

## 2017 SPEAKING SERIES

### **Secrets of a Professional Resume Writer**

On average, recruiters glance at a resume for only 6.25 seconds before assessing a candidate's compatibility. Is your resume making the right first impression? Learn the best-kept secrets of professional resume writers, and how the use of key words and white space can ensure you receive a second glance. In this session, you will learn to:

- Develop attention-grabbing content and clean formatting
- Customize your resume to your unique value proposition
- Avoid common mistakes that can take you out of the running
- Survive the Applicant Tracking system (ATS) black hole

### **Leverage LinkedIn: Increase Your Online Value Ten-Fold**

Recent reports from Jobvite.com state that 94% of recruiters use LinkedIn to vet potential candidates. Does your profile represent your true value to employers – past, present, and future? Learn insider tricks for creating a powerful profile and increasing your impact ten-fold. This session will help you to:

- Improve visibility to recruiters and potential employers.
- Achieve LinkedIn's coveted All-Star profile status.
- Leverage your existing network to identify hidden opportunities.

### **Personal Branding – Stepping Up and Standing Out in the Marketplace**

In today's competitive business world, having a personal brand is essential to differentiate yourself and stand out among the crowd. Are you able to articulate your personal ROI in a clear and compelling manner?

In this program, we will look at the building blocks of career distinction, and share quick and easy tips for developing a powerful positioning statement. You will craft a personalized action plan for incorporating your brand into everyday activities, enhancing your position in the marketplace. This session will help you to:

- Discover your unique value proposition
- Identify the critical elements of a personal brand—written and verbal
- Communicate your brand in a memorable, meaningful manner
- Develop simple strategies for ongoing reputation management