

Natick Spring 2020 Dates:

Location: 117 East Central Street (Rte. 135), Natick

Meets the 1st & 3rd Wednesday of each month from 2:30pm-4:30pm

January 15: Marketing Plan for Your Job

Learn to come up with a plan of attack for your job search, which is a marketing campaign and you are the “product.” Create a marketing plan/roadmap to get your “product” from launch to offer. Hear about how to create a daily and weekly plan for your job search, and how to track progress and measure success.

Guest Speaker: Sean Marshall, Business Services Manager, MassHire Framingham

February 5: Self-Assessment/Transferrable Skills

This session will guide you thru a self-assessment process to help define your areas of interest, what’s really important to you in their next role, determine new skills which you may need to acquire and help you identify marketable and transferable core competencies. We will also address the issue of job loss or retirement and the “grieving process” that comes along with these major life changing experiences as well as the stress/anxiety that can be associated with job search. We will help you determine realistic career goals in terms of job options, industries, compensation and other key job search parameters.

February 19: Developing a Résumé

This session will focus on creating a resume which is a reader-friendly, results-oriented marketing tool which captures attention, establishes credibility, and targets the right decision makers in human resources & management. We will help you create a resume which has all of the basic components of a resume with a focus on a Summary of Qualifications statement, Work History, Education, and most importantly, your accomplishments.

March 4: Creating an Elevator Speech Using Your STARS

How do you effectively communicate who you are, what your strengths are, what you want to do in your next job, what are your stand-out qualities, and what you can do for someone in 30 Seconds? The goal of this session is to help you create an effective 30-second commercial which can be used in all networking opportunities including group meetings, events and career fairs, informational interviews, and job interviews. We will focus on developing accomplishment statements using the STAR (Situation, Task, Action, & Result) technique. Accomplishments/action statements are the most critical part of a resume, and this is a way for you to highlight your accomplishments that are most relevant to the career you are pursuing. The Job Seeker will be able to create a results-oriented resume versus a basic accounting of what they did and timelines.

March 18: Creating a LinkedIn Profile

Please bring a tablet or laptop to this interactive session!

LinkedIn is the professional social media site of choice used by all recruiters and hiring managers when looking for candidates. It is recognized as the most powerful professional networking tool available in the market. In this session, you will learn how to create a robust LI profile that will work as a powerful networking and job search tool.

April 1: Using LinkedIn as a Powerful Job Search Tool

Once your profile has been created, it is essential that you learn how to use LI as a powerful research tool to identify target companies you may want to work for, jobs you may want to apply for, and people you may want to network with who may be able to help in your search. Reviewing other LI profiles of people working in the desired field or in the desired job will help the Job Seeker enhance their own LI profile and provide guidance on types of jobs and companies that should be part of their search.

Some of the key “how to’s” to demonstrate:

- Conducting an advanced search for companies or people
- How to identify and join groups and the value of joining groups
- How to attach a document (resume or article), presentation or video to LI profile
- How to invite people to connect (not the lazy man version!)
- How to request a recommendation
- How to post articles to enhance visibility on LI
- How to search for jobs and the ideal (back road) way to apply!

April 15: Networking 2.0

The vast majority of jobs (80-85%) are found through networking in some form. Most Job Seekers don't understand the meaning of networking nor how to go about networking. Networking is probably one of the most uncomfortable things someone needs to do and yet it is actually one of the most natural things we all do almost every day. This session should focus on the meaning and value of networking, how to get comfortable with networking, how to focus on information exchange vs job openings, and strategies for networking – where, with whom, why!

May 6: Open Topic/Discussion

May 20: Employer Panel