



Shell What's Next Conference
University of Waterloo
Oct 5, 2013

A Brave New World
Awaits – Ready to EAT
a FROG ?



The Hole in your Job Search – or why don't they want to hire...



**Are YOU taking a
COOKIE CUTTER APPROACH**

TO YOUR JOB SEARCH ?

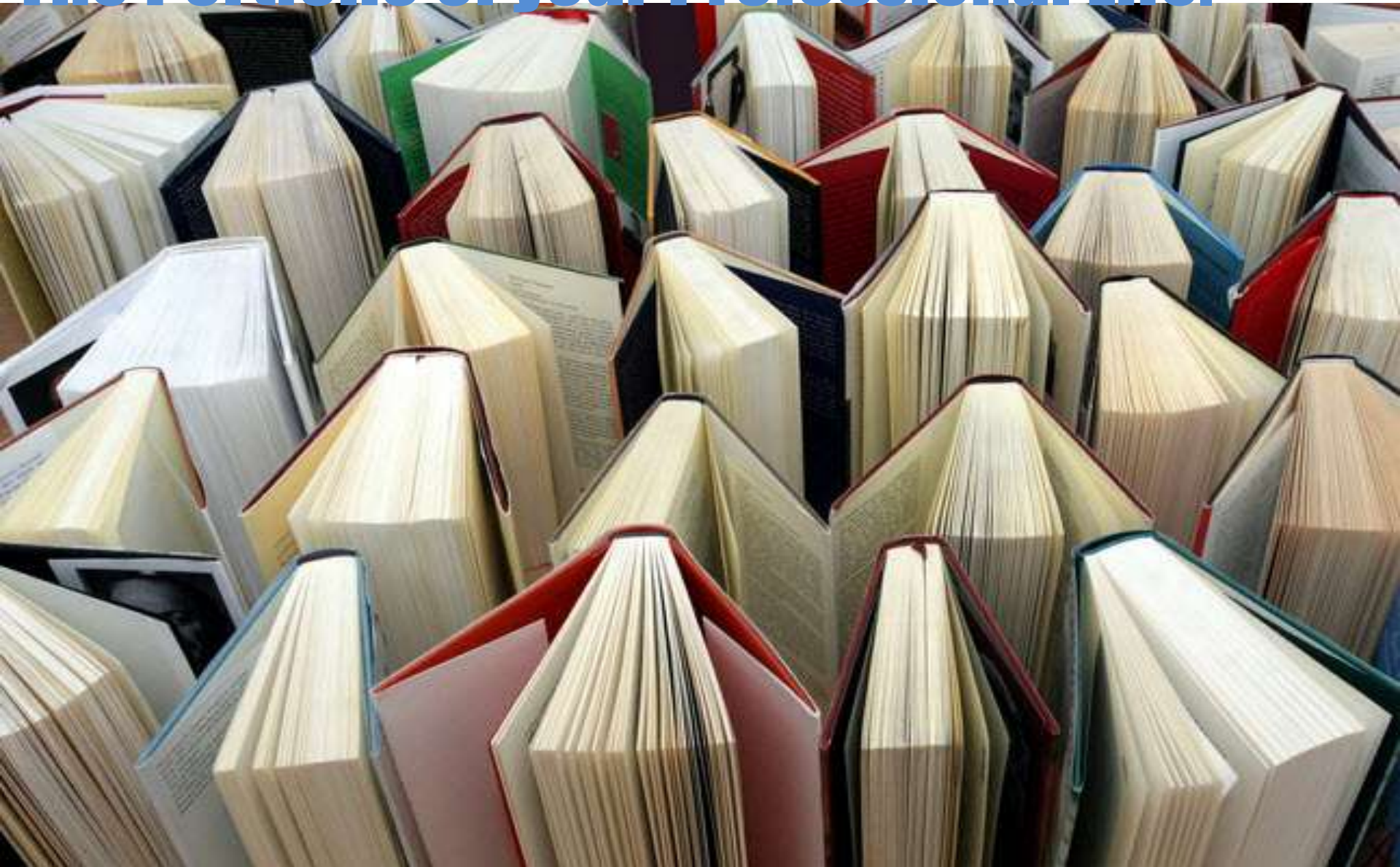




TIME FOR

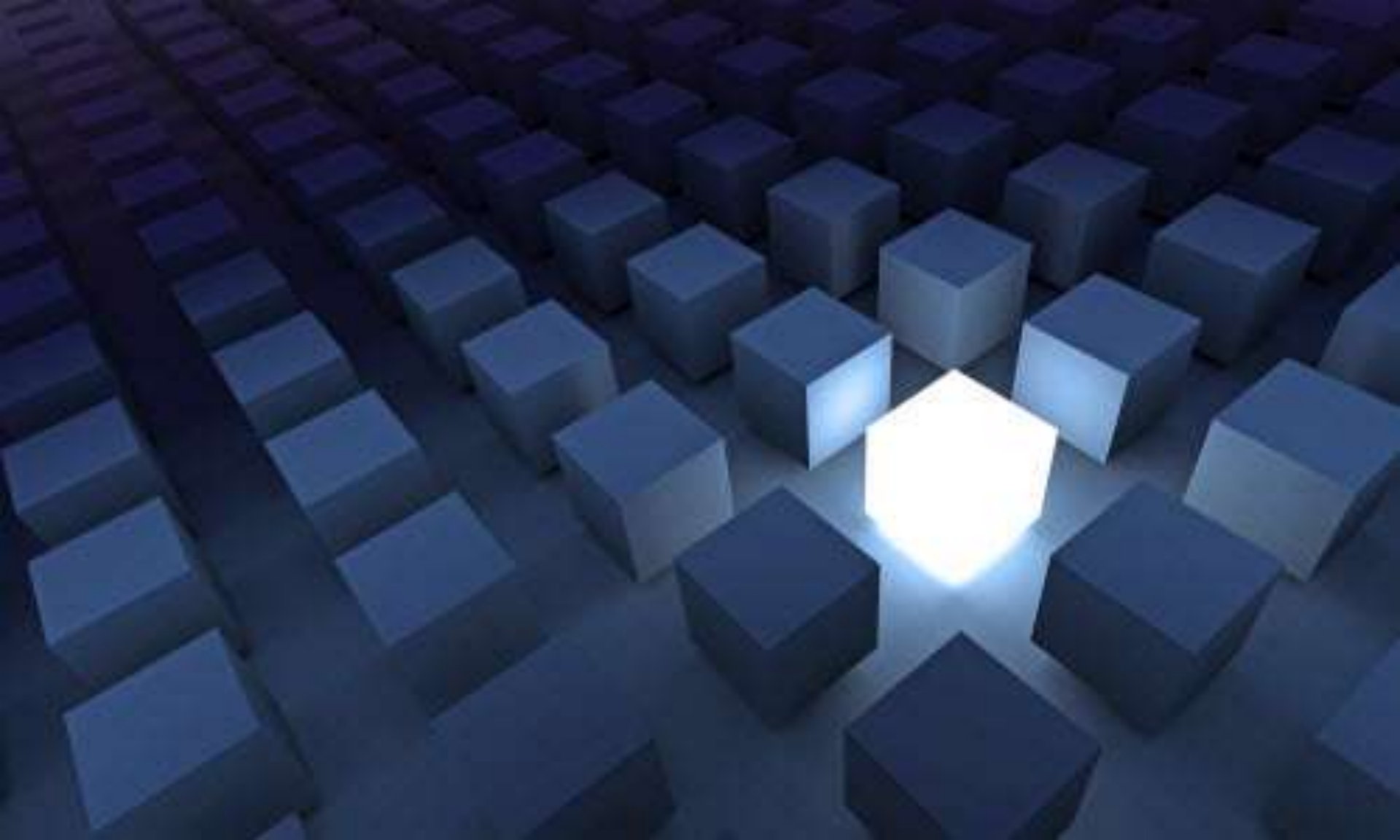
CHANGE

Create a Master Resume – **The Portfolio of your Professional Life.**



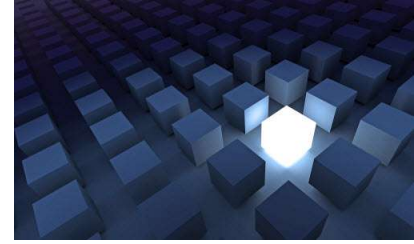
Generate a Targeted Resume – **From Your portfolio**





Standout from the crowd

Standout from the crowd



What Managers look for in hiring New Grads (assuming you can get past the gatekeeper/HR or ATS)

1. Can apply scientific and engineering principles in the identification and solving of problems
2. Understand risk and the analysis of what can have gone wrong and how to prepare solutions
3. Effectively and efficiently communicate, in person, written – formal and informal – to peers and lay persons
4. Show confidence without arrogance and comfortable in their own skin not what they think others want them to be.
5. Shows the desire to walk before they can run, and prepared to help others for the betterment of the discipline, industry and business.

**YOUR
RESUME
NEEDS**



YOU



- 1. List and know your Top 10 work values & qualities**
- 2. Get a personality assessment completed (MBTI, True Colors, etc...)**
- 3. Professional Photo - not a 'selfie' or from party, wedding, funeral...**
- 4. Create a punchy and recognisable 'Headline'**
- 5. Find and utilize 'Key Words' used for your target profession, industry, company**
- 6. Do not make yourself 'Private' and hide behind firewalls, security settings, drawn curtains**
- 7. Know what you don't like as much as what you do like.**
- 8. Communicate (written & verbal) professionally and confidently**

EVERYONES

HAS

**4 phases of a Job
Search**

'IPAD'

INSPIRATION



PERSPIRATION





Aspirations!

DESPERATION



Take a winning approach

**YOU know YOU
Best – SELL
YOURSELF**





**FOOTPRINTS ARE THE KEY TO
YOUR SUCCESS**

Your Resume must be a Targeted focused snapshot of YOU



**Your Electronic
(Social) Footprint is
Should show you**

**YOU and
professionally**



**Time is
EVERYONES
enemy...
not just yours!**

- Assign 10-15 minutes per day to reviewing and updating your resume
- Update and improve your professional [social] footprint – LinkedIn, Blogs, Association and/or Interest Group discussions, Twitter, Facebook, etc...



TIME

~~FOR~~

TO

CHANGE

**Eat That
FROG!**



What is your FROG? – Eat it first



Eat That FROG!

In the words of Brian Tracy – if you Eat That Frog [the task/action that you always put off] FIRST – then the rest of the day will only get better....

So what is your Frog – the thing that is stopping you move forward to success?

is it Procrastination? – **Eat It**

Self-Doubt? – **Eat It**

Job/Task you don't like to do ?– **Eat It**

Creating your Master Resume/Portfolio? – **Eat It**

Writing a Targeted Resume? – **Eat it**

Enhancing your Social Footprint? – **Eat it**

Final Thought – There is

an I in TEAM



Show the TEAM you are

the I

THANK YOU

ANY QUESTIONS?

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