



Transition Support (Job-Link) Orientation Guide

About the Transition Support Networking Group:

Location: DallasHR Office
 5001 LBJ Fwy, Ste 800 (Heritage Two Bldg)
 Dallas, TX 75244

Sessions: The first Tuesday of each month

Members: HR professionals currently in transition or have been given notice

Monthly Activity Schedule:

1st Tuesday Transition Support Meeting
 2nd Tuesday DallasHR Monthly Luncheon
 3rd Thursday DallasHR Third Thursdays
 (Networking Happy Hour, Maximize Your Membership, Wine & Wisdom)

Session Goals:

- At each meeting, information will be provided to help with communicating your skills, developing leads, job search strategies and other job search related tips
- Networking opportunities
- Share and receive job leads

Session Format:

9:00 AM – 10:00 AM	Welcome and Program
10:00 AM – 10:30 AM	Introductions, networking, lead-sharing, best practices
10:30 AM – 11:00 AM	Optional informal networking

Introductions:

At each meeting you will be asked to introduce yourself. Be prepared to share this information:

I am a.....	(Profession/specialty)
Most recently I was ...	(Position and company)
My strengths are.....	(Up to three)
I contribute to an organization by.....	(Your value proposition)
I am now looking for....	(Target position, location, type of company/industry)
How you can help....	(Request for advice, information, referrals)
How may I help you?	(Networking is about helping others)

Starting Your Job Search:

- Update your resume: see suggested template and tips that follow. Job-Link committee members are available to provide a resume critique. Once your resume is updated, you may post your resume on the DallasHR Career Center (dallashr.org) for access by DallasHR members.
- LinkedIn Profile: Upload your updated resume to your LinkedIn profile – see LinkedIn Best Practices that follow.
- Business cards: Cards should include your name, cell phone number, professional e-mail address, LinkedIn profile URL and your brand statement or specialty. Low cost cards can be ordered at sites such as vistaprint.com.
- Identify Networking Opportunities: see networking opportunities that follow.
- Get organized! Develop a system for tracking your job search activity and reminders for follow-up actions. Define a space at home where you can work without interruptions.
- Select a mentor to help you through the job search. This should be someone whose opinions you respect, who will support you but will also give you candid feedback. The Job-Link committee members are also available for feedback – see committee list that follows and reach out to us.

- Join the DallasHR Job-Link community in HRConnect and participate by networking with others, joining in discussions and sharing any job leads.
- 30 second commercial or elevator speech: Be prepared to introduce yourself – concise, high impact, focused, professional, enthusiastic about what you do, clear on what you offer and the problems you help solve for a potential employer. Practice this in the mirror and record yourself until you can recite without saying um. This is not the time to provide a career history.

Setting Personal Goals:

As over 70% of jobs are in the “hidden job market”, your search strategy should include a significant portion of your time meeting and talking to people. You have to go out and find the leads, they don’t find you! Your goal is to talk to and connect with potential hiring managers.

We recommend that each week you set yourself personal goals to help focus your job search.

- At each networking meeting set a goal to meet at least three people. Follow-up and connect on LinkedIn. Do not use the LinkedIn template when sending an invitation to connect. Personalize the invitation with a reminder of where you met and a topic you discussed previously.
- Plan to attend three job search/professional networking meetings each week.

Personal Image:

It is important to make a strong first impression at all networking events.

- Dress for the position you aspire to. Make sure the person you are talking to sees you as a serious contender, someone with the professionalism and image that they would recommend to others. Happy hours are more casual – avoid letting your image slip.
- Body language portrays confidence. Smile.

HRConnect Job-Link Group:

This is the primary venue for members to share information with each other in a virtual community exclusive to DallasHR members and dedicated to their job search. All members are encouraged to contribute to discussions and job leads. Look for “DallasHR Job-Link” under Communities at hrconnect.dallashr.org.

Other info includes:

- Information about the upcoming Job-Link meetings.
- Tips to help with your job search.
- Articles on best practices or latest thought leadership on HR topics.

Job Leads:

- Create daily/weekly alerts for the main job boards – Indeed.com, Simply Hired, Monster, and CareerBuilder. Do not post these job leads on LinkedIn, unless you have additional info such as the recruiter or hiring manager’s name, an update, or other interesting info.
- Set Google Alerts and follow Company Twitter pages for companies you are interviewing with or want to work for to stay up to date on the latest news and events. HRnewsWatch.com, specializes in monitoring the HR industry.

Networking opportunities:

www.careerdfw.org maintains a comprehensive list of networking and business groups in the DFW area. Select a few to try each week. Your goal is to meet a mix of both employed and unemployed professionals. Check out the cost, and location prior to the meeting. Don’t just go to the no cost options – select those where you will make the best connections.

Professional and Job Search Networking Group recommendations for HR professionals

DallasHR events and offerings:

- DallasHR Monthly Luncheons, see dallashr.org/monthlyluncheon
- DallasHR Round Table groups, see dallashr.org/roundtables
- DallasHR Third Thursdays informal networking events, see dallashr.org/networking
- Explore other DallasHR educational and networking opportunities at dallashr.org/calendar

Business Groups:

Depending on your target companies, this may be another venue for meeting professionals.

- University Alumni Events
- Small business forums
- Business/CEO speaking events
Professionals Network @Tower Club
- Dallas Business Club (MBA Alumni)
- Chamber of Commerce meetings

Networking with HR Professionals:

There are a number of ways to find HR contacts at your target companies. DallasHR members have access to a member directory on the website. Reach out to past and present members of Job-Link who are committed to “pay it forward” for referrals. Searches on LinkedIn by company (past and present) will often provide the name of contacts. By joining groups on LinkedIn – such as DallasHR and SHRM – you may know someone who can introduce you.

Continuation in the Job-Link Group:

To keep the groups highly effective, participation, networking, and sharing of job leads are encouraged. In order to remain an active participant in each of the LinkedIn.com groups, you must attend *one meeting at the DallasHR office per rolling quarter* or you must submit one new job lead on the LinkedIn.com group Job Board *per month*. New job leads come from many different places and if you are not sure how to find them, we will guide you.

Exiting from the Job-Link Group:

Upon landing a new position, we ask that you let us know so that we can celebrate your success! Sharing successes in the group is very important to morale. As you move to the next stage of your journey, we encourage you to stay in touch with others who you have met through Job-Link. Job leads may be sent to the Co-Directors listed below for sharing with the group.

DallasHR “In Transition” Membership Rate:

DallasHR offers in-transition professionals a one-time renewal at no charge, or new membership for one year at \$50. A copy of your resume must be submitted with your application. Other professional groups in the DFW may offer similar reduced rates to help you while in transition. It is worth asking, as not all groups advertise this benefit.

Questions? Contact DallasHR at members@dallashr.org or 214-631-8775

SAMPLE RESUME

Your Name

City, State, Zip*Phone*Email * LinkedIn Profile

Professional Branding Statement Your brand reflects your professional reputation — what you're known for (or would like to be known for).

Skills and Competencies Opportunity to list additional skills and expertise
Professional Experience

Job Title

Dates of Employment, Company Name, City, State

- Job Responsibility and Achievement
- Job Responsibility and Achievement
- Job Responsibility and Achievement

Job Title

Dates of Employment, Company Name, City, State

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Job Title

Dates of Employment, Company Name, City, State

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Education

School Name, City & State

- Degree Obtained
- Degree Minor
- Special Award/Accomplishments

Certifications

- Issuing Authority
- Certification Expiration

Affiliations/Memberships Indicates networks and ambition for additional knowledge

Volunteer Experience Indicates passion and additional interests

Resume Suggestions

Contact Information: Do not state your address. City and state are optional. Email address and one phone number are mandatory. LinkedIn profile is helpful - increases your brand and learn more about you.

LinkedIn: Start with your resume and transfer your resume into your profile, include a picture, connect with other employees at your organization, join groups supported by organization and other affiliates.

Professional Branding Statement: Your brand reflects your professional reputation — what you're known for (or would like to be known for). The statement explains:

- Your specialty — who you are
- Your service — what you do
- Your audience — who you do it for
- Your best characteristic — what you're known for

(See link to examples below)

Education: Can be placed after the brand statement or after professional experience.

Professional Experience, How many positions to list? Depends on what you want to share. This is your document. List your current position first. Usually all positions at your current organization. If that's more than 10 years, only list that organization. List additional companies to complete at least 10 years of professional experience or additional companies if it's relevant to a position applying for.

How to list job responsibilities and achievements? List those most relevant to position applying for first. The goal is to convey your actions and the results completed. Statistical data and numbers are great and stand out to recruiters.

- Summarize the position and then list a few bullet points of selected achievements
- Only list selected achievements
- Or blend depending on achievements and positions

Skills and Experience: List items relevant to the position applying for, skills used in other positions not included on your resume.

Affiliations and Memberships: Network of similar professionals in your field of expertise, abreast of current trends and latest developments in your specific field.

Volunteer Experience: Shows that you are more than your current organization or current position. If you are not presented an opportunity to display a certain skill in your current position, you can display abilities in a volunteer position. Volunteer work also indicates your passion and ability to work full time and have dedication to other organizations.

How many pages? Two pages is the norm, but if relevant information to the position exceeds two pages, either eliminate other achievements that are not relevant or go to three pages at the most.

LinkedIn Profile

Research revealed that approximately 94% of recruiters are said to use LinkedIn. Because more and more recruiters are turning to social media for candidates, having your LinkedIn profile complete is important.

Profile Picture: The profile picture should be professional. Remember recruiters are turning to social media before contacting candidates in many instances.

Headline: Your headline should be creative and catchy. Again, keep in mind this is your brand.

Summary & Experience: Use first person and insert keywords throughout your profile. This is invaluable because recruiters search keywords in addition to education etc. Also, add keywords in Specialties section of your profile. Once more, you want as many KEYWORDS as possible integrated into your profile.

Recommendations: This section is extremely important. Recommendations are more important than endorsements. A general rule of thumb is 2 to 4 per position. However, more is acceptable.

Additional Information: Add college courses, school and work projects and attach a copy of your resume. In doing so, this gives the recruiter an idea of who you are.

Next, incorporate LinkedIn into your daily routine. LinkedIn is an instrumental tool that can move you from being in transition to your next role. Be active in groups you join. Make your presence know.

It only takes approximately 20 minutes per day. Below are a few guidelines to help you be more active and build your brand on LinkedIn.

Weekly Activities:

- Monday: Post article. Remember it is your brand.
- Tuesday: Ask a question.
- Wednesday: Share something funny. This could be a tasteful cartoon etc.
- Thursday: Weigh in with advice and thoughtful contributions.
- Friday: Convert to action: Seek interaction from connects.

The above is a guide to get you started. Your activity may vary depending on articles, post etc. The main point is to be active in groups you're in.

Final thoughts:

- Make the best out of LinkedIn. Join groups and be an active member. Remember you can join up to 50 groups (USE THEM ALL). This will give you access to a greater number of connections.
- Your LinkedIn profile should be COMPLETE. When building your profile as a general rule of thumb uses 2 to 3 bullet points per each year of service. Include projects, courses taken, all relevant information and KEYWORDS, KEYWORDS, KEYWORDS. This is YOUR BRAND.
- Finally, start thinking like a recruiter.

References

Professional Branding examples here: <http://www.kavaliro.com/objective-statement-vs-powerful-branding-statement>

Articles about Brand and LinkedIn statistical data

Eve Mayer: www.linkedin.com/in/linkedinqueen

Book: The Social Media Business Equation

An expert seven tips for using social media to get a job

<http://www.forbes.com/sites/susanadams/2013/08/13/an-experts-seven-tips-for-using-social-media-to-get-a-job/>

3 Essentials to Landing Your Dream Job Using Social Media

<http://www.linkedin.com/today/post/article/20130121115222-15077789-3-essentials-to-landing-your-dream-job-using-social-media>

5 Ways to Effectively Use Twitter to Land Your Next Job

<http://blog.simplyhired.com/2012/09/5-ways-to-effectively-use-twitter-to-land-your-next-job.html>

Twitter Vs. LinkedIn for Job Searches

<http://voices.yahoo.com/twitter-vs-linkedin-job-searches-4539937.html?cat=69>

Optimize your LinkedIn Profile for Exposure and Engagement

<http://socialmediatoday.com/stephaniefrasco/1403626/optimize-your-linkedin-profile-exposure-and-engagement>

<http://www.woodst.com/blog/wood-street-journal/copywriting-web-content/what-does-branding-mean-today/>

<http://www.ere.net/2013/09/05/linkedin-dominates-social-media-sourcing-and-recruiting/>