

Career Sherpa Services

Presentations

Build An Online Reputation of Excellence

In today's competitive work environment, you will need to engage in some healthy self-promotion. It is up to you to manage your reputation on the job and online. Luckily there are tools today to provide you with this marketing power. Learn actionable steps showcase the right stories and create the right digital dirt.

- Learn how to create portfolio of successes at work
- Find out which sites will boost your name to the first page of search results
- Learn which social networks are best for quickly creating an online presence.
- Develop a regimen to keep your online reputation top of mind.

Get More Out Of LinkedIn

LinkedIn isn't just for job seekers! It is an essential tool for business development, career management, personal branding, recruiting, growing your network, keeping in touch, meeting face-to-face, and organizing and extending groups. We'll look at ways to you can maximize LinkedIn to improve your productivity, performance and long-term career strength.

- Learn how to leverage the expertise of others
- Use LinkedIn to fill out your business trip
- Leverage Groups to meet new people and gain fresh ideas
- Ideas to grow and nurture your network

Give Your LinkedIn Profile A Boost

Does your LinkedIn profile convey the right message? There are many ways to improve your profile and give it a WOW impact. These are just some of the many ways to improve the quality of your profile:

- Embed media to tell a visually compelling story
- Add skills & expertise to ensure the right endorsements
- Add projects to call attention to key career highlights

Network Purposefully

Take your networking strategy to a new level or perhaps put a new spin on the way you perceive networking. As a life skill, building relationships becomes one of the most important survival techniques you'll incorporate into your career. This session will focus on:

- How to identify people you should be meeting
- How to build reciprocity into every encounter
- How to maintain and nurture an established network

I Have a Blog...Now What

You've thought about blogging, you may even have a blog...now what? How will you get people to read it? Publishing great content is always important, but gaining exposure is key. We'll look at developing a strategy to gain readership, create a strong community, and build brand awareness.

- Social sharing tools to incorporate into your blog
- How to crowd-source for blog post content
- Learn about helpful resources for staying up to date with current blogging trends

Breakfast of Champions: Social Media & Personal Branding

Ready to dive into the how and why of branding? We'll discuss best practices for using social networking tools like LinkedIn, Facebook, Twitter and Google+ to help disperse brand awareness, attract new employees, customers, cultivate a community of supporters and like-minded thinkers. Not only are you building your company's brand, you are also building valuable skills- all before you head out the door to work!

- Review the 5 most important questions to identify your company's brand and your personal brand.
- Understand how to leverage LinkedIn company pages, groups and personal profiles to recruit, find new business opportunities, keep up with trends and news, and resolve business issues.
- 5 ways Twitter, Facebook and Google+ can help you keep in touch with your customers and attract employees and new business.
- How to manage your time online to get this done on top of your normal workload.

Presentations For HR & Recruiters

Social Recruiting 101

Social recruiting is a common buzz word tossed around today and goes beyond searching LinkedIn for passive candidates. Finding the perfect new employee requires a firm understanding of what the job entails and what a successful candidate looks like. It also requires a strategy for marketing the job opportunity to the right potential candidates and using employee referrals to help spread the word.

- Injecting job postings with employer branding and creating meaningful job descriptions.
- Best practices in implementing employee referral programs that work
- Developing your strategy for sharing job opportunities across social media platforms
- Community building and listening for future prospects.

Mining LinkedIn For Talent

LinkedIn is not a silver bullet, it is a massive resume database if you know what you are looking for. Learn how you can improve recruitment by proactively searching and marketing on this platform.

- Tap into LinkedIn groups to uncover talent
- Strategies to expand your personal network
- Using LinkedIn's Job board (or not)
- Selected case studies of hiring using LinkedIn



About

Hannah Morgan is a Career Strategist advising, speaking and writing on topics impacting the today's workforce: job search skills, career stability through multiple income streams, and using social media to create personal brand awareness.

Hannah writes regularly on job search topics on her site CareerSherpa.net and also writes as a Job Search Navigation Expert on Job.Hunt.org, a featured expert on [US News & World Report's On Careers](#), [HerRochester](#), as well as other media outlets.

Nationally and locally recognized for her expertise, Hannah has been listed by [YouTern's Top 50 Blogs for Young Careerists](#) and The [Daily Muse's 15 Career Experts Not to Miss on Twitter](#). She is a featured blogger on US News and World Report and has appeared in Money magazine, [LifeHacker](#), and interviewed in USA Today.

Additionally, Hannah co-owns a training business, The Career Navigator Program. This 5 day boot camp is for professional level job seekers who are struggling to find employment. Career Navigator is a NY State approved training provider and has runs across the state through workforce development offices.

She co-authored a new book to help entrepreneurs and small business owners market their businesses *Social Networking for Business Success: How To Turn Your Ideas Into Income*.

Hannah is nationally recognized influencer of pro-active job search and is frequently quoted in local and national publications. You can learn more about Hannah on [Career Sherpa](#) and follow her on Twitter [@careersherpa](#), LinkedIn, Google+, and Facebook.

Hannah is a graduate of Ohio Wesleyan University. Her career path began in one of the largest law firms in Washington, DC and has taken twists and turns through Human Resources, Office Administrator for start-up to her most recent experience as a career consultant. During her three years with Lee Hecht Harrison, Hannah discovered her vocation and has spent the past 10+ years guiding new job seekers through the changing job search landscape.

