

# The 4 Keys to Land a Better Job, Earn a Promotion, and Get Ahead in Your Career



# Making Moves

Whether you're trying to move forward in your career path, or jump the tracks entirely, you need to set yourself above other candidates and fellow co-workers.

But sometimes, that's easier said than done.

This eBook can help you turn your dreams of a promotion or a better job into reality. It contains practical tips on how to:

- Get noticed
- Participate in intentional, career-building activities
- Set yourself apart
- Build your skills

And ultimately get ahead in your career.



# Expose Yourself!

97.3% [of staffing professionals] said they used LinkedIn as a recruiting tool.

Take it from the horse's mouth: you need to be online to get noticed.

Increasing your visibility online will make you a more desirable candidate, if you use the correct medium...



# Using LinkedIn

LinkedIn is the perfect tool for administrative and professional job seekers, because it offers a platform to showcase your experience, build your network and connect with hiring managers.

## How to use it:

- Keep your profile updated with achievements and skills
- Choose a work-appropriate photo and distinguished career headline
- Display and network publicly with connections
- Share timely/relevant articles within your industry
- Join groups related to your chosen field and participate in online discussions



# Using Facebook

Facebook is also a powerful career development tool that allows you to scope out and network with potential hiring managers and companies (before a formal meeting).

How to use it:

- Choose a work-appropriate profile picture
- Update your current profession
- Create lists (friends vs. co-workers) and manage privacy settings appropriately
- Never post anything derogatory about current/past employers
- Post links/articles that relate to your career and industry

If you're looking for a job, search target employers on Facebook to learn about each company's personality (i.e., how they interact with their followers, customers, reviewers on their page, what they post) and be better prepared for the environment before an interview.



# Use Your Brain!

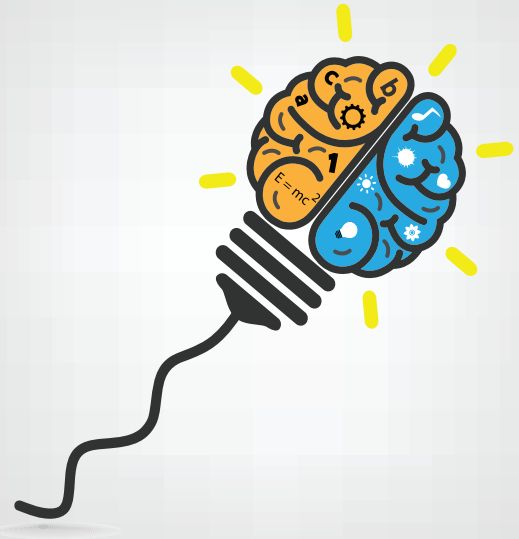
Want to change the way hiring managers think of you?  
Start by changing your own thinking.

Engaging your brain in novel ways makes you smarter – and dramatically influences the way higher-ups perceive you.

Carve out time to learn new things by:

- Cross-training
- Shadowing employees in different departments
- Following thought leaders online
- Attending industry conferences
- Reading industry publications and company literature
- Taking classes to achieve certifications or advance your degree

“Learn everything you can, anytime you can, from anyone you can, there will always come a time when you will be grateful you did.” - Sarah Caldwell, Author



# Find a Mentor

A formal mentoring relationship can expedite your development by giving you opportunities to learn – and apply that learning – more quickly.

A great mentor can:

- Help you assess your strengths and weaknesses
- Assist you in charting a clear career path
- Challenge you to accelerate your learning and career growth
- Facilitate networking
- Act as your personal champion, recommending you for the job or promotion you want

“...in four out of five promotions, those promoted had a mentoring relationship with someone higher in the company who helped spread the good word about them.”



# 4 Bring It On!

Fortune favors the bold. Taking on extra challenges at work sets you apart and increases your visibility. By easing a manager's load or tackling a job nobody else wants, you can demonstrate your hard work and dedication (something outside candidates can't show on their resumes).

Some projects to take on include:

- Contributing to company newsletters
- Volunteering for special projects
- Spearheading department assignments
- Helping co-workers meet deadlines





# Lend a Hand (but not Two!)

Going out of your way to help fellow employees or managers shows initiative, leadership and a willingness to tackle new challenges – all of which are great for your career growth.

Be careful, however, not to overextend yourself. Make sure you effectively manage your time and keep up with your primary responsibilities. If you take on too many special projects, your plan may backfire. And that's not good if you're trying to show how well you perform your job!



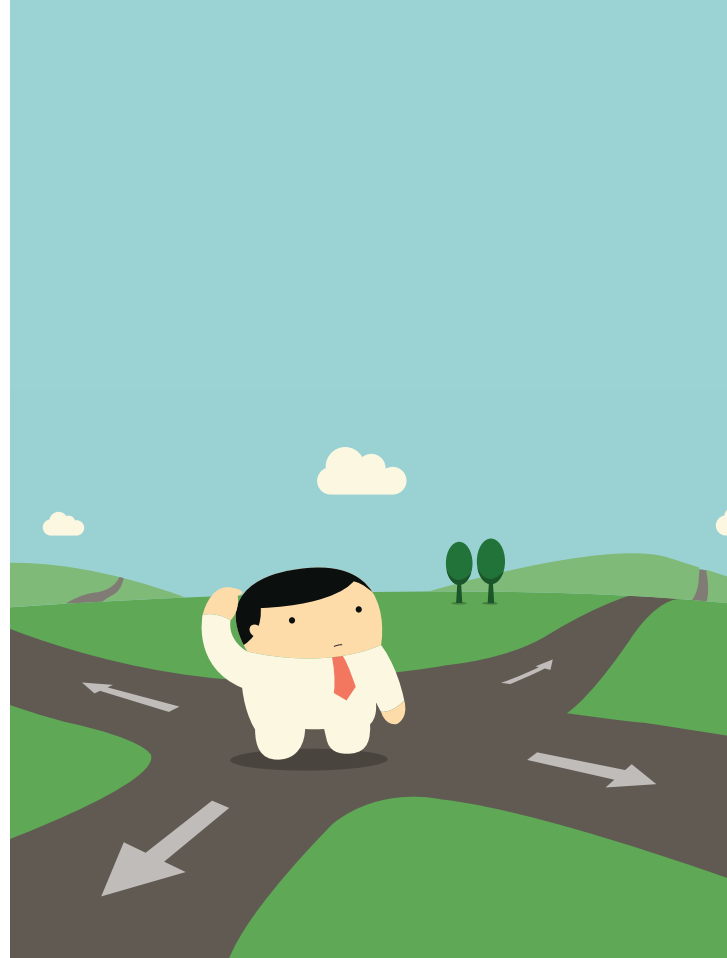
# Don't Go it Alone

Want a partner in your career growth? Consider working with a staffing agency or recruiter. Experts in employment and career management, they can dramatically enhance your efforts.

Here are just a few ways they can help:

- Provide access to unlisted job vacancies
- Offer temporary assignments to build your credentials, skills and experience
- Help you assess your strengths, weaknesses and interests – to position you for career growth
- Allow you to try out different jobs and employers, to see what responsibilities and environments you like best
- Conduct a confidential job search on your behalf, while you continue to work at your current job
- Supply free career training, resume guidance and interview coaching

Best of all? Their services are free!



# Take the First Step

“77% of full-time employed workers are open to or actively looking for new job opportunities.”

Are you one of them?

If so:

***Schedule a meeting to have an honest conversation with your boss.***

Share your desire to grow as an employee, and ask for his help. Use the ideas in this eBook to create a plan for acquiring additional training, assuming new job responsibilities, or finding a mentor.

***Register with a staffing or recruiting firm that specializes in your field.***

You can continue working until a prospective employer expresses an interest in your credentials. And with so many connections, an extensive client network, and a vested interest in your success – a staffing professional is a great friend to have.

Take the first step towards a better job or promotion. Contact us today!

