

# Making the Right Career Moves in a COVID Environment

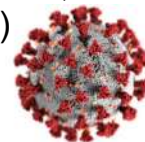


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1

## The reality right now...

- Some companies have laid off, furloughed or frozen hiring
- Some industries are expanding (service, logistics, online, healthcare)
- The market is returning...slowly and a bit different
- Hiring practices have changed (process, unpredictability)
- Companies need solutions, problem solvers, leaders (esp. through crisis & uncertainty)



2

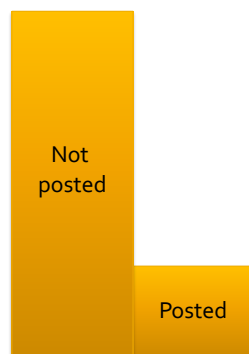
## Job search tips...

- Accept it...times have changed
- Stay positive, adaptable, patient...not desperate
- Expand your horizons/reset expectations
  - Different roles, levels, industries, company sizes
  - Going contract/temporary
- Get comfortable (and creative) being virtual:
  - Get your digital brand in order (LinkedIn, etc.)
  - Virtual connecting (your network, online events, groups, executive recruiters)
  - Video interviews
- Be their solution, promote your unique value during these times

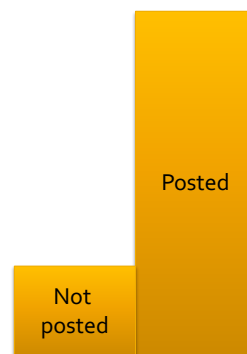
3

## The 80/20 rule...

Where the open jobs are



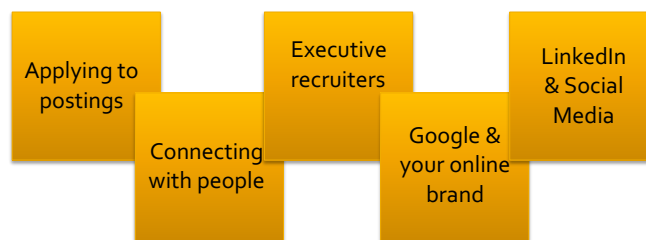
Where the competition is



4

## A diverse integrated strategy...

- Multiple places and ways employers can find you
- A diverse and integrated strategy puts you everywhere



5

## Your brand...

*Articulating your unique and specific value to a target audience in an authentic and compelling way*

- Replace your *accidental* brand with a *strategic* one
- Promote yourself and your specific value
- Create exceptional collateral (resume, LinkedIn, etc.)
- Get involved, get visible
- Consider thought leadership (articles, posts, etc.)
- Build connections, keep them active

6

## The first place to start...



7

## The facts...



- LinkedIn is your highest yield strategy to get your brand online
- 98% of recruiters use LinkedIn daily
- LinkedIn is NOT just your resume online
- Gives people a more 360 degree view of who you are
- At its best, it markets you, showcases your value, builds your brand, and resonates with your target audience
- The problem...most LinkedIn profiles are **awful**

8

# A great photo...



No...

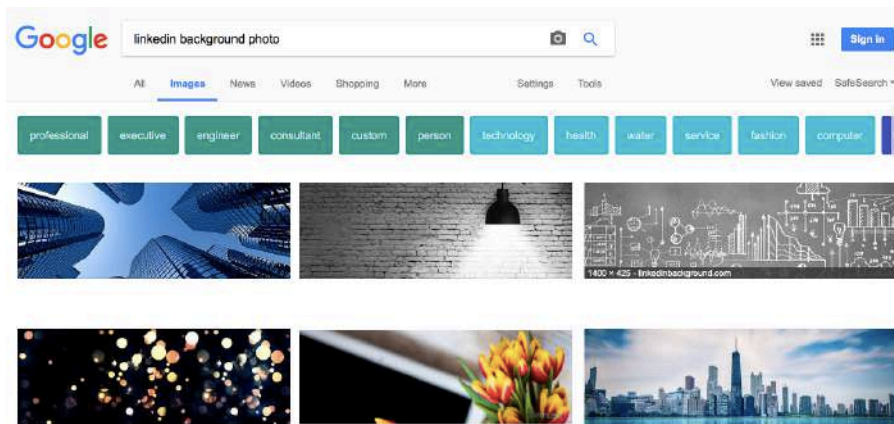


Yes...



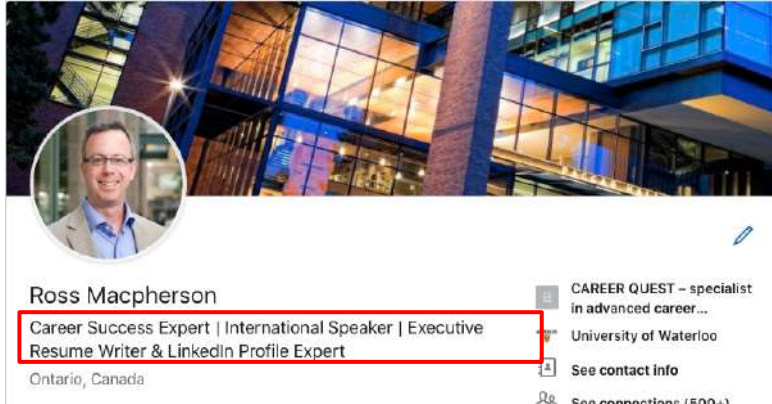
9

# Background photo...



10

## A great Headline...



Ross Macpherson  
Career Success Expert | International Speaker | Executive  
Resume Writer & LinkedIn Profile Expert  
Ontario, Canada

CAREER QUEST – specialist  
in advanced career...  
University of Waterloo  
See contact info  
See connections (500+)

**Up to 220 characters...make them COUNT!**

11

## A great Headline...



Financial Controller ♦ 15+ years experience ♦ Specialist in complex multi-site financial operations | M.Fin., MBA

Senior Finance & Accounting Leader – BI, Accounting Systems, Project Management. CPA, CGA, Wharton MBA

Acquisition CFO at ABC Inc. | Strategic Finance Executive - Technology & Semiconductor space | Global experience

12

## A great Summary...



- 2000 characters (customize, don't copy resume)
- Make it personal, conversational (1<sup>st</sup> person) but still professional...sound distinct, avoid clichés
- Short “chunks” of content (avoid long paragraphs)
- Link to videos, rich media, websites, etc.
- Pack with keywords

13

## A great Summary...



### Open with a strong statement...grab attention

I am a Senior Financial Analyst with 14 years experience working with Fortune 100 technology leaders. I hold my CPA, CGA designation and have recently completed an MBA at the Schulich School of Business.

### Remaining content *could* include:

- Where you best fit / Type of role you're after
- Brief career summary / Your current role
- Skills/areas of particular expertise
- What you are known for
- Personal traits/attributes (when you're at your best)
- Where you thrive / your style
- Specific impressive achievements/results

14

I am a CFO with 15+ years working on US/China joint ventures and international finance, and have sophisticated knowledge of US and Chinese tax, accounting, legal, securities, corporate finance, intellectual property and operational issues.

With diverse industry experience, I have played integral parts at the financial helm of companies engaged in enterprise software, Internet, technology, investment banking, US/China JV manufacturing, environmental consulting, and the engineering/construction of power plant facilities.

I am known for developing sound corporate strategy and translating strategy into actionable business and financial plans that propel growth, expansion and diversification. Having managed cross-border transactions in China, Hong Kong, Canada, South Africa, and India, I also have keen negotiating and stakeholder management skills.

With such sound expertise in both the US and Chinese financial landscapes, I offer unique global business and cultural insights that enable me to:

- ◆ Advise and facilitate strong US/China joint ventures, alliances and partnerships
- ◆ Create trusting relationships between multinational partners to ensure JV success and profitability
- ◆ Control JV resources to achieve goals on schedule/within budget, provide transparency, and eliminate surprises

Attributes at the cornerstone of my performance include:

| Analytical ◆ Intuitive ◆ Creative ◆ Collaborative ◆ Efficient ◆ Adaptable ◆ Integrity ◆ Focused ◆ Results Oriented

15

I am a top-tier strategic Finance Executive specializing in the high tech industry.

In my current role as Acquisition CFO with ABC Materials – a \$10B global company specializing in semiconductor circuits, solar modules and high-resolution displays – I am directing the financial deliverables and integration of a \$5B acquisition (delivered ahead of schedule for \$90M recurring savings).

| Although I am skilled across the full spectrum of financial leadership, I am particularly strong in:

◆ FINANCIAL PLANNING & ANALYSIS:

9+years full FP&A leadership experience supporting business restructuring, fending off predatory investors, large customer settlements, business segment rationalization and other key strategic initiatives

◆ MERGERS & ACQUISITIONS:

Provided valuation, due diligence financials, and led the integration of both domestic and international acquisitions valued from \$19M to \$5B

◆ START-UP BUSINESS VENTURES:

Provided the financial leadership that has helped launch new corporate ventures both domestically and internationally, establishing solid infrastructures, maximizing cash flow, and managing portfolio decision support, venture investment analysis, and external financial reporting

◆ LEADERSHIP:

Built, managed, mentored, and motivated domestic and cross-functional international teams as large as 130. Known as a skilled situational leader who inspires excellence and focuses teams on the path ahead

I am known as a trusted strategic partner who thrives on providing the strategies, solutions, efficiencies, analytics, and counsel that supports dynamic growth and helps companies capitalize on opportunities.

CONTACT ME:  
myname123@gmail.com

16





- Top 10 Google results = your digital identity right now
- Add strong content and build social connections
- Share diverse, dynamic & relevant content:
  - Traditional: websites, personal profiles, articles, blog and guest blog posts, etc.
  - Real-time: status updates (LinkedIn, twitter, facebook)
  - Dynamic: photos, videos, YouTube, SlideShare
- Purchase your domain name (yourname.com)
- Link your profiles together

17

## Social Media...



- Companies are tweeting job openings (esp F500)
- Use a professional user name, build a strong and unique twitter bio (160 characters)
- Look up company profiles
- Follow companies, recruiters, movers & shakers

18

## Social Media...



Travis Kalanick

"Looking 4 entrepreneurial product mgr/biz-dev killer 4 a location based service.. pre-launch, BIG equity, big peeps involved--ANY TIPS??"



Ryan Graves

"Here's a tip. email me :),"

# Uber

19


## Social Media...





- Create a video bio – post on LinkedIn, etc.
- Create your own YouTube channel
- Create informational videos to establish your expertise/interest in a topic or solution
- Distribute through your other social media channels
- Max 2 minutes

20

## Tools to help...

 Dashboard. Post status to multiple sites, schedule tweets, etc.

 Create your own website – SO easy!

 Track and improve your search results

21

## Video interviewing...

- It's a given now
- Could be informal:
  - Live 2-way (Skype, Zoom)
- Could be formal integrated interviewing software:
  - 1-way recorded, live 2-way, transcribed, maybe use AI



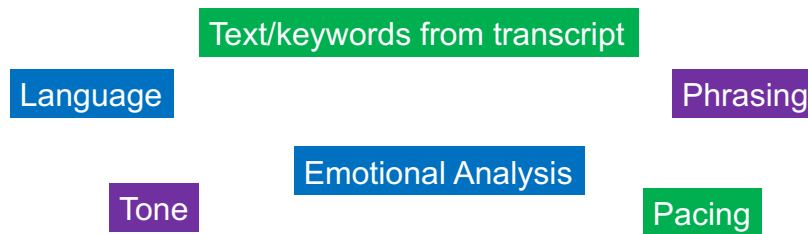




22

## Cognitive AI assessment...

- IBM Watson NLU (natural language understanding)
- Recruiter enters criteria they're looking for
- Runs through natural language and ML algorithm
- Output "score"



23

## Remember...

***Video interviewing is like any other interview, except...***

1. Your answers have time limits (30 seconds to 2 minutes) – try to fill the length provided
2. You sometimes get multiple tries
3. You're alone in a room talking to a camera lens
4. Its obviously harder to establish "rapport", ***so your video presence has to be dynamic***

24

## Be camera ready...

- You are Actor, Director and Producer
- Your goal: be as polished and dynamic as you would be in person (you at your best)
- Check your tech
- Prepare your video stage – background, lighting, distractions, etc.
- Frame your head and shoulders on the screen
- Sit tall
- Solid colors work best (avoid busy patterns, distracting jewelry)
- Camera at eye level (or slightly above)
- Maintain eye contact (talk to the camera lens)
- SMILE! - comfortable, confident, personable, professional

25

## Final thoughts...

- Accept that times are different and adapt your strategy accordingly...be positive, be patient, be creative
- Take a *deliberate* and *strategic* approach to building your brand better
- Get visible to the people you want to attract
- Become a virtual pro...connecting and video interviews
- Be distinct, be consistent, be memorable, and articulate your value to your target audience

26