

Standing Out in Your Career



KEY WORDS

Expertise, Branding, Transformation, Content,
Influencing, Stand-out, Hidden Job Market,
Target Audience, Networking, Value

CHALLENGES

Crowded, Algorithms,
Targeted Messaging, Timing, Consistency,
Frequency, Writing Skills, Recognition

AGENDA

5 mins-INTRODUCTION

20 mins-VALUE PROPOSITION, PROFILE

10 mins-NETWORKING

30 mins-INFLUENTIAL POSTING

10 mins-POSTING FORMATS & TOOLS

15 mins-Q & A



Articulating Your Value

Strategically Networking

Influencing & Branding



VALUE PROPOSITION

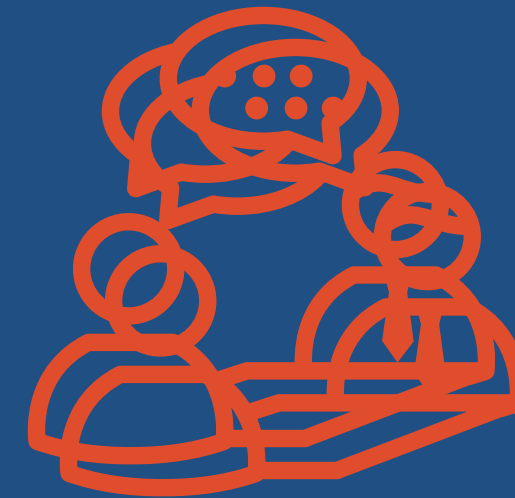
WHERE DOES "VALUE" SHOW UP?



Resume
& Profile



Networking
REFERRALS
and Resources



Successful
Interviews



Stay in touch
Content

OUTCOMES

When you
promote your value
and impact...



Business communication skills



Career advancement-faster



Abundant opportunities-faster



Higher compensation-faster



Value Proposition Positioning

EXPERIENCE...

Highly motivated individual with strong problem-solving skills. 6+ years of research experience in interdisciplinary fields including cancer biosensor development, pharmaceutical sciences, and biomedical sciences.

VALUE...

During 6+ years as an accomplished researcher in the fields of cancer biosensor development, pharmaceutical & biomedical sciences, I've contributed to new discoveries and technology developments that resulted in an additional \$5M of research funding.

Strategic Networking



Strategy

1. Preparation toward the goal
2. Strategize conversation
3. Go in as an equal
4. Project your leadership
5. Ask for what you need (intro, referral, resource)
6. Reciprocate





Influencing & Branding



What Works:

Expertise

Research/stories

Consistency/timing

Speak to your Audience

Native Content

Follow/bell

Comments

schedule/Buffer





Standing Out Outreach vs. Posting



What to Post

Posting Formats

Engagement

Repurposing Content



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Connect with me!

Website

Career Tools