

**STAND OUT
IN YOUR CAREER SEARCH
WITH A STRATEGY
AND BRAND**



Presented by Penny Pearl



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Connect on LinkedIn

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Career Tools





Career Communication

Value Propositions

Strategic Networking

Online Visibility

Personal Branding

Informational Interviews

Q & A

Actify[™]
Strategic Career Networking



TOOLS

2ACTIFY TOOLS LIBRARY

VALUE PROPOSITION WORKSHEET

CANVA

CALENDLY

BUFFER

LOOM

AI

Career Outreach

Strategic Networking

Navigating Career Conversations

Building Relationships

Standing out in Interviews

Career Communication is Powerful When You Know Your Impact



Strategic Career Communication
Open-ended Questions
Navigate to the End Goal
Time Management
Closing for Next Steps

Client Text, Post Interview

“ Did my latest interview yesterday. ... I think it went well. My responses are more disciplined and better than ever. I knew 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

“connect the dots”

1. Tag Card, Image, Background Billboard
2. Headline & About Section
3. Build Connections & Recommendations
4. Posts & Engagements

HEADLINE EXAMPLES

BEFORE

(225 characters)

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 & Trainer that Drives Claim Cost Reductions in Healthcare Companies | ML Engineer | Masters - Statistics | AI Expertise

Business Value

Translate your years of research, lab work, clinical experience, and scientific rigor to a business impact.

Hiring managers are looking to solve problems, lead teams, communicate insights, and drive results.

Business Value Words

Use “ACTION” words:

Drove, Managed, Delivered, Reduced, Improved,
Managed, Led, Impacted, Converted, Generated,
Transformed...



Value Propositions *worksheet tool review*

Informational Interviews

Intention
Expectations
Research
Open-Ended Questions

Personal Branding & Online Visibility

Resume-Value

Profile -Value

Posts-Value

Networking Conversations-Value

Interview-Value

Stand Out

1. POSITIONING

a. Value and Impact

b. Audience

c. Expertise

2. RELATIONSHIP BUILDING

3. ADD VALUE for their app

Posting

Formats: Text, Images, Links, Polls, Videos

Frequency

Engagement

Repurpose Content

PODCASTS



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VP Worksheet

