



# Finding a job you love

***“Find a job you love and you will never work a day in your life.”***

**— CONFUCIUS**

**N**o doubt wise words from a wise man, but how do you find such a job? There can be many different routes, but most adopt the principle of networking. It could be offline in the conventional sense, or online through modern social networks. Why not start your search through LinkedIn, where you can do so in many different ways?

## **GET DISCOVERED...**

...like Dan Nye, CEO of LinkedIn, was by the site's founder Reid Hoffman. You never know who may be looking for someone like you, and stumbles upon you - through a search or by chance. Improve your chances of getting a call by not only having a complete, up-to-date profile but also by making it interesting enough for others to get drawn towards you.

No need for a condensed CV here

“ I think the most effective networking on LinkedIn is achieved when posting jobs or looking for one. I hardly have seen job sites so updated and so

full of trusted candidates. What is really great here is the ability to create an extensive CV effectively in the form of your profile, and interested users can filter the same for the desired information. In a normal CV, you tend not to make it too long, deleting certain positions you feel are not very relevant; you don't need to bother about this on LinkedIn — the more the better, ensuring you don't miss out something that may have been important! ”

— **LORENZO SALA, WEB DEVELOPER IN FINECO BANK, ITALY**

## GET DISCOVERED THROUGH PARTICIPATION

Of course, the chances of your getting discovered would be low if you stay inside a hole on LinkedIn. Make yourself visible whenever you can. Again, there is no better place than being active on LinkedIn Answers. This is your chance to make an initial impression.

There are other things you can do: join some groups, attend offline events or be a part of face-to-face events to highlight just a few. The bottomline: be seen on LinkedIn so people can take note of you.

### CONVERSATIONS LEADING TO OPPORTUNITIES

“ I met someone through the LinkedIn Answers section who asked a question regarding a technical topic of interest to me in hardware design. We started conversing via email, and it turned out he was the director of US operations for a European company designing EDA tools in the very area which I am interested in working. I quasi-interviewed via email (including with one of the founders), and now I am awaiting a formal job offer. ”

— **MATT GREEN, HARDWARE ENGINEER, USA (NAME CHANGED)**

## GET REFERRED

If you are open to a change of jobs, it may be a good idea to inform some of your trusted contacts. They could help by referring you to someone who might be able to help, or to

those who they know are looking for someone like you. They will also be alert to anyone running background checks on you. If they know you are looking for a job, their responses could be more measured and thought-through.

## A "LINKED-IN" MARKETING RECRUITER

“ As a marketing headhunter, I am increasingly seeing resumes in MS Word format that contain testimonials about the candidate at the end of the document. Great idea. The most effective testimonials have live links to the Linked-In profiles of those people providing the endorsements. These same testimonials are also embedded into the candidate's LinkedIn profile. For example, the following testimonials were scraped from a resume this morning:

*Mary Zelnick consulted for our company as the Online Merchandising Manager. The skill set and vision she brought to the project from both a business and a technical perspective was outstanding. I would highly recommend her as a consultant or an employee for any company and would very much enjoy working with her again.*

— **JEFFREY WRIGHT, MANAGED MARY AT TARGET.COM**

*Having worked several years for Mary Zelnick at almart.com, I highly recommend and endorse her online merchandising skills. Mary combines solid hands-on experience with sound leadership and coaching abilities — a powerful combination that fosters a productive, enthusiastic, and cohesive team. Communication and integrity are strengths of Mary, and she is constantly striving for optimal solutions.*

— **DON DIMAGELA, REPORTED TO MARY AT WALMART.COM**

*I had a great opportunity when I was working at Synergis: To work with Mary Zelnick. Most of what I learned while at Synergis, I learned from her. Her technical skills, her ultimate customer focus, her great abilities as a manager and total commitment to success. I highly recommend Mary as a very valuable, reliable and trusted advisor in any project or endeavour.*

— **ARTHUR VELINGO, SR. CONSULTANT, SYBASE INC WORKED INDIRECTLY FOR MARY AT SYNERGIS**

By now most HR and marketing professionals know that **LinkedIn testimonials are impossible to manipulate**. All a user can do with an average testimonial is not add it to their profile — they cannot change it. That lends an air of authenticity to Linked-in testimonials, which I love.

If you are not a LinkedIn user, what are you waiting for? Sign up today! And if you are a LinkedIn user, get some testimonials and add them to your resume. Ideally, you should have testimonials for each job you have held.

LinkedIn testimonials will legitimize your claims of functional expertise, and they will help a hiring manager understand exactly where and how and when you have created value in the past.

”

— **HARRY JOINER, PRESIDENT,  
E-COMMERCE RECRUITER.COM, USA**

## GO AND FIND THE EMPLOYER AND JOB YOU WANT

If you have a company, or a few, in mind where you may like to work, but are not sure if they have an opening, it may be a smart idea to look up any LinkedIn users working at these companies. Try and get a conversation going with these people — over email if you have theirs, or by using the 'Introduction' or 'InMail' features. If they have posted any questions or answers, you could join in the conversation there too.

Once you have their attention, there are many ways they can help you:

- On your lucky day, they will tell you about your dream position being available, and guide you to the person to pitch to.
- On most days, they will only be able to direct you to someone who may know. Request them to drop a line of introduction if they can before you contact this person.

- In larger organizations, it may be more useful to find people within the department you are seeking an opening in. If you find such people, you could ask them directly about any vacancies; if you win their confidence, they may even be able to tell you who is about to quit. Move fast if this may be the case.

Actually, it is not only current employees of the target company who may be able to help, but former ones too. They may still be clued in to the who's who in the company, or know how the system works. In fact, you could get quite candid and objective inputs from them. Current employees may not be at a liberty to talk as freely.

### Getting direct and open feedback

“ When applying for jobs or contract work, I have been able to find others in an organization who are ‘friends of friends.’ That avenue wouldn’t have been open to me otherwise because I wouldn’t have emailed dozens of people regularly, asking if they knew someone at XYZ Company. I had approached an association in northern Virginia about a different role and found someone who was a 2nd degree connection, but appeared to be the hiring manager. I contacted him, and while the job was for another area, he was able to share with me that my compensation and experience were not a good match for the role and the reasons why. That kind of direct and open feedback makes the situation a win-win for everyone. While we don’t know each other, you can be sure I will happily help him if I can in the future. ”

— **GEORGE BOUNACOS, COO/Co-FOUNDER,  
CONSUMERHELPWEB.COM, USA**

### Finding overseas opportunities

“ I primarily use LinkedIn for looking passively for my next job opportunity in the US. I am currently based in India and looking to migrate to the US. So I try to get in touch with recruiters who are currently working within my target companies, and who are

open to networking. There are a lot of recruiters out there who are open to finding quality candidates through LinkedIn and are extremely responsive.

LinkedIn provides a single interface to put up my profile as well as REAL recommendations from my current and past colleagues, which gives recruiters some comfort.

Within a period of about three months after creating my LinkedIn account, I had already received six job leads and landed four telephonic interviews with my target companies! This would not have been possible through any of my other channels, including employee referrals in the target organizations! ”

— **ROHIT CHUGH, INDIA (NAME CHANGED)**

## DOWNSIDED? LINKEDIN HELPS FIND ALTERNATIVES

“ LinkedIn is more of an intellectual network than other social media sites. The company I belong to recently had a 20 percent downsizing of the corporate staff (luckily I was not effected); I have been able to spot two positions so far for some co-workers that were let loose during the layoffs. Both were interviewing for jobs when I last heard. ”

— **KURT WELTE, MANAGER, QUALITY ASSURANCE AND DEPLOYMENT, MGA US, LLC, USA**

## Getting industry references for job leads

“ I am at a stage where I am looking at new jobs and LinkedIn has been instrumental in getting me in touch with some people in the industry. I cannot say that I have bagged the job of my dreams as yet, but I am pretty confident it won't be long. ”

— **VANDANA RASTOGI, FASHION INDUSTRY, USA**

## All this comes with some hard work

All this may sound easy in theory, but actually involves a fair deal of work — even if you have the best written profile going around. Unless you are having an unusually good day when only good news is coming your way!

Otherwise, you may need to put in some hard work on LinkedIn. Not necessarily in terms of hours, but in terms of being smart about it. Even two hours a week can go a long way if used right.

- **Your network matters:** The bigger your network of relevant contacts on LinkedIn, the more people you can potentially tap when hunting for a job. And if some of these are heavyweight names, your stock can go up in the eyes of the recruiter and the hiring company. Recruiters may also want to run independent reference checks, so invite those contacts to be a part of your network who can speak about you if called upon to.
- **Be an active participant:** The more you are seen around LinkedIn, the better your chances. This could be on the 'Answers' section, in various groups, on LinkedIn member mailing groups, offline events and more. Mingle around when you can.
- **Recommend and seek recommendations:** Recruiters also make sure they check out recommendations when viewing your profile. Try and get a few from your contacts. Invite them to do so if need be — it is standard practice. And reciprocate when asked to do so yourself. But ensure the recommendations you receive and give are honest, and not friends giving undeserved flattery. It should also not come from someone who barely knows your work — a sensible person will always see through it. And if you have any A-plus talent saying it is willing to work with you and recommend you, that's much of the battle won.

### FACT

Adding 5 connections makes you 3.7x more likely to receive a job offer! (*Source: LinkedIn.com*)

## UNEXPECTED OPPORTUNITIES

“ I have had limited experiences on LinkedIn so far. In one instance though I did get contacted by a headhunter. It was interesting for someone in a location like Brazil, and that too an attorney, to have such an opportunity to come his way as one would have thought it would mostly be for IT professionals. While it is another matter that I was not interested, I did provide some references to other potential candidates. I realized networking can really work here. ”

— **FLAVIO PICCHI, ATTORNEY-AT-LAW,  
PARTNER, POLLI RODRIGUES AND PICCHI LAW FIRM, BRAZIL**

## Finding exciting openings for myself, and others too

“ I have been using LinkedIn to begin charting the course of my next career, one of great promise, excitement and challenges. I am reviewing what prerequisite skills and experience are being asked for to begin getting ready. I have also informed my youngest brother of a job opening in a field he is interested in near his current location. That is something I had not found anywhere else. ”

— **KURT WELTE, MANAGER, QUALITY ASSURANCE AND  
DEPLOYMENT, MGA US, LLC, USA**

## Why looking for a job on LinkedIn makes sense

- **Your boss will not be alerted:** Floating your resume on job sites and boards and amongst recruiters could mean your boss getting alerted of your intent. Simply direct recruiters to your LinkedIn profile, and no one will be the wiser.
- **Get a better deal:** When you get ‘discovered’ by a

recruiter, it is for the latter to sell you the job. The implication? You can always hold out for a better package since you are not the one seemingly on the lookout for a change.

- **Join a new company, settle in quicker:** Before taking up a new position, search for LinkedIn users who work for the same company. Chat them up to develop a greater understanding of the company and its systems, people and culture. Ask more pointed questions from those who are directly related to your work there. Seek introductions when you cannot find the right people. All this will put you in a comfort zone sooner than if you were to start getting a feel of the new workplace only after joining. It will also give you a chance to beat a retreat before you join, should the news not sound good.
- **Run a background check before committing:** As outlined in a later section, LinkedIn is just the place to run background checks on companies and people. Ask users or those they refer you to about what they feel about a company and its work culture before committing to join. Candid opinions from former employees will tell you why they quit, and if it was for the wrong reasons. Heard about people not quitting companies but bosses? Check your prospective bosses out too, and ask around what others have to say about them. Decide if you would like to work under such a person.

## RESEARCHING A COMPANY IN 24 HOURS OR LESS

“ I recently got a call from someone about doing some work for his company. It is a well-known company, but I did not know anyone who works there nor about its work culture.

While I was waiting to arrange an interview time, I visited LinkedIn to do some research. And I was surprised about how effectively some kinds of information can travel.

On LinkedIn I quickly found two testers who work at the

company. The first was three degrees away from me, and works in the same group I was talking to (I will call him Bob). Bob knows someone who knows someone I have swapped email with several times but don't have a close relationship with. Another tester at the company was only two degrees away, and worked in a different group. She is connected to someone I know fairly well, though we are no longer in frequent contact. I sent introductions to both of them on LinkedIn, with requests to wanting to know more about the company. Then I waited for the request to travel down the chain of connections.

I got an email from Bob the following day, and I was on the phone with him less than 24 hours after sending my request. I had a nice chat with him and learned some useful information about the company. I also caught up with my connection who had forwarded my request on to Bob's contact and got a business lead from him as well. My introduction to the person who was only two degrees away has still not been accepted, proving that the number of hops that someone is away in the network isn't the only factor in how hard they are to reach.

Fast forward a few days later. I have a phone interview with the manager, and he says "So you have already talked to Bob." I say, "No, this is the first interview." Wait, I scan my notes and remind myself about Bob. "Oh, yes," I say, "I contacted Bob a few days ago." We continued the interview, and though it was a bit unnerving having my talk with Bob apparently being added to the record of the interview process, at least I had demonstrated solid evidence of my networking skills.

Of course, Bob was right to tell his manager that I had contacted him. And luckily there was nothing I told Bob that I was uncomfortable with his manager hearing. LinkedIn can be a powerful networking tool, but don't underestimate how everyone else will use their own network. ”

— **DANNY R. FAUGHT, TEJAS SOFTWARE CONSULTING, USA**