

1. My name is Sue McLean, and I have been in the staffing field for many years, with the last 10 here at The Connors Group.

I will tell you more about our firm at the end of the presentation, but first, I would like to use this time to reiterate what you **MUST** review in order to put your Best Self out there as a candidate – and – be nimble enough to respond quickly to a new job opportunity.

2. Let's get started! I want to address the **MOST** important project you will ever work on –

3. **YOU!!**

4. Let's update your toolbox, starting with **LinkedIn**. Nearly 100% of employers will check to see if you have a LinkedIn profile – and – if that profile is professional and up to date.

- **PHOTO** – You **MUST** have one, and it needs to show you in *current* business attire and current hair cut or hair style
- **HEADLINE** – there are 120 characters available – pack it with your best keywords! Not sure what to put there? Search 5-7 jobs in your particular areas of expertise, and look for recurring words or descriptions.
- **SUMMARY** – 2000 characters – this is your power statement! Include your email. Provide compelling info as to why a company should hire you, highlighting your core competencies. You can use bullets. Can include 2-3 best accomplishments
- **URL** – customize your LinkedIn URL web address so that it comes up as just your name. You may need to add a middle initial. Eliminate the numbers/letters that are automatically assigned to your profile – easy to do, just google it.
- **PAST EXPERIENCE SECTION** – provide a few words about the companies – especially if not well known. Show your **ROLE** and what you accomplished while there. Transform your profile from job history to a Marketing document. Try not to go back more than 15-20 years. Your profile **MUST** match your resume exactly in terms of dates/years.

- **SKILLS AND ENDORSEMENTS** – add your skills here, and ask for references

**RESUME** – Keep in mind, you want it to be easily parsed into *any* ATS system. That means keep it simple in format: Most jobs on LinkedIn are Easy Apply – therefore – make your resume easy to download into an ATS!

For each company you worked with - pick and choose the parts of that job that are most compelling and make sure they don't get lost in pages and pages of background information.

- Word doc – not PDF
- Don't use fancy formatting such as tables, columns, headers/footers
- Use simple fonts
- Use white space with the Enter key
- No graphics or lines going across the page.

You can bring a more creative resume with you in person if you want to – but don't let that first resume become a problem

**VIRTUAL INTERVIEWS** – become familiar with multiple platforms, and practice your virtual presence! This includes lighting, background, sound quality etc. Download the most popular platforms. Companies often use enterprise interview software that is connected to their ATS system, therefore, you can't practice with those in advance.

## 5. **AGEISM CONCERNS** – First of all, be positive and **ENERGETIC!**

- Some companies could be hesitant to hire if they perceive you are looking for a large salary or perhaps would have trouble reporting to a boss who is younger than you.
- Overcome the Hiring manager's objections :
  - Show you are current with technologies, the latest PM approaches, any certifications/courses.
  - Dress for Success – with current clothing, haircut etc. to overcome any appearance bias.
  - Compensation – older workers are often perceived to be more expensive. Explain why a “Step Down” Role is now a better fit for your current lifestyle; less stress, maybe less hours, shorter commute.

- Cultural fit – show you are coachable, open to learning, and strategic- show you have worked with younger people before. (i.e. Robert DeNiro in The Intern – his character brought a calm wisdom and was true to himself).

6. NETWORK LIKE CRAZY!! – You have heard this over and over again. Talk to everyone and let them know you are in the market for a new opportunity. Participate in Groups on LinkedIn – be a contributor, and not just an observer. Share interesting articles on your home feed. Get out that college or high school yearbook and see “What ever happened to...?”
7. SMILE! Be a likable person that the Hiring Manager would love to have on their team. Personality is key. Be interested in the person you are speaking with – ask something about THEM, so it’s not all about YOU!
  - Be helpful. Be on the lookout for opportunities that may be a good lead for one of your buddies. If you are looking into a PM role, and you know someone who is a talented web developer – keep them in mind and interject that into the conversation – and have them do the same for you during their search as well.
8. Thank you for your time.

And- about our company, The Connors Group - We do both IT and Business-side staffing – mostly perm – and we have all been in this business for a long time –worked with companies as they grew and upgraded all their technologies.

What sets us apart? I would say the fact that we are very relationship-focused with both our candidates and clients - as opposed to transactional just to fill a job. Numerous Hiring managers started out as candidates, and now circle back to us when they are building out *their* team.

We work primarily with mid-size companies in the greater NYC area. Our vertical industries tend to be CPG, Luxury retail, manufacturing, various others.

Most of our open positions are posted on our website which is [www.theconnorsgroup.com](http://www.theconnorsgroup.com)

The important take-away is that YOU must be PREPARED to react quickly in presenting your Best Self as a candidate! And I hope my review of Updating Your Toolbox to be your Best Self was helpful.

Thank you, and I hope you all stay healthy and safe.