



DIGITAL JOBHUNTING –
keeping ahead of the job
market game-changers.

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(Keynote, half-day, day or two days workshops)

In a nutshell: Increase your digital literacy on the job hunt. Get a feel for the fundamental changes that are driving the labour markets going digital. Brush-up your **attitude** and **toolset** by experiencing best-practices. Experiment with **customized mobile & digital solutions** for your jobhunting challenges. Prepare most suitable next steps as a digital jobhunter. Keys to your digital jobhunting boot-camp include:

- **Screening:** Most people spend too much time on the digital jobhunt. A clear focus and information aggregation tools (feedly, pulse, HootSuite, etc.) get the web-job-search done in minutes instead of hours. Get beyond digital wheelspinning.
- Curate your **digital fingerprint:** One word: profiling. The success of Twitter offers a lesson or three for jobhunters. But beware: do not confuse digital jobhunting with your digital life – both have a right on their own.
- Learn how **digital matchmaking** changed the recruiting process. The ugly truth: most recruiters google your name, before they even bother reading your cover letter. Manage your first impression. Synchronize your CV and on-line profiles according to guidelines of the E.C.
- **Social media for minimalists** & social life do's and don't's: tab into relevant communities of practice. Show your potential employers that you are 'one of them'. Carefully consider pitfalls and potential of aggressive jobhunting moves.
- **Video:** the next big thing for jobhunters? Prepare yourself for skype job-interviews and consider an application video. If your cover letter would be replaced by a video message to your recruiter: what would you tell in 45 seconds?
- **Online Course Material** for future reference.

The digital world is changing fast – wanna catch-up?
Dr. Joachim Maier (Zollikon) is looking forward to your
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