

Catherine Maybrey, PhD CDP
@Cate_Maybrey #nextgenPhD

Reverse Engineer Your Job Search

Half Full or Half Empty?

There are two types of candidates:

Active & Passive

Which one are you?



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I firmly believe that candidate identification is the most critical step in the talent acquisition/recruiting life cycle – you can't build a relationship with, receive a referral from, network with, or hire someone you haven't found in the first place.

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Glen Cathey, SVP Talent Strategy and Innovation at Kforce
@GlenCathey booleanblackbelt.com

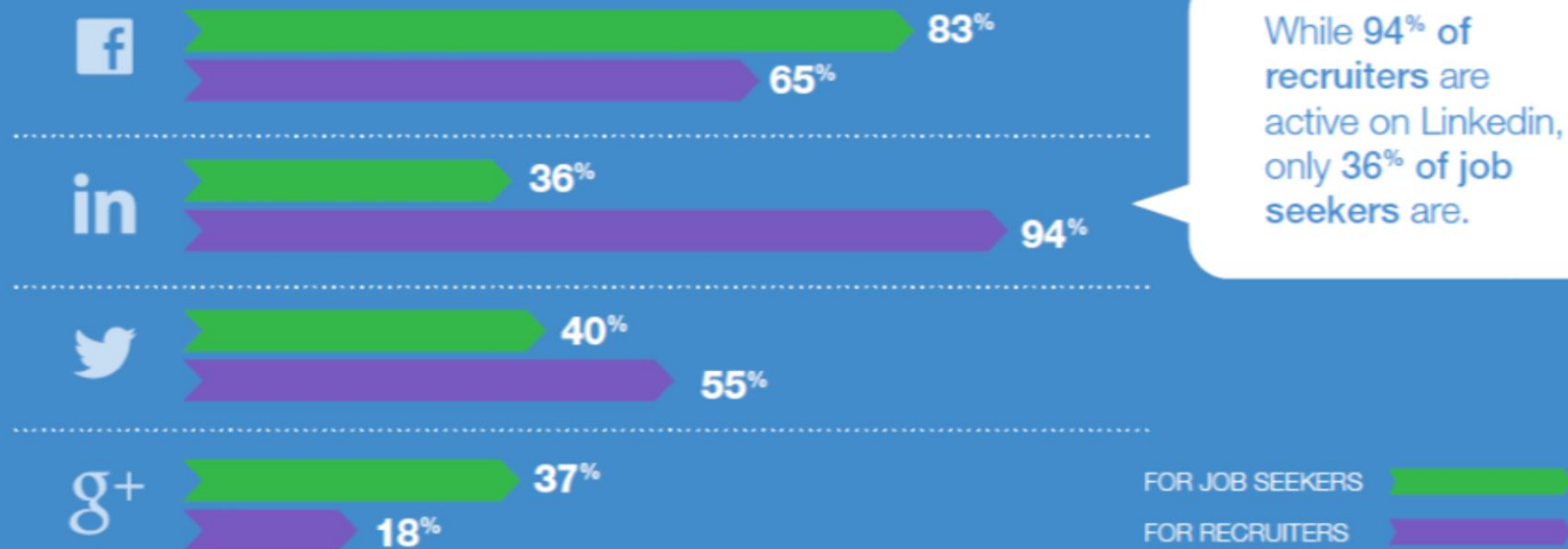
Step 1

Be (Boolean)

searchable

While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

Most popular social networks



Reverse engineer the keywords a recruiter is likely to be hunting for by looking at relevant job adverts and extracting them from the "must have" or "desired candidate profile" section.

Tony Restell, Social-Hire via Experteer

Boolean Search Operators

The Basics

- “” (quotation marks)
- And
- OR
- - (single dash)
- + (plus sign)

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Intermediate

- () parentheses group commands together with priority
- site:whatever.com tells your search engine to search a specific site
- inurl:url/whatever tells your search engine to look for specific terms in the url

Google

site:ca.linkedin.com/pub -dir (engineering AND anthropology) Director -student -professor

Google Search

I'm Feeling Lucky



site:ca.linkedin.com/pub -dir (engineering AND anthropology) Director -student -professor

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Google Search

I'm Feeling Lucky

About 2,320 results (0.63 seconds)

Lynn Stewart | LinkedIn

<https://ca.linkedin.com/pub/lynn-stewart/14/50/456>

Ontario, Canada - Director, Outreach and Community Engagement, Faculty of Engineering at McMaster University

Director, Outreach and Community Engagement, Faculty of **Engineering** at McMaster University. Location ... National Association for the Practice of **Anthropology**.

Leo jansen | LinkedIn

<https://ca.linkedin.com/pub/leo-jansen/18/267/834>

Calgary, Canada Area - Re-activated my company - Atlantic Pacific Engineering Ltd (APE)

Re-activated my company - Atlantic Pacific **Engineering** Ltd (APE). Location: Calgary, Canada ... Sr **Engineer** - **Director** of Atlantic Pacific **Engineering** Ltd ... B.Sc.

Engineering (Mechanical); and B.Sc. **Anthropology**, **Engineering**. 1976 – 1989 ...

Richard Bosman | LinkedIn

<https://ca.linkedin.com/pub/richard-bosman/33/255/54b>

Ottawa, Canada Area - Area Manager at Butler Buildings Canada

Area **Manager** at Butler Buildings Canada ... **Engineering**, **Engineering**,

Anthropology. 1983 – 1990 ... **Director** of Business Development at Legendary events ...

Kathleen Yung | LinkedIn

<https://ca.linkedin.com/pub/kathleen-yung/8/762/74a>

Vancouver, Canada Area - Researcher Coordinator at The Firelight Group

Now with her social science/**anthropology** and **engineering** background, she has a strong interest ... Resulted in being appointed to the Project **Manager** position

Marc Lafleur, PhD | LinkedIn

<https://ca.linkedin.com/pub/marc-lafleur-phd/46/27/401>

Toronto, Ontario, Canada - Head of Medical Anthropology, IC Health / Sr. Resident Anthropologist Idea Couture

Head of Medical **Anthropology**, IC Health / Sr. Resident **Anthropologist** Idea ... practice that includes **anthropologists**, designers, strategists and **engineers**, ...

Results with PhD added to the search terms

Lynn Stewart | LinkedIn

<https://ca.linkedin.com/pub/lynn-stewart/14/50/456>

Ontario, Canada - Director, Outreach and Community Engagement, Faculty of Engineering at McMaster University

Director, Outreach and Community Engagement, Faculty of **Engineering** at McMaster ... **Manager, Engineering** Co-op and Career Services ... **PhD, Anthropology**.

Marc Lafleur, PhD | LinkedIn

<https://ca.linkedin.com/pub/marc-lafleur-phd/46/27/401>

Toronto, Ontario, Canada - Head of Medical Anthropology, IC Health / Sr. Resident Anthropologist Idea Couture

View Marc Lafleur, **PhD's** (Canada) professional profile on LinkedIn. ... **Head of Medical Anthropology**, IC Health / Sr. Resident **Anthropologist** Idea Couture ... practice that includes **anthropologists**, designers, strategists and **engineers**, among ...

Christina Cheung | LinkedIn

<https://ca.linkedin.com/pub/christina-cheung/3b/819/8b8>

Vancouver, British Columbia, Canada - PhD Anthropology at The University of British Columbia

PhD Anthropology at The University of British Columbia. Location: Vancouver, British ... **SW Engineering** Project **Manager** at Apple Inc. San Francisco Bay Area ...

Peter Evans, Ph.D | LinkedIn

<https://ca.linkedin.com/pub/peter-evans-ph-d/56/b61/4b8>

British Columbia, Canada - CEO at Trailmark Systems and Consulting

View Peter Evans, **Ph.D's** (Canada) professional profile on LinkedIn. ... **CEO** at Trailmark Systems and Consulting ... I am a human geographer and **anthropologist** working at the intersection of the burgeoning resource sector and aboriginal communities' Production Electronic **Engineering** Technologist at Quester Tangent ...

James Huffman | LinkedIn

<https://ca.linkedin.com/pub/james-huffman/22/510/862>

Toronto, Canada Area - Owner, Director of Operations at Pavement Solutions Inc.

Owner, **Director** of Operations at Pavement Solutions Inc. ... Pavement **Engineering**; Pavement Rehabilitation; Pavement Management ... **Ph.D., Anthropology**.

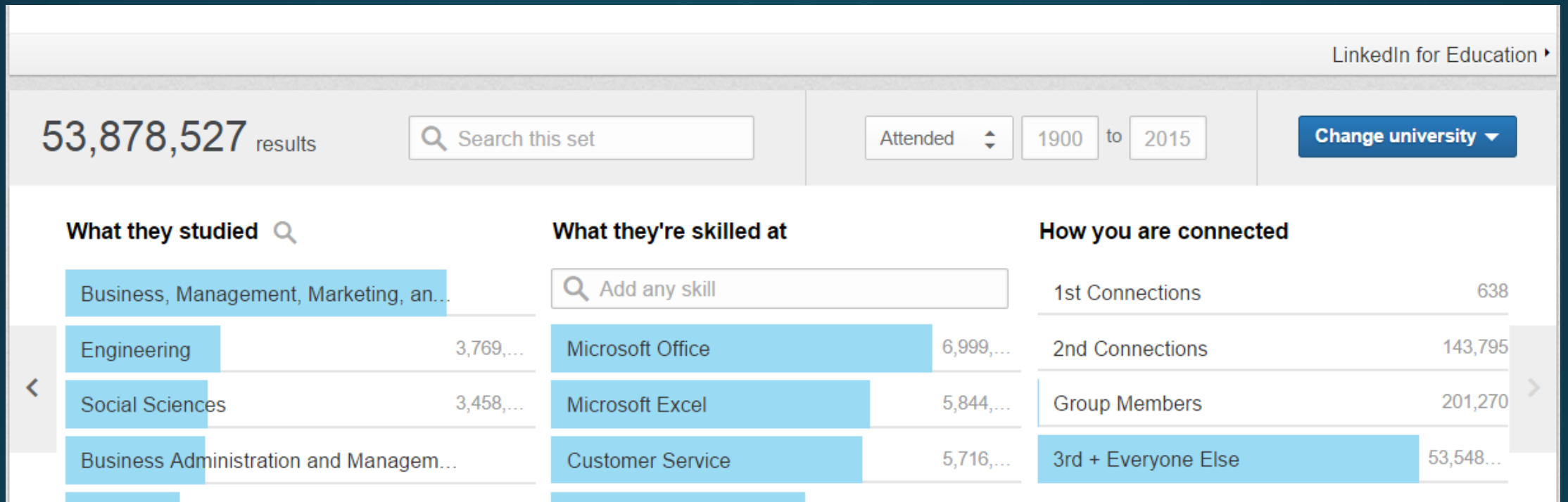
Takeaways

- **Do not bill yourself as a student**
- Read job postings for language and skills
- Use appropriate keywords
- Include location & industry on your profile
- Be consistent across social media platforms (Google+ & Twitter too)
- Consider having a resume file available for downloading



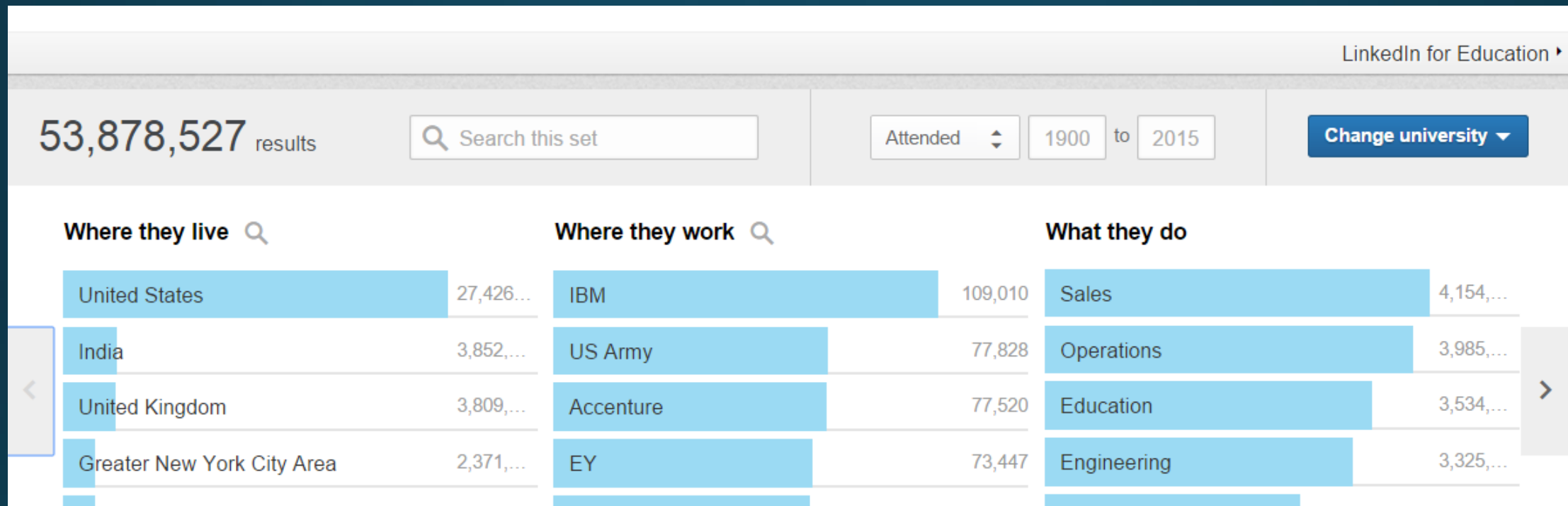
Step 2

Value Your Skills



LinkedIn Alumni Tool Hack

Go to "Find Alumni" and erase everything in the url after "alumni?" replace with "name=university"



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Go to “Find Alumni” and erase everything in the url after “alumni?” replace with “name=university”



Comparing Skills

Skills from Completing a PhD

Communicate
complex ideas

Public
speaking

Writing

Evaluate &
synthesize
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Apply
information in
new situations

Work
independently
& in teams

Risk taking

Learn from
failure

Build on ideas
from successes

Comparing Skills

Skills from Completing a PhD

Communicate complex ideas	Public speaking	Writing
Evaluate & synthesize knowledge	Apply information in new situations	Work independently & in teams
Risk taking	Learn from failure	Build on ideas from successes

Employers' Top 10 Skills

Work in a team structure	Make decisions and solve problems	Communicate verbally with people inside and outside an organization
Plan, organize and prioritize work	Obtain and process information	Analyze quantitative data
Technical knowledge related to the job	Proficiency with computer software programs	Create and/or edit written reports
	Sell and influence others	

The Importance of Skills

- Relevance
- Examples
- Keywords
- Professional Development (Training)
- Experience



[Ask an HR Expert!](#)

Massive Open Online Courses (MOOCs)

The logo for Udemy, featuring the word "udemy" in a lowercase, rounded, green sans-serif font.The logo for edX, featuring the letters "ed" in pink and "x" in blue, with a grey vertical bar behind the "d".The logo for Coursera, featuring the word "coursera" in a lowercase, blue, rounded sans-serif font.The logo for Udacity, featuring a large, stylized orange letter "U".

UDACITY

Combine Training & Application



Free Code Camp

Learn to code & volunteer your new skills to gain experience.

@FreeCodeCamp



Loyola Programs

Volunteering, student groups, community initiatives.

Other

Other Activities

Case competitions, skills-based volunteering, Toastmasters Intl, internships, training programs, student groups...

Key Takeaways

- Don't be afraid of skills gaps
- Take advantage of university programs
- Have an idea? Apply for university funding!
- Use your skills to improve your community

Final Advice

Catherine Maybrey

@Cate_Maybrey

cmcoachingservices@gmail.com

www.cmcoachingservices.com

Employers are looking for people just like you, only they don't know it. If you don't use their language, and possess the skills they want, they won't find you.

Be smart. Do your research. Brush up your skills. Reach out to recruiters and ask for an informational interview, but also make yourself attractive as a passive candidate.