

# Out With the Old, In With the New

How job search strategies are changing and how to motivate your claimants to their next job!

John Wedl, President WEDL Placement Services



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## Objectives:

- 1. Understanding how company hiring practices have evolved over the past 25 years and where they are headed.
- 2. Motivating claimants!  
RTW, it starts with you!
- 3. New trends and tools in job search.

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## Where are the jobs? "MANUAL ERA"



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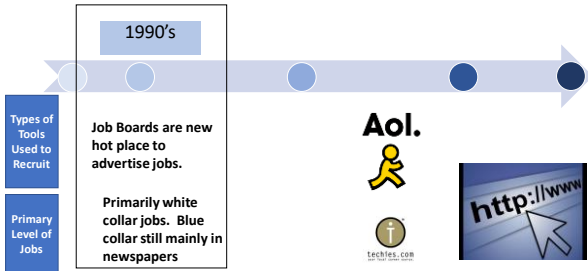
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Where are the jobs? "INTERNET ERA"




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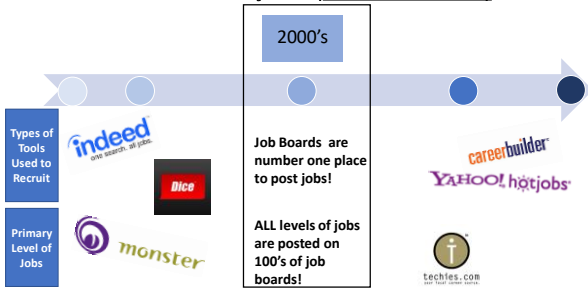
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Where are the jobs? ("INTERNET ERA")




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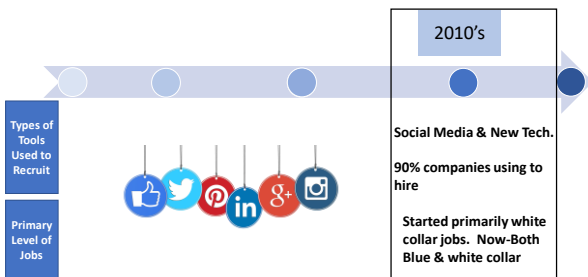
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Where are the Jobs? "DIGITAL ERA"




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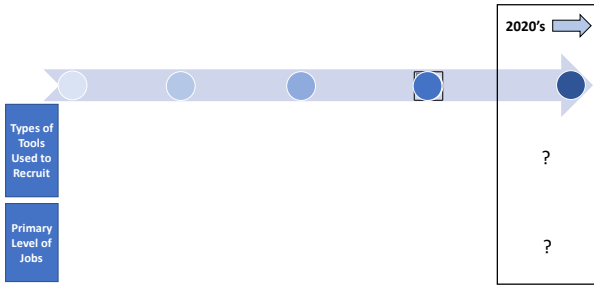
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### Where are the Jobs?



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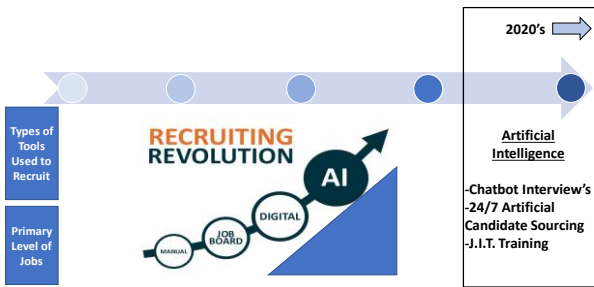
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### Where are the Jobs?



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### Job Search is Getting more Complicated!



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### Job Search and Social Media

- Employers looking to target female candidates use Facebook and Pinterest -Jobcast.
- For recruiters looking to hire millennials-Twitter and Instagram are the leading tools.
- Companies hiring blue collar candidates use Facebook feed. Inc. Magazine
- 73% of Millennials found their last job through social media -Aberdeen Group.
- 95% of companies are using social media for recruiting-Capterra.




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### Basics: How to use Social Media for job search

- Choose three to start with (LinkedIn, Facebook, Twitter, Instagram, Pinterest)
- Make basic profile page: Good picture, updated employment history and skills, and sign up to follow companies in the areas your are interested in.
- Engage with the tools often, Always be adding new companies to follow that you want to work for and always use when preparing for interviews.
  - Or just know that you have increased your exposure and made it easier for companies to find you and for you to hear of job postings.

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### Remember.....

- Less than 20% of all jobs are posted on job boards.
- 75% of applicants are unqualified.
- Less than 10% of job seekers find their jobs on job boards.




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Objectives:

- 2. Motivating claimants:  
RTW, it starts with you!

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MO·TI·VA·TION:

“The reason or reasons one has for acting or behaving in a particular way.”

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Claimant Expectations



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LEAD AND INSPIRE!



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How do we lead and inspire if we feel like this



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For the first time in modern history, our workforce consists of four separate generations working side by side

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### Same Claimants – Different Times



**Baby Boomers**  
Born 1945-65



**Gen X-Born**  
Born 1966-80



**Millennials-**  
Born 1981-96



**Gen Z- Born**  
1997-2012

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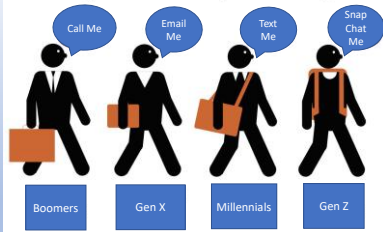
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Our four generation workforce provides challenges



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CON·FI·DENCE

“The feeling or belief that one can rely on someone or something; firm trust.”

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Tips on How to Lead and Inspire

- Don't show them or tell them. **TEACH THEM** Something!
  - Success Stories of others claimants RTW
- Find “sellable” skills in their past that are very usable today
  - Tell them they have a good story to tell and teach them about what's hot
- Help them find their **VALUE!**

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Don't try your best!

~~Try~~

~~Hope~~

~~Wish~~



Do

Know

Ensure

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What's your passion?  
(Do you know your Claimants?)



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Objectives:

- 3. New trends and tools in job search.

**There's an App for that!**

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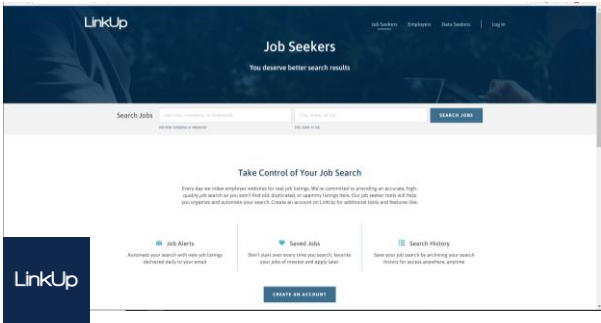
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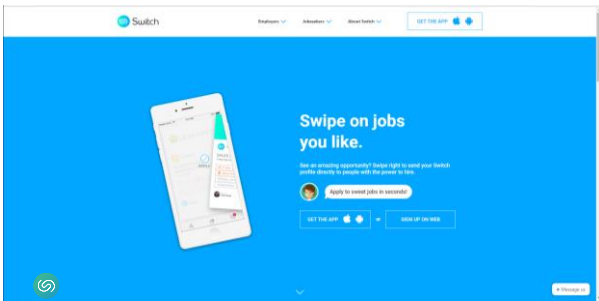
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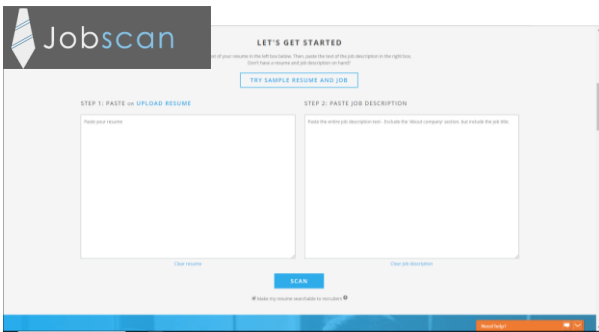
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### REACTICE VS. PROACTIVE JOB SEARCH

• **REACTIVE Activities**

- Job Boards
- Newspapers
- LinkedIn (As Job Board)
- "Ineffective" Networking

• **PROACTIVE Activities**

- "Effective" Networking
- LinkedIn (As Database of Contacts)
- Direct Employer Contact
- Social Media (Increase your exposure)

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### Quick Review

- Technology is changing job search everyday!
- Lead and Inspire –everyone!
- Don't try –Do
- Don't show--Teach

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