START SELLING YOUR VALUE PROPOSTION

-Penny Pearl,
Career Strategist

Penny Pearl

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Career Tools
https://2actify.com/tools-library/

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Strategic Career Networking

Today's Goals

Mindset: Networking vs. Applying Online

Elements for an eye-catching LinkedIn Profile

Sharing Expertise, Value, & Communicating

Tools that help you Stand Out

Q & A

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CHALLENGES

Standing Out in Your Network

Clear Messaging

Value Proposition

Interview Success

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How to Stand Out

1. **Define Your Audience**

2. **Defining Your Expertise**

3. **Describe Your Impact**

4. **Show up Like You Believe in Yourself!**

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Communication

" Did my latest interview yesterday. .. I think it went well. My responses are more disciplined and better than ever. I know my materials so well, I was able to incorporate different pieces to highlight my intelligence, value, and experience in ways I haven't before.

It was one of those AHA moments. Being able to weave what I saw as the relevant details in real time wasn't something I realized I was capable of in this context!"

Eye-Catching LinkedIn Profile

1. Tag Card Image, Background Billboard

2. Headline & About Section

3. Build Connections & Recommendations

4. Posts & Engagements

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HEADLINE EXAMPLES

BEFORE

Sr Biomedical Informatics Data Scientist @ Stanford Health Care
Master's in Statistics | AI for Healthcare | ML Engineer

AFTER

Biomedical Informatics Data Scientist Leader with Proven Statistical Models Impacting Growth | Consultant & Training that Drives Cost Reductionsi n Healthcare Claim Costs | ML Engineer | Masters - Statistics | AI Expertise 223

Clinical Laboratory Scientist Delivering Operational, Process Improvements & Innovative Technology Solutions for Accuracy in Healthcare Advancements & Transformation 165

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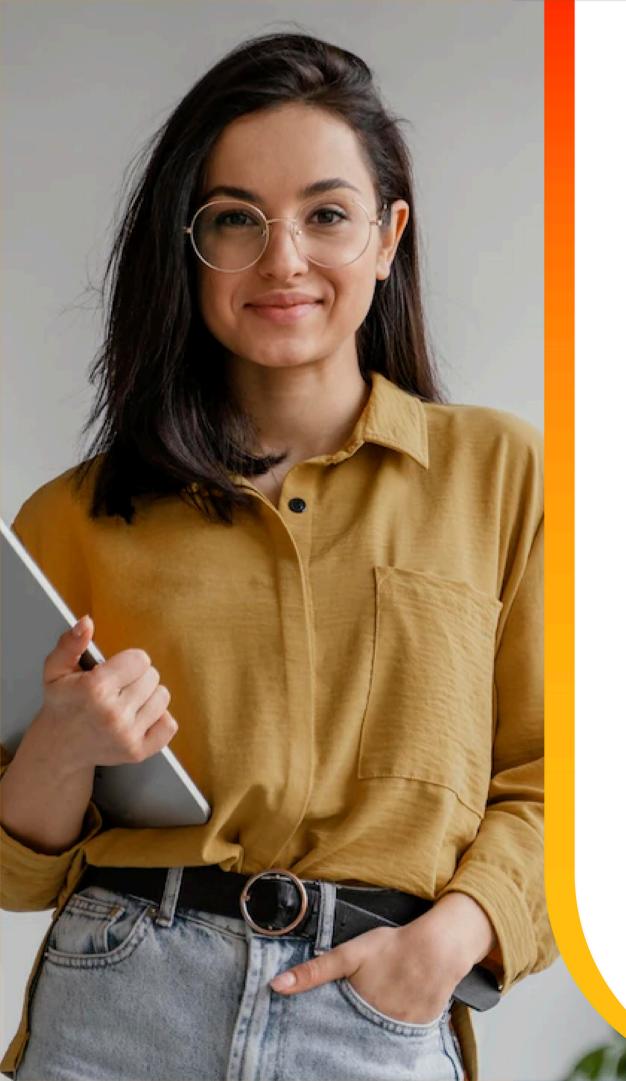
TOOLS

2ACTIFY TOOLS LIBRARY

CANVA

CALENDLY

LOOM

AI

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DEVELOPING A
SUCCESSFUL
CAREER
STRATEGY
STARTS
WITH A
SOLID
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Q & A

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