***Beating the Competition in the Summertime(or anytime)***

**THE SUMMER MARKET**

**SLOW, or is it?**

**Ads are down ---** why? Not enough people read em…..any ad that is running is an ad for someone in extreme pain…..hot, hot, hot!!!!....except for the consulting companies trolling for the fall market.

**Shark Fin on the surface ---** lurking below the water line is 95% of your market in the summer on a full time basis……you just don’t see it coming or moving beneath you

**False Negative for full time**……..VACATIONS slow the process, not the openings……..self-fulfilling prophecy for most….slow market believe leads to no job opportunities….time to compete with fewer fish swimming about!!!!!

**True Negative for consulting…**does not mean you stop talking to consulting firms, nor does it mean that their non-response is that you do not fit…it means most companies won’t bring you on unless they are in extreme pain. No one wants to spend consulting $$ when the consultant’s effectiveness is limited by people not around to answer questions.

**Cop an Attitude, Build a Plan, and Execute!!!!!!!**

**THE PLAN**

**Proactive and Reactive, but mostly Proactive**

**Sharpen Your Tools**

**Evaluate Your Targets**

**Assess Your Fit – make adjustments**

**Review your network….reach out to old friends and connections**

**Make Communication, Networking and Interviews Count**

**Use the “BUDDY SYSTEM” for your makeover, your summer plan, and perhaps more**

**Make every “pitch” count……your value, your “ask” and your help to others**

**HAVE A SENSE OF URGENCY SO YOU CAN BEAT THE COMPETION**!!!!!!

**TOOLS**

**Bio, Resume, Diary, Business Card, Social Media Attack** – focus on BIO, get input on RESUME, build your DIARY if you don’t already have one. If you don’t have a card, or a brochure….how are we going to easily find you. If you don’t have a social media attack plan, put one in motion.

**BIO** – 1 page, understandable by those who do not work in our profession

Capabilities (Skills), Attributes (how), Accomplishments, Interests (Targets), Testimonials

**RESUME** – Block and Bullet. Bullets for Accomplishments (stated in company benefit terms) or recognition of accomplishments (stating why you got the award in translatable terms)

**BUSINESS CARD/PERSONAL BROCHURE** – duh!!!!!!! Gotta have it.

**SOCIAL MEDIA ATTACK PLAN**

Linked In, Facebook, Google+, other

Tonight is Linked In Focus – apply the principles to your other social media tools/networks

**SUMMER IS RIPE FOR LINKED IN MAKEOVER**

Just like real estate agents refreshing their listings….you should refresh your profile (WEEKLY)…make “fake” changes if you are happy with it……

**SUMMARY** – your profile needs to be like your professional summary on a resume….attributes, skills, interests…entertaining and essential reading. Essence of what people want, need to know.

**KEYWORDS** – like in a resume, Keywords are important…the ones you want people searching for….tech skills, functional skills, business knowledge and skills.

**CONNECTIONS** – always be connecting, and do it with rules…100%, 80/20%, Open-Networker (this is OK if you believe). Do it with a PACE, a CADENCE that gets your name to your network in good and bad times.

**GROUPS** – join those of sincere interest, and those who are connected to your hiring community. No matter what, mix up joins/drops on a 3 week basis in the summer, and quarterly after that. **PARTICIPATE IN THE GROUPS on a WEEKLY basis…..LIKES, COMMENTS, QUESTIONS, and ISSUES.**

**FOLLOW TARGET COMPANIES** – find them and follow them, even if it makes your feeds “busy”……you just never know, and if your targets know you are following them when they are looking (which their recruiters will figure out)….this is a good thing.

**ASK YOUR NETWORK FOR FEEDBACK ON YOUR PROFILE** – you may or may not get a response from anyone, but give it a try**…..”to my friends and connections on LI, I have made some recent changes to my profile, and I am trying to determine whether or not these changes accurately represent me……please take a look and offer me any thoughts on my profile that you think will be useful……if we have not spoken in a while, feel free to reach out and catch up….thank you for your help……have a wonderful day!”**

**TARGETS AND YOUR FIT**

**For every turkey there is a turkey farm**…….do I know what my farm looks like?

**Target List** – build it in written or electronic form……companies I have an interest in, companies I know have work I can do, companies I worked for in the past…..**Rank em!!!** WHO DO I KNOW AT THESE COMPANIES? Who do I know that knows someone at these companies? Who can I meet if I cannot make a connection? Come on…..make the call, make it now!!!!

**Skills Assessment** – you need to be honest with yourself as to the skills you possess and what the market has been asking for. Do your GAP ANALYSIS……and do the work to get the skills to where you need them to be….this is a process and may change over time as your hierarchy of needs changes……if you need cash and you know COBOL, then COBOL is your near-term friend….embrace it, and then fix it for the future……

**NETWORKING AND INTERVIEWS**

**In the summer, at least 1 Meeting every two weeks if you are working but looking actively.**

**In the summer, at least 1 Network Event every month if you are working but looking actively.**

**In the summer, double your efforts to meet, attend events, and make calls if you are “in transition.” Builds your brand, lands jobs that others are not looking for, and gives you a head start on the fall market when everyone gets back to doing real work.**

**Go over your connections, previous meetings, interviews and see if anyone is worth touching base with again….”reach out and touch someone!”**

**NETWORK EVENTS – your elevator pitch needs to be “rocking”….what you do, how good you are, what are you looking for (the ASK)**

**Compelling, Interesting, Actionable, Memorable**

**What if George Clooney or Angelina Jolie got in your elevator??? How do you make technology sound compelling, interesting, actionable, and memorable?**

**What is the ASK? – interviews, connections, other meaningful help (resume, LI profile, etc)**

**Work it…write it down….get feedback…work it again….this is important!!!!**

**TRY A NETWORK BUDDY – for events, but also for more (resume review, LI review, market assessment, encouragement)**

**Events are a pain in the butt….get a buddy or two, and use each other to help make things happen at network events**

**ONE ON ONE MEETINGS**

**Elevator Pitch is the start**

**Agenda with the ASK**

**Always have your “pay it forward” question….how can I help you**

**Think in terms of an hour, but be prepared to make them ½ hour**

**Coffee, then lunch, perhaps a drink……piggyback on events**

**Always Linked In connection as a goal**

**INTERVIEWS**

**If you get one…..make it count**

**Four point plan – what do they need, how do I address that need, do we agree I address that need, how do we get to an offer?**

**I am happy to expand, time permitting on any of these items with any of you who has an interest. Also, feel free to ask for my documents on Interviewing, Linked In and Resumes. Please contact me at** [**mike.mckeown@intelliberg.com**](mailto:mike.mckeown@intelliberg.com)**, send a Linked In Invitation to** [www.linkedin.com/in/michaeljmckeown](http://www.linkedin.com/in/michaeljmckeown) or call me at 610-656-1382.

**A LITTLE BIT ABOUT INTELLIBERG**

Intelliberg was founded on the premise of taking the best attributes of today’s leading consulting and technology service organizations and molding them into a delivery model that services its core constituents, clients, consultants and community with unparalleled excellence.  
  
Our service values have established a rock solid foundation:  
  
• Do and advise what is right for the client – always without compromise.  
• Create an environment for collaborative winning – transparency and commitment to quality.  
• Getting things done is not enough – delivering the highest quality at the lowest cost possible is our goal.  
• Develop teams and people of unparalleled quality – they provide a strong foundation for success.  
• Enable people’s growth – distinct culture, fun workplace, meritocracy and teamwork.  
• Give back to the community – make the world a better place for all. The consistent feedback we get from our clients and employees is that Intelliberg cares about doing the right things and it excels at what it does.  
  
We are passionate about Intelliberg, and it shows in all that we do.  
  
If you are working in the PROPERTY & CASUALTY INSURANCE space, talk to us....we are experts in the industry and are technology partners with ONESHIELD, a leading software provider to this community!  
  
If you are looking for a 3X PRODUCTIVITY ADVANTAGE OVER YOUR CURRENT RESOURCES, we should be talking about how we can do that for you. Our Java, .Net and Mobility experts can help your team quickly and effectively solve your technical challenges and address the needs of your business.  
  
Personally and professionally, in addition to bringing the talents of my Intelliberg team to solve customer problems, I love helping people in finding the work that they like to do, and have assisted many people in improving their resumes, interviewing and networking skills.   
  
Whether you or your organization needs assistance, I am happy to serve you. Let's talk and see what Intelliberg and I can do for you!

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