

Soft Skill Secrets 101:

Things You Can Do Now!

Basic LinkedIn Must-Haves

Meaningful Networking

Targeting Companies

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March 23, 2020



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Sponsored by the Brazil-Canada Chamber of Commerce



BCCC

Brazil-Canada Chamber of Commerce
Chambre de Commerce Brésil-Canada



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Part 1: LinkedIn (and then some!)

1. Banner Image & Portrait Image
2. Name Game & Tag Line/Headline
3. Contact info
4. About Essay/Summary Essay (2000 characters) and Buzz Words
5. Experience and Education



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What makes a good banner photo?

1. The background banner is 20% of your profile. Make it sell you
2. Keep it Professional and related to your goals
3. No to flowers, trees, nature, sunsets
4. Yes to maps, tall buildings, transportation icons, organized desks
5. Can't find one? Steal one off a profile you admire.
6. Don't leave it blank



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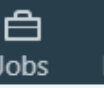
Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning



Mariana Alcalá, CSM · 1st

Operations Project Manager at Brazil-Canada Chamber of Commerce - BCCC

Greater Toronto Area Metropolitan Area ·

[500+ connections](#) · [Contact info](#)

Message

More...

- Brazil-Canada Chamber of Commerce - BCCC
- Lambton College

Your dream job is closer than you think

[See jobs](#)

People Also Viewed

Prince Sharma · 1st

Operations Coordinator | Resource Planner | JHSC Member

Cyrus R

Project A

Messaging

Show all

What makes a good portrait photo?

1. Interior head and shoulders shot
2. Professional attire (white or blue shirt, dark JACKET, simple tie for men/simple blouse, modest make-up, hair under control, also with a jacket for women), BOTH with a big welcoming smile. No plaid!
3. Try to look like the candidate we all want to work with. LinkedIn is about professionalism, a welcoming smile and your skills.
4. A cell shot taken by someone else is fine. But be in focus



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What makes a good portrait photo?

Your LinkedIn profile must be all about work.

It is not the best candidate who gets the job.

It is the person who can do the job with the most like-ability.

Try to understand the difference between a LinkedIn photo showing a professional and one for Instagram or FB.



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The About Essay

1. Your 'about' essay is your encyclopedia. Read the essays of people whose career to emulate.
2. Paragraph 1 is a summary of your experience.
3. Paragraph 2 is your accomplishments. List any key tech skills here too.
4. Paragraph 3 is your goals.
5. You have 2000 characters, so use them.



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The About Essay & Tagline

1. Once you finish the essay, it will also reveal what you are, professionally speaking, which means you will clarify your tagline.
2. Your tagline should reflect both what you are and what you want.
3. Your tagline is essentially your key words – the words recruiters use to find you (via your roles and your skills)



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Contact Info & Your History

1. Contact info needs an email and cell phone. It does NOT need your birthday or home address
2. Both your education and your employment history should be in reverse chronological history with global brands and Canadian institutions at the forefront
3. Add 50 words about each experience
4. Avoid Extra media that will take a potential employer away from your profile
5. Do not attach copies of resumes or CVs!



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Tips

1. Careful with vocabulary. Do not use words like: zealous aspiring, hopeful
2. 5 Second Elevator pitch - know what you are (my name is..., I am..., I am seeking...)
3. Review your Social Media for potential problems with photos and comments
4. Active LinkedIn use (comment on articles) but Do Not Complain!
5. Issues of too many or too brief jobs



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Tips

1. No Canadian experience? You have something better!
2. Transferability of skills when you don't fit the ad
3. Downplaying great experience. Don't!



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Targeting Companies

1. Identify 5 companies you want to work for. Choose companies where you really have a chance to bring your skills, experience, languages, cultural knowledge, etc. to the game.
2. Give a compelling reason why you chose these companies (It's my dream is not an appropriate reason).
3. Read their website. Read 5 news articles about each one. Search them on LinkedIn and read the profiles of the people who work there. What do they have in common? Do you have connections in common with them?



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Targeting Companies

1. Review the careers section of the companies you like and see if there is anything for you. Students, look to see if they have internships or co-op opportunities. Candidates, look to see if there is a position that is a fit for you.
2. THEN start reaching out with NOTES to people on LinkedIn who work there. Please be totally systematic.
3. It's ok to make it clear that you are looking for a job but craft a careful and personal note.



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Meaningful networking

Something like:

“Dear XXX.

Hope this finds you well. I am a (max 3 words) and I’m looking for a role at XXX company. Could you give me some advice based on your career path? Please let me know.

Best regards, your first name”

(If nothing happens then your resume is a problem OR you are applying for the wrong job).



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Meaningful networking

If you spot an ad in the process, please apply.

But If you apply via LinkedIn, confirm you have at least 6 of the competencies.

When applying not through LinkedIn, you can apply if you have only half the required competencies.

Remember the AD is describing the ideal candidate. Start applying. Make sure ALL capitals and spelling are 100% correct.



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Interview questions everyone should know


1. Tell me a little about yourself.
2. What did you like (and dislike) about your most recent job?
3. How do you approach a task that you find challenging?
4. Can you describe a work conflict that you've had with a colleague or supervisor and how you handled it?
5. I see you have No Canadian Experience...



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Thanks

-  Peter Hawkins
-  MELLOHAWK Logistics



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