Strategic Online Networking to Propel Your Career
Rutgers iJOBS Biomedical and Life Sciences PhDs in Partnership with 2Actify
Career Seeking Challenges

- Time
- Recruiters
- How???
A career search can make you feel that something is wrong with you.
• 2Actify Founder
• Networker
• Certified Career Coach

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Let’s Connect

Penny Pearl

Evelyn Fassett

Rutgers Alum

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What if…

You knew how to find a rewarding career opportunity faster...

And it worked.
iJOBS ONLINE PROFILE WORKSHOP

- Magnetic and Focused Profile
- How to Find A Job through Referrals
Step-by-Step Process

- Collateral: Profile
- Connections: Relationships
- Conversations: Job
Your Magnetic Profile Theme:

- WHAT you do
- HOW you do it
- WHO you do it for
Adjust Three Key Settings

- Notify Your Network
- Make Your Profile Visible
- Get Notified in email
Key Sections

- Tag Card & Headline
- Summary: “About”
- Experience
- Accomplishments
- Recommendations
ABOUT

• First Person

• Easy to Scan Categories

• Describe “Who You Are” & Career Aspirations

• Present Achievements

• Skills using Key Words
Tools for Creating Your Profile
Sign-Up for Actify™

Go to:  http://ijobs.rutgers.edu

Enter Coupon Code:  ijobs-2actifynow
$12/mo.
Career-Seeking Can be a MAZE or Amazing!

- 3 Proven Ways to Get Career Referrals
- How to Reconnect with Professionals in Your Network
- What to Expect from Your Connections

FindtheJobFaster.com
Why Companies Prefer Referred Candidates

• Quality of Hire

• Referrals show more loyalty

• 35-50% of hires are from referrals

• Source: “Talent Knows Talent!” By RolePoint
“The process itself was enjoyable because it was a great way to rekindle relationships I had with coworkers many years ago.” Nate B.
“Leveraging my current network and applying a relationship building strategy…generated amazing activity!” Aliza A.
1) Connect with *Meaningful* Relationships

Grow Your Network to…

“BIG”
2) Conversations
3) Be Intentional

✓ Curious
✓ Equal & Mutual
✓ Offer Referrals
✓ Engagement Tools
Reconnect

Reaching Out

Updates

Shares

Introduction
What to Expect from Your Connections
More Referrals!
3 PROVEN WAYS TO GET JOB REFERRALS WITHOUT HAVING TO ASK

1) MEANINGFUL RELATIONSHIPS—BIG NETWORK!

2) CONVERSATIONS

3) BE INTENTIONAL
Mastermind Networking Academy

✓ Create a Magnetic Profile
✓ Grow Your Referral Network
✓ Get Introductions
✓ Develop Networking Skills
✓ Learn With Peers
What You Get…

• A Magnetic Online Profile
• Your Value Proposition
• A Referral Network
• Successful Interviews
What’s Included…

• COACHING & Collaboration

• 2Actify Online Course

• In-between Q & A

• VIP INDIVIDUAL COACHING
Bonus

How to Prepare for an Introduction to Connections
Academy:
https://2actify.com/2actify-academy/

Code: academy2019
Earn Income Sooner

Q & A