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Winning LinkedIn Techniques

To Seize your Dream Job

Monday, 8 October 2018

6 – 7 pm

RMIT City Campus, Building 8, Level 4, Room 13 (Megaflex 3), Melbourne Victoria 3000



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HIGHLIGHT



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IET Victoria Young Professionals Section (YPS) Presentation around the world — PATW 2018

Thank you for your participation



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TODAY'S PRESENTATION



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**WINNING LINKEDIN
TECHNIQUES TO
SEIZE YOUR
DREAM JOB**

MONDAY 8 OCTOBER 2018 AT 05:30PM
RMIT CITY CAMPUS - BUILDING 8,
LEVEL 4, ROOM 13 (MEGAFLEX 3)

IET The Institution of
Engineering and Technology

RMIT
UNIVERSITY

BY LUDOVIC GROSJEAN
ROTARY-UN YOUNG INNOVATOR

REGISTRATION: [HTTPS://IETLINKEDIN.EVENTBRITE.COM.AU](https://ietlinkedin.eventbrite.com.au)

More tips at:

LudovicGrosjean.com/mentoring/



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AGENDA



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PART 1 – How to navigate the LinkedIn job market?

PART 2 – How to build your LinkedIn profile?

PART 3 – How to use LinkedIn as a research tool?

PART 1



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How to navigate the LinkedIn job market?



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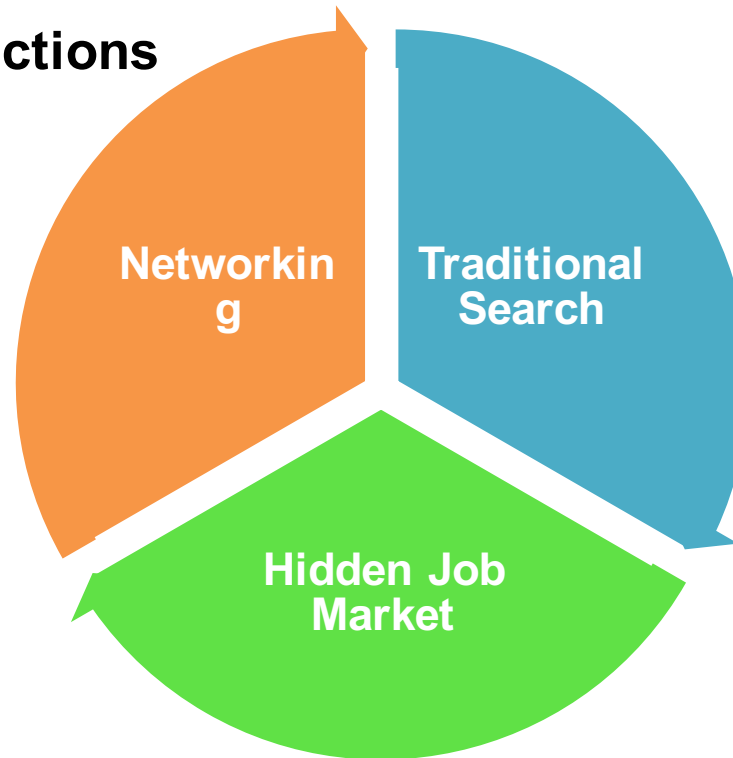


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PART 1 - How to navigate LinkedIn job market?

Most efficient: 2nd connections

- Family
- Friends
- Colleagues
- Meet ups
- Networking clubs (IET)



Most competition:

- Company websites
- Seek.com
- CareerOne
- Indeed.com
- Newspaper
- HeadHunters
- LinkedIn/Twitter jobs

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged below. The sky is blue with some clouds, and the water is a deep blue. The text 'ADVERTISED JOBS' is written in bold blue letters across the top part of the image, and 'HIDDEN JOB MARKET' is written in bold white letters across the bottom part of the image.

ADVERTISED JOBS

HIDDEN JOB MARKET



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PART 1 - How to navigate LinkedIn job market?

Approach the hidden job Market:

- Identify someone who works for each of the companies requiring your job
- Conduct informal interviews (ask them for a coffee, advice)
- Send a letter of inquiry
- Ask the name of people you might talk to who could advise you

80-90% of jobs are hidden!



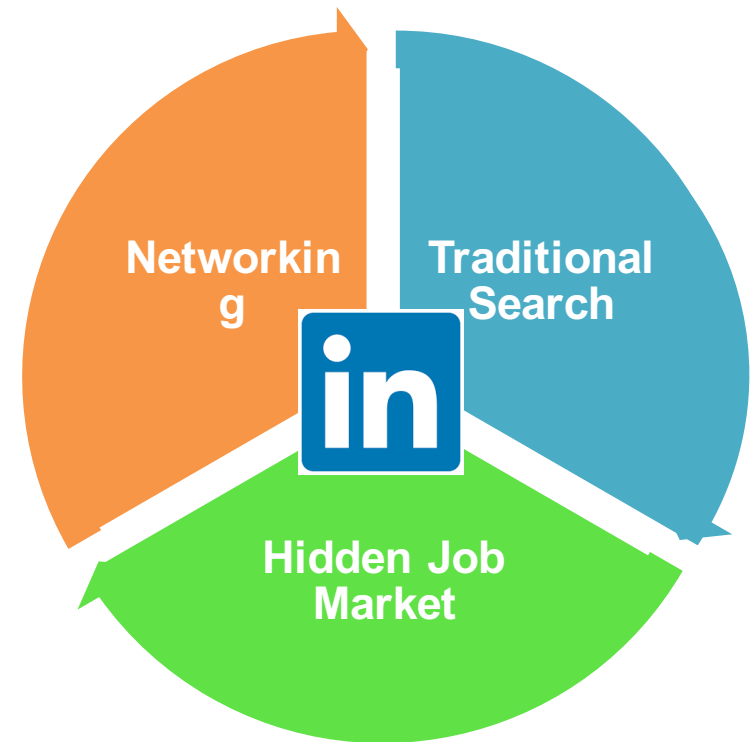


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PART 1 - How to navigate LinkedIn job market?

Reality:

- You do not know where your job is hidden yet!
- You should equally focus on each part of the circle
- LinkedIn may be used at every step of your research



PART 2



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How to build your LinkedIn profile ?



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PART 2 - How to build your LinkedIn profile ?



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Find aspiration:

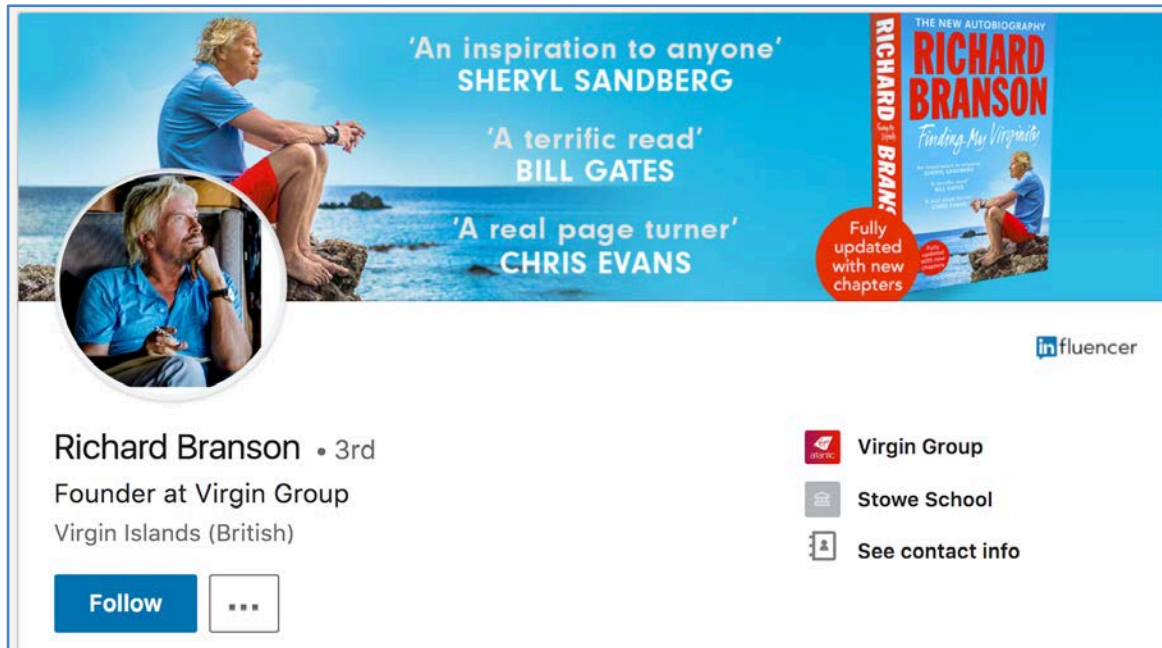
Who do you want to look like in the future?





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PART 2 - How to build your LinkedIn profile ?



The screenshot shows the top portion of Richard Branson's LinkedIn profile. The banner features a blue background with a photo of Branson sitting on a rock by the ocean. Text on the banner includes: 'An inspiration to anyone' by Sheryl Sandberg, 'A terrific read' by Bill Gates, and 'A real page turner' by Chris Evans. It also promotes his book 'Richard Branson: Finding My Virginité' as 'The New Autobiography' and 'Fully updated with new chapters'. A circular profile picture of Branson is on the left, and the 'influencer' badge is on the right. Below the banner, his name 'Richard Branson • 3rd' and title 'Founder at Virgin Group' are visible, along with a 'Follow' button and a menu icon. To the right, there are icons for 'Virgin Group', 'Stowe School', and 'See contact info'.

<https://www.linkedin.com/in/rbranson/>



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PART 2 - How to build your LinkedIn profile ?

Search Engine Optimization:

- Keywords
- Trial/errors
- Check your weekly ranking
- Add links
- Add blog posts/articles
- Participate in groups

8 Steps to LinkedIn SEO

The screenshot shows a LinkedIn profile for Hung Le, a Strategy Coach, Consultant, and Speaker. Red arrows point to specific elements with numbered instructions:

- 1) Surname:** Insert "keyword" into "surname area. sneaky? sure is..."
- 2) Headline:** Insert "keyword"/thought provoking question.
- 3) Current Company:** Link to your URL.
- 4) #Connections:** Fastest path to 500+ connections? Go to [Fiverr.com](https://www.fiverr.com) and search "linkedin connections".
- 5) LinkedIn vanity URL:** can include keyword to leverage both LinkedIn and Google SEO.



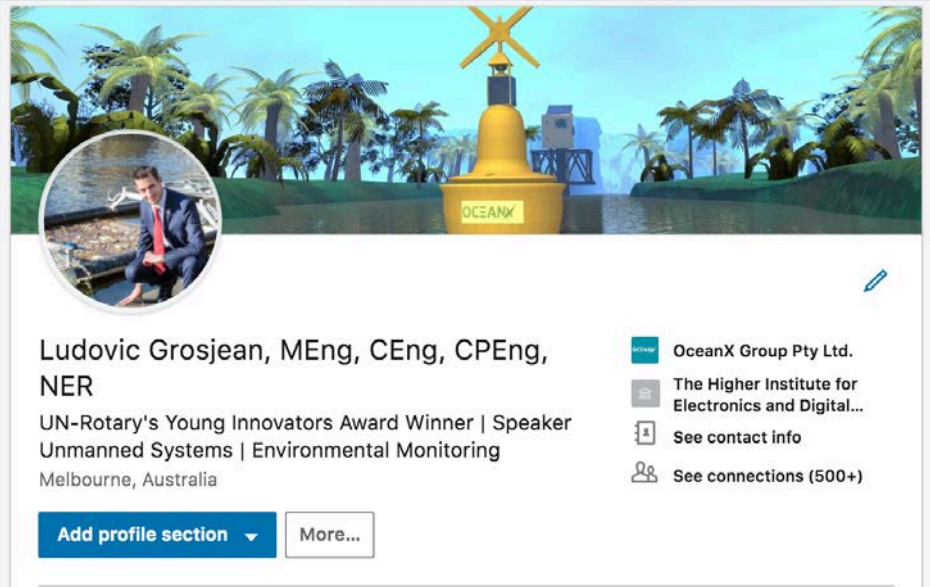
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PART 2 - How to build your LinkedIn profile ?

Complete your Profile!

- Image
- References (Professors, Internships)
- Awards
- Course subjects
- Update your profile privacy
- Write a good introduction

<https://www.linkedin.com/in/ludovicgrosjean/>



The screenshot shows a LinkedIn profile for Ludovic Grosjean. The header image features a tropical scene with palm trees and a yellow buoy labeled 'OCEANX'. A circular profile picture shows Ludovic Grosjean sitting outdoors. The profile text includes his name and qualifications: 'Ludovic Grosjean, MEng, CEng, CPEng, NER'. It also lists his roles: 'UN-Rotary's Young Innovators Award Winner | Speaker Unmanned Systems | Environmental Monitoring' and his location: 'Melbourne, Australia'. On the right side, there are three icons with text: a company icon for 'OceanX Group Pty Ltd.', a building icon for 'The Higher Institute for Electronics and Digital...', and a person icon for 'See contact info'. Below these, it says 'See connections (500+)'. At the bottom, there are two buttons: 'Add profile section' and 'More...'.

PART 3



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How to use LinkedIn as a research tool?



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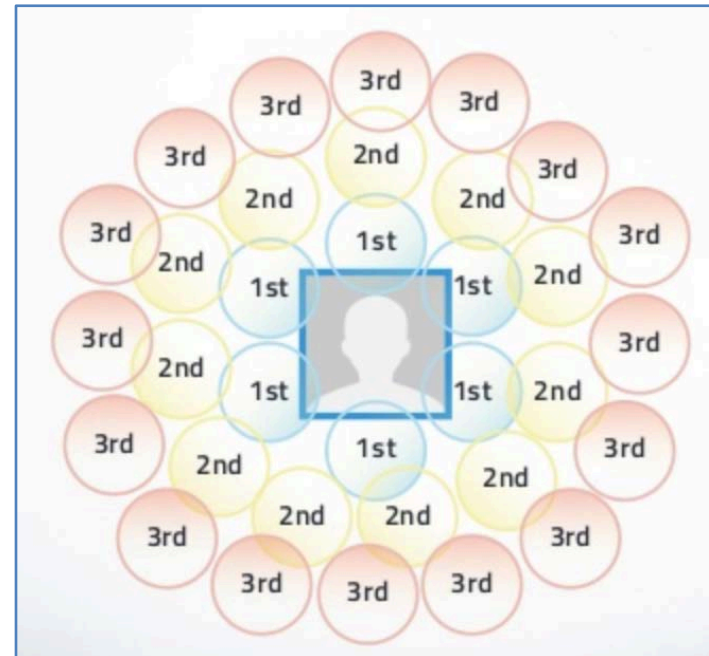


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PART 3 - How to use LinkedIn as a research tool?

Build your network!

And be patient...





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PART 3 - How to use LinkedIn as a research tool?

Build your network!

And be patient...

Sam Shah **1st**

Principal Engineer at LinkedIn
San Francisco Bay Area · Computer Software
▶ 155 shared connections · Similar · 500+

Past: Software Engineer (Analytics) at Ning
Member of the Applied Analytics team at Ning... infrastructure (based around **Hadoop**) · Data...

Peter Skomoroch **2nd**

Principal Data Scientist at LinkedIn
San Francisco Bay Area · Computer Software
▶ 87 shared connections · Similar

Past: Sr. Data Scientist at LinkedIn
Inventor of LinkedIn Skills (<http://www.linkedin...> of Skills using **Hadoop** & Rails, then worked with a...

Alex S. **3rd**

Grid Systems Engineer at LinkedIn
San Francisco Bay Area · Computer Software
Similar

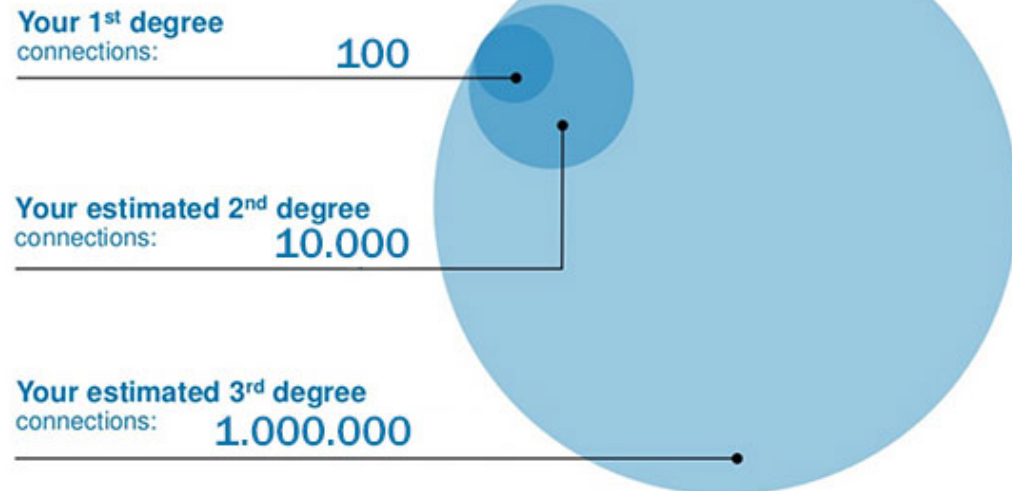


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PART 3 - How to use LinkedIn as a research tool?

Build your network!

And be patient...



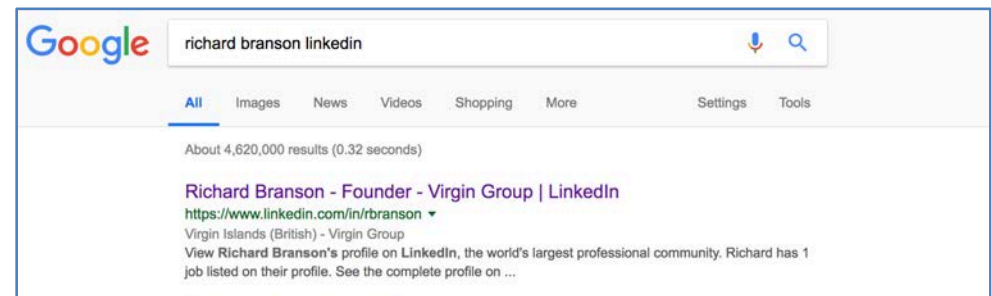
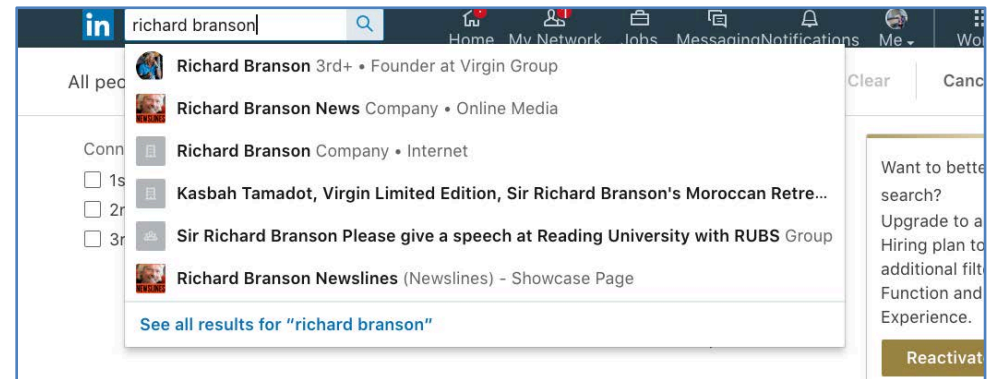


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PART 3 - How to use LinkedIn as a research tool?

Google vs LinkedIn - Search Engine!

- Name
- Job
- Location
- Keywords
- Search limitations





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PART 3 - How to use LinkedIn as a research tool?

Discover LinkedIn advanced search functions:

https://www.linkedin.com/search/results/people/v2/?origin=DISCOVER_FROM_SEARCH_HOME

All people filters Clear Cancel Apply

Connections <input type="checkbox"/> 1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd+	Connections of <input type="text" value="Add connection of"/>	Locations <input type="text" value="Add a location"/> <input type="checkbox"/> Australia <input type="checkbox"/> France <input type="checkbox"/> Melbourne, Australia <input type="checkbox"/> United States <input type="checkbox"/> Paris Area, France
Current companies <input type="text" value="Add a company"/> <input type="checkbox"/> Airbus <input type="checkbox"/> Boeing <input type="checkbox"/> BOMBARDIER <input type="checkbox"/> Rolls-Royce <input type="checkbox"/> Thales	Past companies <input type="text" value="Add a company"/> <input type="checkbox"/> Airbus <input type="checkbox"/> IBM <input type="checkbox"/> Boeing <input type="checkbox"/> Thales <input type="checkbox"/> Siemens	Industries <input type="text" value="Add an industry"/> <input type="checkbox"/> Aviation & Aerospace <input type="checkbox"/> Information Technology and Services <input type="checkbox"/> Oil & Energy <input type="checkbox"/> Staffing and Recruiting <input type="checkbox"/> Human Resources
Profile language <input type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish <input type="checkbox"/> Portuguese <input type="checkbox"/> Italian	Nonprofit interests <input type="checkbox"/> Skilled Volunteering <input type="checkbox"/> Board Service	Schools <input type="text" value="Add a school"/> <input type="checkbox"/> RMIT University <input type="checkbox"/> University of Melbourne <input type="checkbox"/> Monash University <input type="checkbox"/> Swinburne University of Technology <input type="checkbox"/> Deakin University

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