Synapse Libate & Learn: Boost Your Hireability

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EXECUTIVE LAUNCH

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Visit **Synapse Resources** - a free community platform for innovators to find what they need and share what they have

Make Your Resume Stand Out

- **Know which keywords to include -** Emsi Skills**-** Easy and Free tool to understand how an algorithm screens your resume and pulls key words for a particular job
- **Tell Your Story**- Adjectives don't get you noticed, but **data** does. Show results, share anecdotes rather than cliches/generalizations like "people person" or "fast learner"
- **Emphasize Your Goals & Accomplishments -** Remove the "Objective"
- **How to talk about Life in the Time of COVID -** Ask how a company is managing through COVID and be prepared to share how you've been dealing with it; illustrates a lot about how people have been handling the situation, can demonstrate resilience and character

Find a New Opportunity

- **Navigating the Hiring Process -** Free workbook for job seekers
- **Remote Job Resources -** Emsi Job Dashboard; LinkedIn
- **"Soft" skills are the most in demand right now -** most tech platforms can be (easily) learned but strong interpersonal skills are difficult to teach and highly valued
- **Reach Out -** Great time to connect with people to learn about their work experience, their company, their culture; many people are very responsive on LinkedIn, company emails, etc. and willing to talk
  - Check out 20 Minute Networking Meeting by Nathan Perez for tips to make the most of the time
- **Be realistic about salary expectations** - Industries most impacted by COVID will have lower salaries/hiring freezes
- **Re-Assess What Your "Ideal" Job Might Be -** Match.emsidata.com - Free tool to analyze your skills and education and identify in-demand job opportunities and educational resources needed to fill a gap
- **How to Learn about a Company Culture -** Write down in detail what's most important to you in a culture and take that into account as you're learning about a company (i.e. how a company is supporting a community; define what a "fun" culture means to you, are there opportunities to connect with them)

Empowering and/or Expanding Your Team

- **Compensation is more than Money -** Consider all types of compensation you can realistically offer that adds value and sets your company apart - i.e. equity, meals, educational opportunities
- **Maximize Existing Talents -** Make sure you TRULY know the skills your current employees have and what they love to do. Retaining and empowering current employees is far less expensive than onboarding someone new. Ask your team what they most love to do, would like to learn to do, or what hidden talents they have. Helping them feel heard and fulfilled is very valuable and cost-effective.
- **Write a Realistic Job Post -** Don't ask for *everything* - be mindful about the actual skills, culture, experience and mindset needed (i.e. does the candidate *need* a particular degree? Minimum number of years of experience?)

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