Thank you for joining:

How I Found My Dream Job Using LinkedIn

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How I Found My Dream Job Using LinkedIn

Presented by: Brian Washburn, CCAS BA ‘97

January 24, 2012
12 pm – 1pm EST
A Quick Introduction

Brian Washburn

CCAS ‘97
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A Quick Introduction

CCAS ‘97
Dear Mr./Ms. Washburn,

Regarding your application for Director, Organizational Performance & Training, we regret to inform you that after very careful consideration we have decided to proceed with other candidates. These candidates more closely matched the requirements for the position.

Please feel free to apply again if you find a suitable vacancy on our website in the future.

You can also create your own profile to keep track of future opportunities. Once you have defined a specific job search, you can schedule an automatic daily, weekly or monthly update of relevant new vacancies by e-mail.
Hello Brian.

On behalf of Kim Wells, the Center and the SCCA hiring team, we thank you so much for your interest in the Training Manager.

We thank you for your time and effort meeting with us. We have selected another candidate for the position.

We feel this candidate is a stronger match to the level of training experience that will be required to elevate our program here.
Dear Brian,

Thank you for considering Nordstrom as you make your next career decision. We believe our people and our commitment to customer service are what set us apart.

We appreciate your interest in the Director of Instructional Design - Learning and Development position (016986). However, at this time we will be moving forward with other candidates who more closely match the requirements of the position.

Please continue to visit us at careers.nordstrom.com for more information about our Company and current open positions.
Brian,
I want to congratulate you on accepting the Training & Development Manager, Global Programs, contingent on your drug screening and background check. We are looking forward to having you join the organization. You will find your offer letter attached.
Who’s in the Audience?

A. Active Job Seeker (not currently employed)
Who’s in the Audience?

A. Active Job Seeker (not currently employed)
B. Active Job Seeker (though I currently have a job)
Who’s in the Audience?

A. Active Job Seeker (not currently employed)
B. Active Job Seeker (though I currently have a job)
C. Just testing the job seeking waters
Who’s in the Audience?

A. Active Job Seeker (not currently employed)
B. Active Job Seeker (though I currently have a job)
C. Just testing the job seeking waters
D. Happily employed (but it never hurts to learn more)
Social Media Usage

A. I use at least one social media site daily
Social Media Usage

A. I use at least one social media site daily
B. I have accounts and I check in weekly
Social Media Usage

A. I use at least one social media site daily
B. I have accounts and I check in weekly
C. I have an account or two but I’m not very active
Social Media Usage

A. I use at least one social media site daily
B. I have accounts and I check in weekly
C. I have an account or two but I’m not very active
D. I’m more old school and prefer to connect with people in person
LinkedIn “Savvy”

A. I’ve found benefits in using LinkedIn on a daily basis
LinkedIn “Savvy”

A. I’ve found benefits in using LinkedIn on a daily basis

B. I log on to LinkedIn from time to time
LinkedIn “Savvy”

A. I’ve found benefits in using LinkedIn on a daily basis
B. I log on to LinkedIn from time to time
C. I have a LinkedIn account, but I’m not sure what to do with it
LinkedIn “Savvy”

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C. I have a LinkedIn account, but I’m not sure what to do with it
D. I’ve heard of LinkedIn but I don’t get the point
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C. I have a LinkedIn account, but I’m not sure what to do with it
D. I’ve heard of LinkedIn but I don’t get the point
E. What’s LinkedIn?
Today’s Objectives

By the end of this session, you’ll be able to:

1. List at least 3 ways social media such as LinkedIn can be put to use in a job search
Today’s Objectives

By the end of this session, you’ll be able to:

2. List at least 3 ways to supercharge your social media job search strategy through offline efforts
Today’s Objectives

By the end of this session, you’ll be able to:

3. List at least three benefits to maintaining an active LinkedIn profile (and doing other offline activities) even while not actively searching for a job
The Job Hunt: My Story
The Job Hunt: My Story

Mid-2009
The Job Hunt: My Story

Mid-2009
The Job Hunt: My Story

Mid-2009
The Job Hunt: My Story

Mid-2009
The Job Hunt: My Story

Mid-2009
Using LinkedIn

Has anyone on this webinar used LinkedIn as a job searching tool?
Using LinkedIn

Has anyone on this webinar used LinkedIn as a job searching tool?

If so, how has it worked out for you?
Using LinkedIn

Has anyone on this webinar used LinkedIn as a job searching tool?

If so, how has it worked out for you?

Use the Q&A box to respond.
Using LinkedIn: Research
Using LinkedIn: Research
Using LinkedIn: Networking
Using LinkedIn: Networking
Using LinkedIn: Interview Prep

- Technical positions
  - Identify, network and establish a plan to maintain relationships with key candidate communities for short and/or long term opportunities
  - Develop staffing plans in support of annual hiring forecast and diversity goals
  - Manage the full lifecycle recruiting process. Areas of scope include regulatory and company compliance requirements, selection, offer, negotiation and closing

- Pat has 9 recommendations (9 co-workers) including:
  - 3rd James P., Director, Strategic Sourcing, Alaska Airlines, Inc.
  - 2nd Lisa Luchau, Director, On Board Food and Beverage, Alaska Airlines

- Employee Travel Specialist
  - Alaska Airlines
    - Public Company; 5001-10,000 employees; Airlines/Aviation industry
    - 1999 – 2004 (5 years)

- Owner
  - Dove’s Delights Bakery, Burien WA
    - June 1994 – August 1999 (5 years 3 months)
    - Small, community centered bakery and coffee shop.

- Executive Director
  - Big Brothers/Big Sisters of Dutchess County, NY
    - July 1984 – September 1990 (6 years 3 months)

- Education
  - Human Capital Institute
    - HCS-Human Capital Strategist, Human Resources
    - 2009 – 2009

- Syracuse University
  - BA, Psychology, History
Using LinkedIn: Interview Prep

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  - Identify, network and establish a plan to maintain relationships with key candidate communities for short and/or long term opportunities
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**Syracuse University**
- BA, Psychology, History
Using LinkedIn: Interview Prep

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Using LinkedIn: Recommendations

Global Training & Development Manager
SightLife

1 visible recommendation for this position: Edit

"""As the Global Training and Development Manager at SightLife Brian Washburn was asked to lead the design, development and facilitation of an organization-wide training session on diversity. Brian requested that I co-facilitate the training with him and I was excited to accept and have the opportunity to work with such a talented trainer. Brian has facilitated workshops and trainings across the country on diversity and issues of racism. His knowledge of the content, attention to detail and thorough planning approach led to a productive, well executed and successful training. Additionally, Brain was an excellent co-facilitation partner with his openness and inclusive facilitation style. As a result of Brian’s excellent leadership and planning the training was a great success with SightLife participants rating the training a 4.76 out of a possible 5.0. It is easy to see why Brian was named one of Training magazine’s 2011 Top Young Trainers."""" December 8, 2011

1st Brenda Blasingame, Principal, vav amani
was with another company when working with Brian at SightLife

Training Director
National CASA Association

3 visible recommendations for this position, 1 new recommendation for this position: Edit

"Above all, Brian is a master facilitator. His comfort, ease, intelligence, and confidence provide participants with a positive learning environment and optimal training experience. Brian, always well prepared, uses group process to challenge participants and the status quo. The pairing of persistence with compassion, accompanied by his quick wit, Brian makes people feel comfortable, engaged, and safe. Brian is able to move both individuals and groups beyond surface discussions and quick responses to more thought-provoking, solution-based problem solving. He provides sound advice that is often difficult to ignore. He recognizes talents and serves as a mentor to those around him. His decisiveness and action are contagious. I’m fortunate to have worked with Brian on several national projects and hope that we’ll have the opportunity to..."
Using LinkedIn: Other Tools

Jobs You May Be Interested In beta

- Learning & Development Manager Job
  Microsoft - Redmond, WA, US

- Director of Training & Workforce...
  Pioneer Human Services - Greater Seattle Area

- Director, Training and Career...
  Basic Energy Services - Midland, TX

Feedback | See more »
Using LinkedIn: Other Tools
Using LinkedIn: Other Tools

**Train Like A Champion**

There’s Always a First Time  
Intended Audience for this Post: Beginning presenters, trainers or people who were recently asked by a boss (or colleague) to get up in front of people to present something important and need some help organizing their thoughts. Getting in front of people and presenting is something that makes a lot of people nervous. In 2001, [...]  

Why “Train Like A Champion”?  
It started out as a joke between two colleagues and I in June 2007. I was the “new guy” so I thought I’d show off my wonderfully brilliant sense of humor to break the ice a bit. As we were driving to the training center for the first day of a workshop we’d be facilitating [...]
Using LinkedIn: Other Tools
Beyond LinkedIn

Has anyone combined LinkedIn with offline activities to super-charge your job search or networking efforts?

If so, what have you found to be successful?
Beyond LinkedIn

Has anyone combined LinkedIn with offline activities to super-charge your job search or networking efforts?

If so, what have you found to be successful?

Or what has proven most challenging?
Beyond LinkedIn: Job Leads
Beyond LinkedIn: Job Leads
Beyond LinkedIn: Job Leads
Beyond LinkedIn: Job Leads
Beyond LinkedIn: The Human Touch
Beyond LinkedIn: Preparation
Beyond LinkedIn: Portfolio
Beyond LinkedIn: Portfolio
Beyond LinkedIn: Portfolio
Beyond LinkedIn: Perseverance
Lack of preparation on your part does not constitute an emergency on my part.
Beyond the Urgency

Insert Your Logo Here

Personal Branding
Beyond the Urgency

Getting Involved
Beyond the Urgency

Paying it Forward
Connecting the Dots
Connecting the Dots
Connecting the Dots
Connecting the Dots
Connecting the Dots
Thank You!

Brian Washburn
CCAS ‘97
bpwashburn@gmail.com