Beware of advice from well-meaning friends, family and colleagues
- Catalogue existing and new skills you have
- Understand how employers recruit
<https://www.jobsandskills.gov.au/research/how-employers-recruit>
- Consider Networking, Referrals and Voluntary Work



2. Prepare

- Update your Resume or CV and make it Applicant Tracking System Friendly
- Create and/or Update your LinkedIn Profile
- Consider gaining some Micro Credentials
 - free short courses available through LinkedIn Learning with a local Library Card
<https://www.linkedin.com/learning>
 - Massive Open Online Courses (MOOCs) are also free international online courses <https://www.mooc.org>
 - consider professional and personal skills (like assertiveness, confidence etc)
 - <https://www.vic.gov.au/free-tafe>



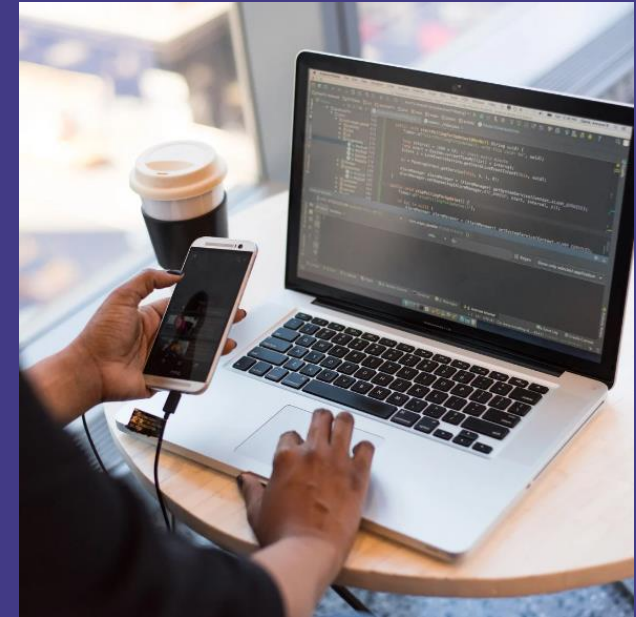
3. Set Goals

- Who will you talk to and when (collect information)
- What local research can you do (working close-to-home can be better than working-from-home)
- Depending on your context, consider a job-for-now rather than a job-for-life to get you back into work
- Go beyond job advertisements (so many jobs are never advertised)
- Consider re-connecting with people you have worked with in the past



4. Use Technology

- Optimise your Resume or CV
- Optimise your LinkedIn Profile (especially your Headline underneath your name)
- Optimise your 'Application Document' – include all keywords in Cover Letter and Resume or CV
- Connect with everyone you meet online, in person, via email, chat, phone or DM
- Follow the Companies that are of most interest (so you appear in their search results)



5. Be Savvy

- List Current Job from date of last job as 'Career Research – Title, Title, Title' and Employer as 'Various' then complete description to describe all that you have done between then and now
- Focus on the value you bring, not just the 'skills'
- Only need 60% competency
- Remember we are moving away from 'Job Titles and Company Names' to providing value from day one
- Two Part Time Jobs could be the equivalent of One Full Time Job and be more accessible



6. Know Your Worth

- Don't assume you can only do a 'basic' part time or full time job, perhaps you can do a specialist contract or temporary role until there is a budget for your expertise
- Negotiate various other benefits if pay isn't ideal – flexibility, salary sacrifice, review in three months, car or eTag allowance
- Demonstrate your value – three to seven times what you are paid to the enterprise measured by productivity, income, sales etc
- Check Market Rates <https://myfuture.edu.au>



7. Partner Up

- Be goal clear first
- People who support
- People who educate (career and industry)
- People who refer
- People who keep you accountable
- Thank everyone
- LinkedIn Search & Google Advanced Search



8. Manage Your Expectations

- Within two years to be aligned
- Be prepared to miss out
- Say 'their loss' and move on
- Ask for professional help
cdaa.org.au
- Always say thank you directly
- Ask to keep on file or pass on



9. Manage Your Transition

- Don't expect perfection on day one
- Allow six months to be unconsciously competent
- Ensure you have ongoing support outside of work
- If you have access to an Employee Assistance Program EAP, be prepared to use it
- Be prepared to ask questions or request further training



10. Manage Your Career

- Consider Membership of a Professional Association
- Consider peer support, on-the-job training, mentoring
- Consider further training and professional development
- Constantly increase the size of your network
- Maintain your network 🔔 for VIPs
- Prepare for Performance Reviews
- Develop Communication Skills



Summary

1. Review and Reflect
2. Prepare
3. Set Goals
4. Use Technology
5. Be Savvy
6. Know Your Worth
7. Partner Up
8. Manage Your Expectations
9. Manage Your Transition
10. Manage Your Career



Additional Resources

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 <https://www.vic.gov.au/finding-job>
- Jobs Victoria <https://jobs.vic.gov.au/help-for-jobseekers/personalised-support>
- Career Development Association of Australia
<https://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
- Beware of advice from well-meaning friends, family and colleagues
- Applicant Tracking System Friendly Resume sueellson.com/latest-offer



LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 35th – 10 Ways to Improve your LinkedIn Marketing 14 August 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-marketing>

- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021



All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Melbourne Career Expo 2023 & 2024

2024

Top 10 LinkedIn Career Tools 10:30 am – 11:30am CDAA Workshop Area

Top 10 Return to Work Strategies 12:30pm – 1:30pm CDAA Workshop Area

How to ask for a promotion or a pay rise – 2:00pm – 2:30pm Main Stage

<https://sueellson.com/blog/melbourne-career-expo-2024-at-melbourne-convention-and-exhibition-centre-26-28-july>

2023

10:30am Top Ten Tools for Job Seekers – CDAA Workshop Area

1:30pm Over 50 and Fabulous – CDAA Workshop Area

2:30pm Using AI for finding work – Main Stage

<https://sueellson.com/blog/melbourne-career-expo-2023-at-melbourne-convention-and-exhibition-centre-14-16-july>



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Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)
Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>

✓ Questions and Answers



Google Review



Facebook Review



Online Review



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