

**Job Hunting in a Pandemic:**  
A Survival Guide to  
Rejoining the Workforce



HANNA RESOURCE GROUP

July 22, 2020

# Welcome!



**Casey Williams**

*Associate HR Consultant  
Hanna Resource Group*

## **Session 1 (Recorded)**

*The Unemployment Self Check  
Rediscovering WHO you are and WHERE you want to go*

## **Session 2 (Recorded)**

*Drafting an Impactful Resume' in Today's World of Work*

## **Today**

*Overcoming Digital Disappointment:  
Enhancing your Digital Footprint, Creating a Digital  
"Handshake" and Conquering the Challenges of Digital Job  
Hunting*

## **July 29 at 11:00**

*Interviewing in the "New" Normal: Determine Your Plan for  
Landing Interviews and Turning Interviews into Offers*

## **August 5 at 11:00**

*Job Offer Decision-Making:  
Evaluating/Negotiating Offers During Uncertain Times and  
the Importance of Sustaining Your Search*

# INTRODUCTIONS



**Casey Williams**  
*Associate HR Consultant*  
*Hanna Resource Group*



**Ray Davis**  
*Career Transition*  
*Coach*



**John Coffee, IV**  
*Director of Talent*  
*Acquisition*



**Andrea Tyra**  
*HR Coordinator*



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**July 22 at 11:00**

*Overcoming Digital Disappointment:  
Enhancing your Digital Footprint, Creating a Digital  
"Handshake" and Conquering the Challenges of  
Digital Job Hunting*

**Guest Speakers: Amy Glasscock and  
Beth Davisson**



**Amy Glasscock,  
Director of Workforce  
Services, Bluegrass  
Workforce Development Area**



**Beth Davisson,  
Executive Director,  
Ky Chamber  
Workforce Center**

**July 29 at 11:00**

*Interviewing in the "New"  
Normal: Determine Your Plan for  
Landing Interviews and Turning  
Interviews into Offers*

**Guest Speaker: Perry Sholes  
President of Progressive HR  
Strategies, Inc.**



**August 5 at 11:00**

*Job Offer Decision-Making:  
Evaluating/Negotiating Offers During  
Uncertain Times and the Importance  
of Sustaining Your Search*

**Guest Speaker:  
David Baumgartner  
Executive Coach**



**GUEST SPEAKERS**





## **Today's Topic**

*Overcoming Digital Disappointment: Enhancing Your Digital Footprint, Creating a Digital "Handshake" and Conquering the Challenges of Digital Job Hunting*

# WHAT WE'LL COVER TODAY

1

Digital Job  
Hunting and  
Understanding  
Applicant  
Tracking  
Systems

2

Refine Your  
Digital Presence  
and Social  
Media  
Footprint

3

Virtual  
Networking

4

The Art of the  
Follow Up

5

Insights  
from the KY  
Workforce  
Center

6

Jobseeker  
and  
Business  
Services

1

# Digital Job Hunting and Understanding Applicant Tracking Systems



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# The Reality of Digital Applications

- Online Applications are meant to be impersonal
- They are highly objectified
- Give very little insight into how long the position has been open, or where the hiring team is in their selection process (Be aware of formality postings only!)
- Make it difficult to stand out from the crowd
- Do not always make it to a human





## 1

## What is an ATS and How is it Used?



- An Applicant Tracking System (ATS) is used by corporations to assist with recruitment and hiring processes.
  - Each system has a unique combination of features, but it is primarily used to help hiring companies funnel, collect, organize, and filter applicants
- An ATS **CAN** pull very specific keywords to “rate” your application to the job
- An ATS **CANNOT** interpret grammatical errors/meanings and paraphrasing



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1

## What things should I look for when applying in an ATS?



- Prescreening Questions – These can knock you out before you even start!
- Employer Tells – Repetitive listing of detail from the job description and the prescreening questions (Hint: This stuff is important to them!)
- Portability – Can the resume be easily uploaded or reformatted to the ATS?
- Have you CUSTOMIZED your information just for the job?



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# 2

## Refining Your Digital Presence and Social Media



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## What is my digital presence and Why is it Important?

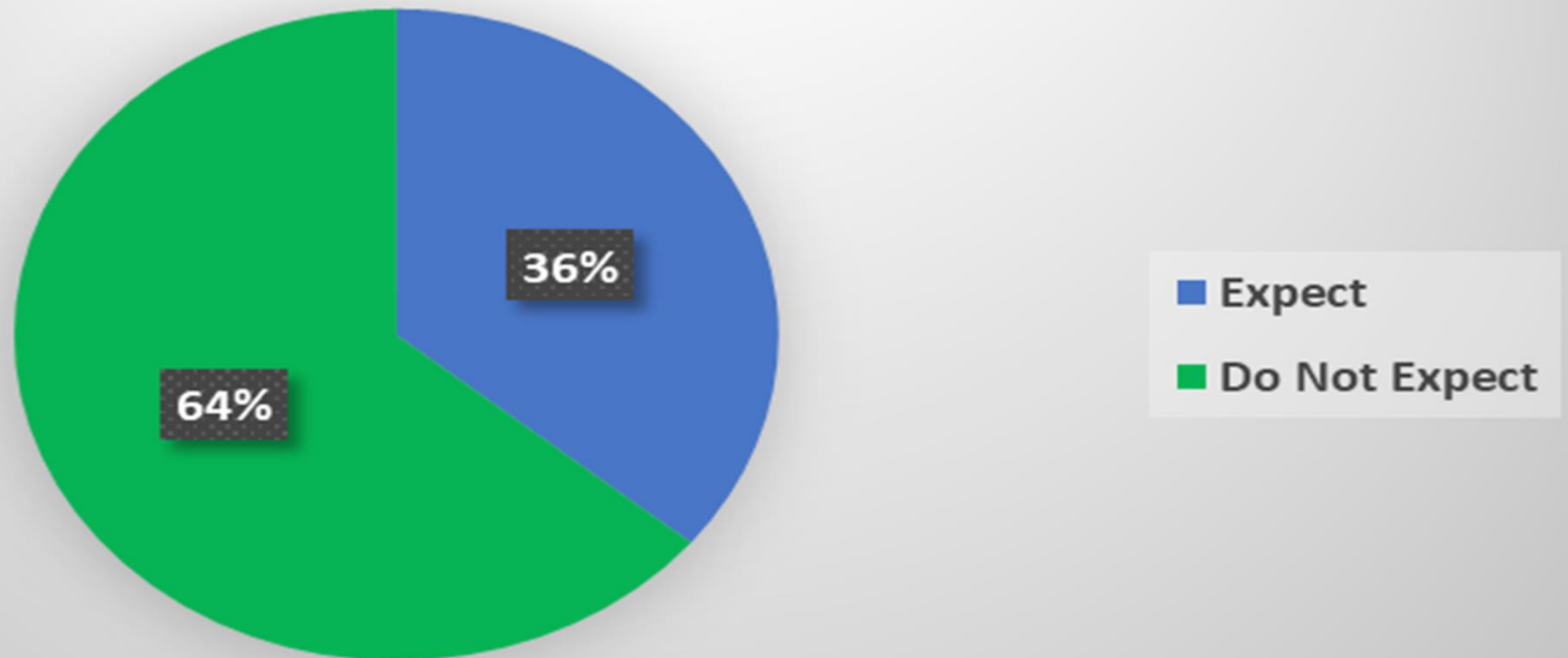
- It is an ***Extension*** of Your Resume and Your Personal Brand
- Your Digital Presence allows employers to get to know you beyond just words on a page – including what you stand for and if it aligns with their company
- It is the **FIRST** thing Recruiters and Hiring Managers will look at if they decide they are interested in your credentials



2

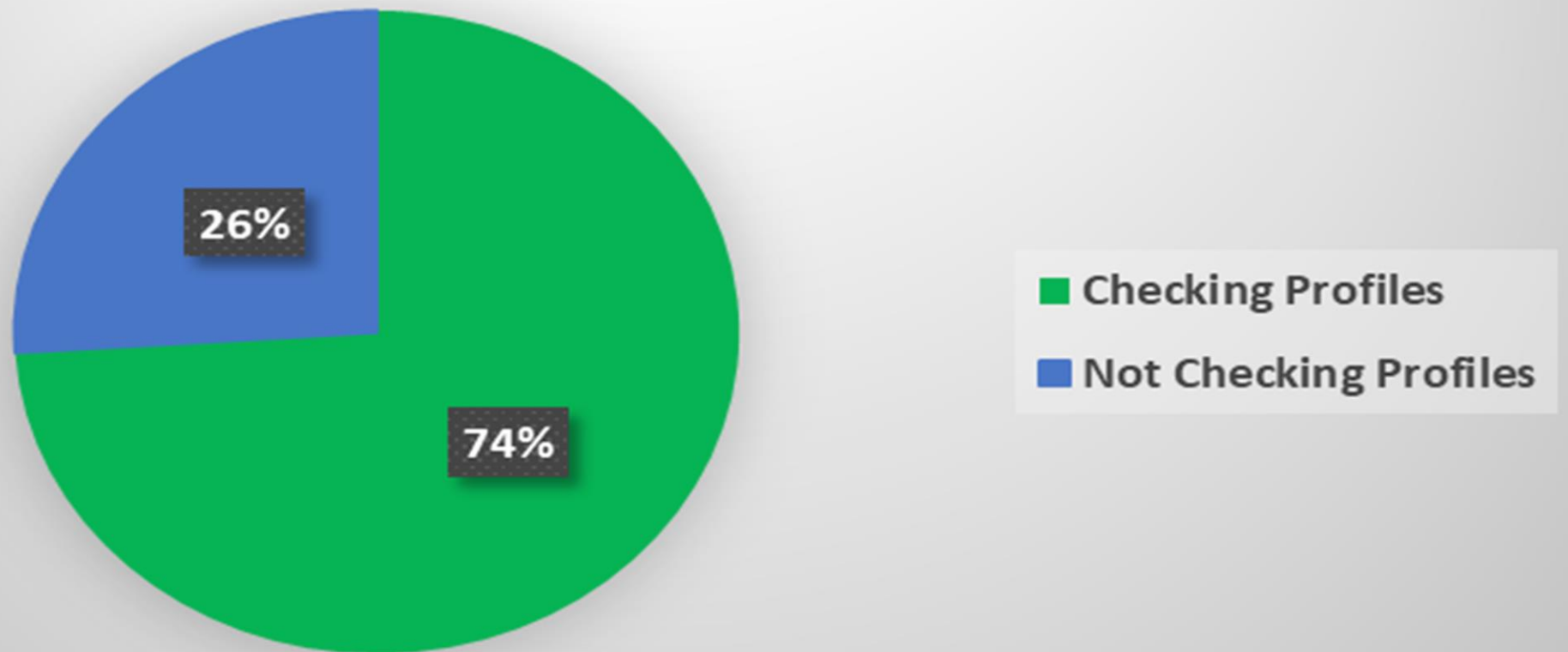
## Social Media Review – How Important is Social Media?

### Candidate Insights: Candidates Expecting A Social Media Review





### Recruiter Insights: Recruiters Who Are Reviewing Social Media



## 2

### Social Media Tips

- Do not assume ANYTHING is private on social media
- Keep your social media posts CLEAN!  
You never know who is reading
  - Don't discuss politics online
- Don't say anything on social media you wouldn't say to someone in person
  - Be consistent across profiles!
- Twitter, Facebook, LinkedIn – An overall perspective
  - If you aren't using it – Lose it!



## 2 LinkedIn - The King of Professional Social Media



- 77% of Recruiters are on LinkedIn
- LinkedIn currently has over 610 million members
- The network has 303 million active monthly users, 40% of which visit the site daily
  - 90 million senior-level influencers and 63 million decision makers use LinkedIn
- 92% of Fortune 500 companies use LinkedIn.
- 57% of companies had a LinkedIn company page in 2013
- LinkedIn is responsible for 80% of B2B leads from social media
- Job Seekers spend up to 30 minutes a day on LinkedIn



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## 2

## LinkedIn – Maximizing How You Use It




- Keep an up to date profile and use a professionally appropriate headshot
  - Update your headline
  - Be engaged!
- Highlight your recent experience and skillset
- Add any professional content and video content that enhances who you are
  - Ask for skills, endorsements and recommendations from trusted colleagues





2

## LinkedIn – Maximizing How You Use It



[Follow](#) [View in Recruiter](#) [More...](#)

Oprah Winfrey

OWN: Oprah Winfrey Network

CEO, Producer, Publisher, Actress and Innovator  
Los Angeles, California · 906,599 followers · [Contact info](#)

### About

Oprah Winfrey is a global media leader, philanthropist, producer and actress.

She has created an unparalleled connection with people around the world, making her one of the most respected and admired people today.

As Chairman and CEO, she's guiding her successful cable network, OWN: Oprah Winfrey Network, and is the founder of O, The Oprah Magazine and Harpo Films. This December, Winfrey will embark on a multi-city speaking tour in Australia and New Zealand, on the heels of her eight-city U.S. arena tour and transformational weekend in 2014.

Winfrey is an Academy Award-nominated actress for her role in "The Color Purple" and earned critical acclaim in "Lee Daniels' The Butler." Most recently, she produced and acted in the Academy Award-winning film "Selma." For 25 years, Winfrey was host of the award-winning talk show "The Oprah Winfrey Show."



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## 2 LinkedIn – Maximizing How You Use It



**Oprah Winfrey**  
CEO, Producer, Publisher, Actress and Innovator

### Featured



**The Oprah Winfrey Leadership Academy Foundation**



**Oprah Presents Landmark TV Event Belief Premiering Sunday, October 18 on OWN**  
Oprah.com

This fall, Oprah Winfrey presents the landmark television event, a week-long ...



### Belief

Oprah Winfrey presents the groundbreaking television event

### Experience



#### Chairman and CEO

OWN: Oprah Winfrey Network

Jan 2011 – Present · 9 yrs 7 mos

OWN has nearly doubled its prime-time viewership since it launched four years ago, and is now available in 82 million homes. On Sunday, October 18 at 8 p.m. ET/PT on OWN will premiere Belief, a seven-part "docuseries" that explores faith and spirituality.



**Launching OWN with Oprah**



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# 2

## LinkedIn – Maximizing How You Use It



**Oprah Winfrey**  
CEO, Producer, Publisher, Actress and Innovator



**Host**  
The Oprah Winfrey Show  
Jan 1986 – Dec 2011 · 26 yrs  
Hosted a nationally syndicated award-winning talk show that aired for 25 seasons.

### Volunteer Experience



**Founder**  
The Oprah Winfrey Leadership Academy Foundation



**Founder**  
Angel Network

### Accomplishments

#### 4 Honors & Awards

1986: Academy Award for Best Supporting Actress: The Color Purple: Nominated • 2011: Jean Hersholt Humanitarian Award • 2013: Presidential Medal of Freedom • 2015: Academy Award for Best Picture: Selma: Nominated

### Interests



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- Online assessments for a job can be used one of two ways – to qualify you further for a role, or to give a representation of your personality
  - The value of pre- assessments and LinkedIn Learning

# Testing



## Top picks for John



RSE

Morning Habits of High Performers

Cris Robinson and 2 other connections like this

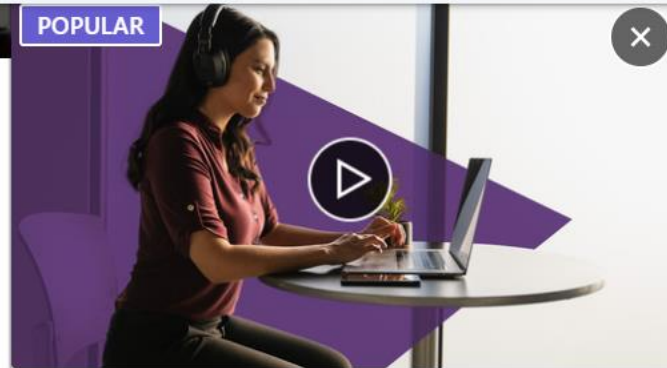


COURSE

Learning LinkedIn Recruiter

By: Oliver Schinkten

POPULAR



COURSE

## Digital Body Language

General · 25m 36s · Feb 10, 2020



Erica Dhawan

Collaboration Keynote Speaker, Founder and CE...

People rely on body language and tone to grasp the real meaning of messages. Without these cues, we misunderstand each other more quickly...



Amy Dawson likes this

Save

Previous Next



COURSE

The Secret: What Great Leaders Know and Do (getAbstract...)

By: getAbstract



COUR

Interview

By: Barba

Previous Next



## 2

## Demystifying Online Assessments

# Testing



## Screen the skills relevant to your hiring needs.

We offer a comprehensive range of testing options — from job knowledge to video interviews — across a variety of roles such as sales, hospitality, customer support, and more.

[Post job](#)[← BACK TO HOMEPAGE](#)[Cognitive & psychometric](#)[Computer skills](#)[Job skills](#)[Language](#)

### Cognitive & psychometric

4 MODULES

#### Attention to detail test

Designed to reduce errors, improve accuracy, and simulate real, on-the-job duties across a range of industries, the attention to detail test evaluates a candidate's ability to quickly and... [View Details](#) >

#### Critical thinking test

The critical thinking test evaluates the job candidate's ability to use basic logic to solve problems and identify solutions. [View Details](#) >

#### Memorization and recall skills

The memory recall test challenges a candidate's visual and verbal memory skills by asking them to play the role of a server in a restaurant. [View Details](#) >

#### Problem solving skills test

The problem solving test will help determine how well a candidate is able to interpret data to make important decisions. Candidates will be asked to analyze different types of ... [View Details](#) >



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3

## The Power of Virtual Networking



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# 3

## Virtual Networking

### Why you should do it, and where to start

- Let people know you are available
- Start with importing your 1<sup>st</sup> connections and build!
- Research the companies you are interested in and follow them
- Ask for an introduction
- Leverage professional groups and alumni associations
- Research decision makers and executives at companies you are interested in
- Network after hours!



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## Plan of attack

- For every 6 hours you spend applying for a job, spend at least 2 hours virtually networking
- Revisit your social media profile as you evolve your presence, this should be an ongoing evolution and will get you in the right habit of keeping it updated!
- Think of your LinkedIn profile as a “Digital” handshake. Use it as a tool in communication across mediums. Get used to saying “I’d love to connect on LinkedIn!” and start adding it to your email signature
- Keep an eye out for digital networking events in your community. (i.e. Rockstart connect, Meetup, virtual job fairs)





# 3

## Virtual Networking



Meetup

Start a new g

### Explore Meetup

Find events hosted by local groups where you can meet new people, try something new, or just do more of what you love.

Get started



business networking



within 25 miles of Lexington, KY

Groups

Calendar

Sort by Best match

Lexington Business to  
Business Network Marketing  
Meetup Group

3 interested >

Business Network of  
Lexington  
372 Creatives



Inventors Network KY -  
Lexington  
471 Inventors & Entrepreneurs



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# 4

## The Art of the Follow Up



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# 4

## The Art of the Follow Up

### Things to think about in virtual communication

- Don't get discouraged if you aren't seeing a reply right away!
- **STOP!** Reread the communication before you send and assure the context is easily discernable.
- Tread carefully when inquiring with a new connection on a job opportunity



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# 4

## The Art of the Follow Up

- First Rule: Provide requested follow up information ASAP if a recruiter asks for it
- Second Rule: Always follow up to inquire on jobs and read the timing on a case by case basis. (Sometimes a week is appropriate, others you know they are looking to make a selection by Wednesday!)
- Third Rule: Always send a thank you note post conversation – You will stand out!

# Never Fail to ***Follow Up***

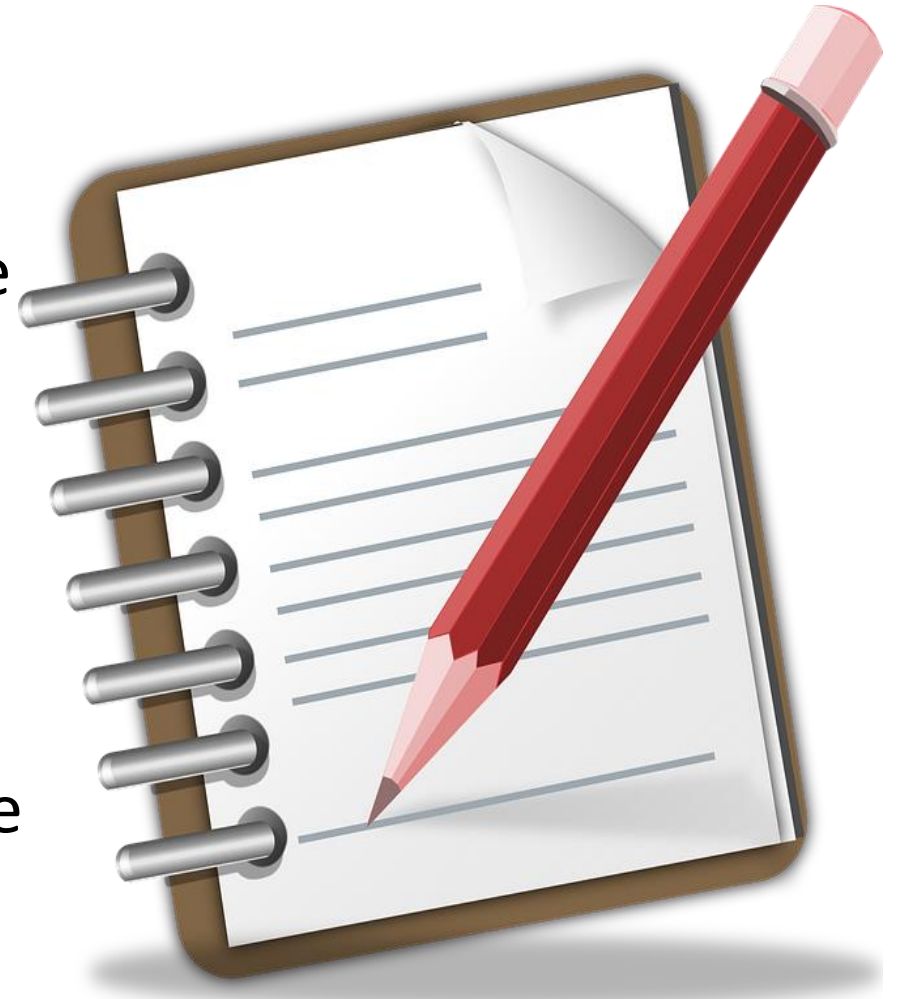


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# 4

## Homework Assignment

1. Make sure your resume format is easily portable and readable for an ATS
2. Customize your wording and assure the keywords are aligned to the digital application
3. Evaluate and strengthen your overall social media presence
4. Create and maximize your LinkedIn profile to use as your “digital handshake”
5. Take relevant pre-assessments
6. Take the steps to start digitally networking NOW
7. Remember to follow up!



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# Kentucky Chamber **WORK***FORCE* CENTER

**SERVING AS THE BUSINESS RESOURCE FOR  
EDUCATION AND WORKFORCE INITIATIVES.**





# COVID-19 and Jobs – Monitoring the U.S. Impact on people and places



- In five states—Hawaii, Kentucky, Michigan, Pennsylvania, and Rhode Island—a quarter or more of the workforce has applied for unemployment benefits.
- Low-wage, part-time, young and minority workers are the most likely to hold vulnerable jobs
- Three-quarters of jobs classified as vulnerable, as of mid-April, paid less than \$40,000.
- Education: Workers without bachelor's degrees are nearly twice as likely to hold vulnerable jobs.
- Race: Minorities are more likely to hold vulnerable jobs, especially in large cities.
- Age: Younger workers are 35 percent more likely to hold vulnerable jobs.
- Gender: Women sustained a majority of the initial job losses

Source: [www.mckinsey.com](http://www.mckinsey.com)



# COVID-19 and The Economic Impact Ahead



- Economists paint bleak picture for coming months.
- The national outlook control scenario (45% probability) and the pessimistic scenario (35% probability) both showed a three-quarter recession that has already started.
- Consumer demand is expected to fall by 32% under control compared to 60% under the pessimistic scenario.
- Overall GDP declines of 8.3% in control compared to 22.9% in pessimistic.
- Manufacturing employment declines of 8.9% under control scenario vs. 21.6% under the pessimistic numbers.

Source: [www.kychamberbottomline.com](http://www.kychamberbottomline.com)





Kentucky Chamber  
**WORKFORCE**  
CENTER

**84%**

OF KENTUCKY  
EMPLOYERS TODAY  
CANNOT FIND  
QUALIFIED  
WORKERS.

**81%**

OF EMPLOYERS PROJECTED  
MODERATE TO HIGH GROWTH  
FOR THEIR ORGANIZATIONS  
IN THE NEXT THREE TO FIVE YEARS.

SOURCE: KYSHRM 2017





# COVID-19: WHO'S HIRING?

## *Connecting Kentucky's Talent Pipeline*



#UniteKyBiz  
#TeamKentucky  
#TogetherKy

As of 7/17/2020,

- Over **32,000** webpage visits,
- Over **6,100** job report downloads from e-news,
- Over **1,130** employers have filled out the job posting survey,
- For a combined total of over **87,400** jobs!





The Kentucky Chamber Workforce Center staff is working with employers looking for talent due to surges working with Kentucky's Workforce and Education Cabinet and Career Centers across the state to identify COVID-19.

**#TeamKentucky #UniteKyBiz #TogetherKy**

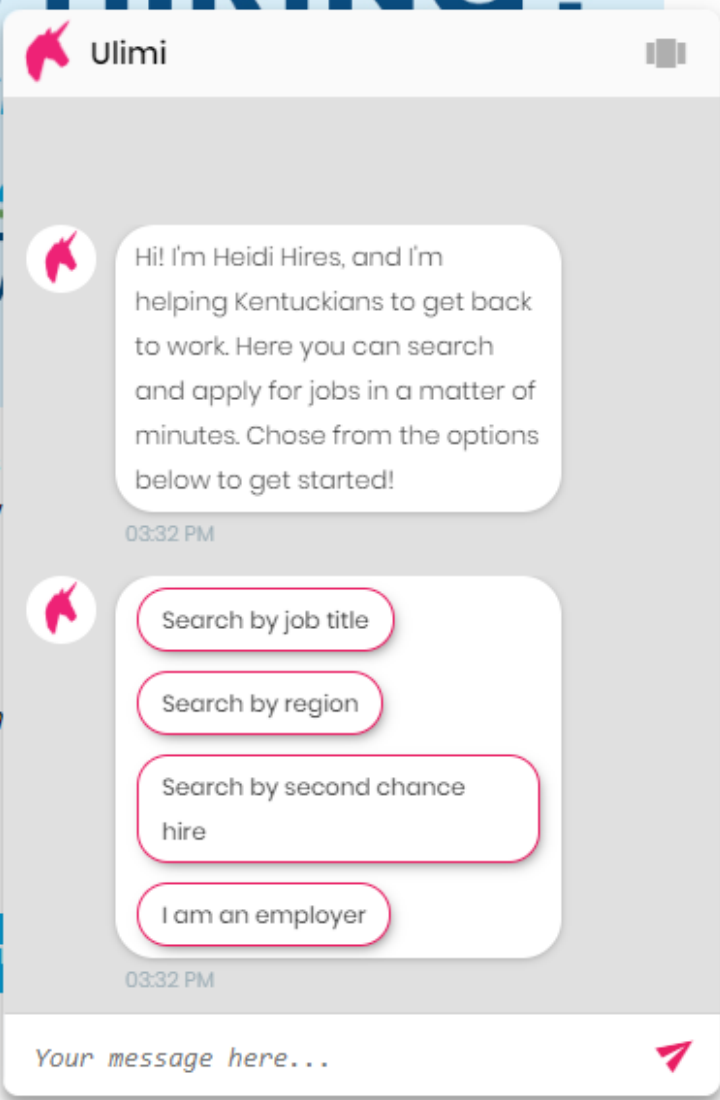
*This effort is a public service and of no costs to the employer or citizen*

**DOWNLOAD THE LATEST WHO'S HIRING REPORT**

**DOWNLOAD THE LATEST FAIR CHANCE WHO'S HIRING REPORT**

**FILL OUT THIS FORM IF YOUR COMPANY IS HIRING**

**KENTUCKY CAREER CENTER RAPID RESPONSE SERVICES**



X



# COVID-19: WHO'S HIRING?

*Fair Chance Hiring Campaign*



Kentucky Chamber

POWERED BY



#UniteKyBiz  
#TeamKentucky  
#TogetherKy

As of 7/17/2020,

- There are over **150** Fair Chance Employers have filled out the job posting survey,
- Which translates to over **3,000** jobs!



# CHECK OUT WHO'S **HIRING**

FAIR CHANCE EMPLOYERS IN KENTUCKY

POWERED BY  **ULIMI**

Our team is working with Kentucky's Workforce and Education Cabinet and Career Centers across the state to identify talent.

*This effort is a public service and of no costs to the employer or citizens of Kentucky.*

FILL OUT THIS FORM IF YOU ARE A FAIR CHANCE EMPLOYER

DOWNLOAD THE LATEST FAIR CHANCE WHO'S HIRING REPORT

NORTHEAST REGION

NORTHWEST REGION

SOUTHEAST REGION

SOUTHWEST REGION



Ulimi



Hi! I'm Heidi Hires, and I'm helping Kentuckians to get back to work. Here you can search and apply for jobs in a matter of minutes. Chose from the options below to get started!

12:36 PM



Search by job title

Search by region

Search by second chance hire

I am an employer

12:36 PM

Your message here...





Contact us at [workforcecenter@kychamber.com](mailto:workforcecenter@kychamber.com) or at 502-848-8732.



**Kentucky Chamber Workforce Center**



**@KyWorkforce**



**Kentucky Chamber Workforce Center**



**[workforcecenter@kychamber.com](mailto:workforcecenter@kychamber.com)**





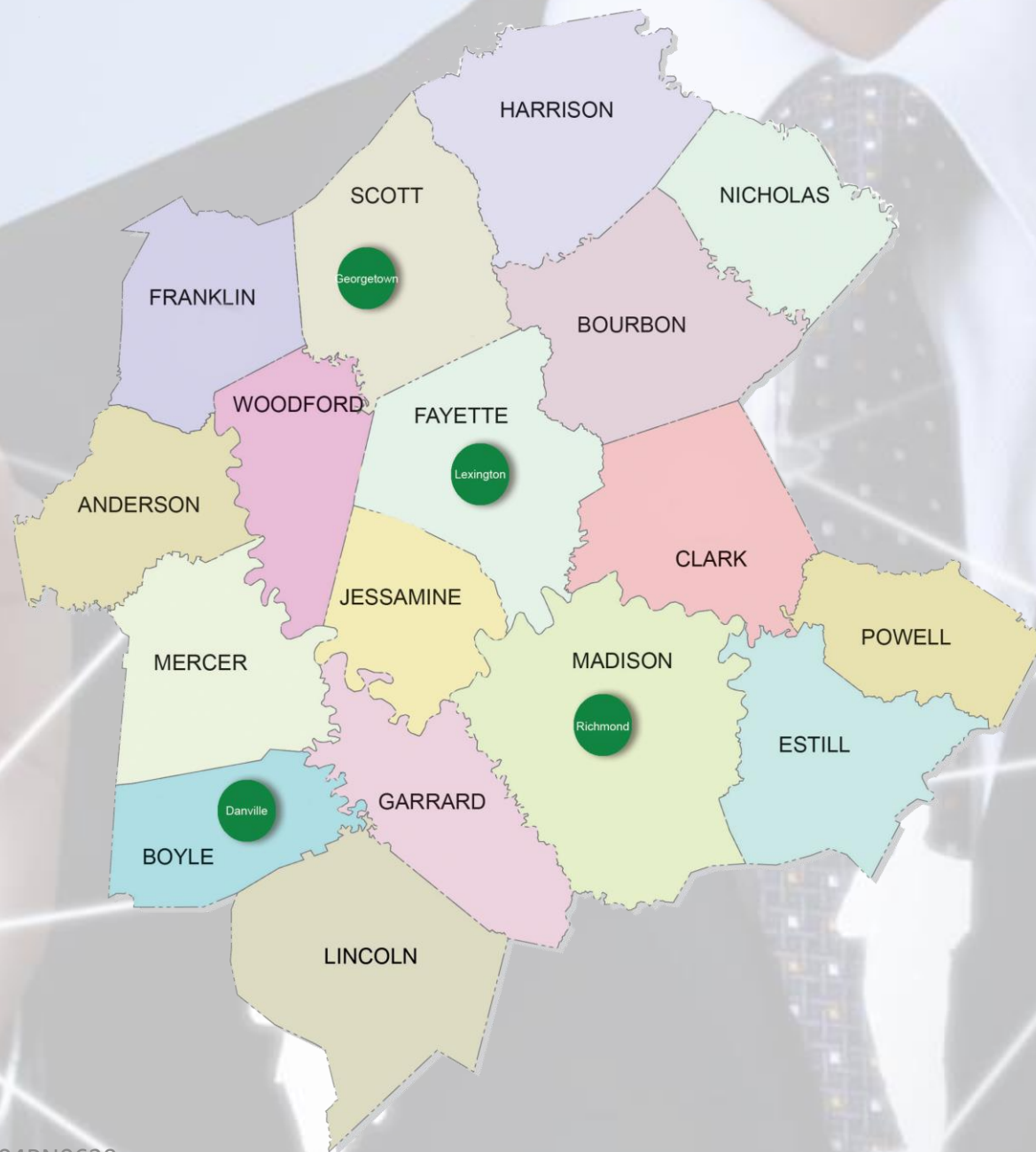
# Jobseeker & Business Services

Working for a Better Bluegrass

# Service Area

## 17 County Area:

- Anderson
- Boyle
- Estill
- Franklin
- Harrison
- Lincoln
- Mercer
- Powell
- Woodford
- Bourbon
- Clark
- Fayette
- Garrard
- Jessamine
- Madison
- Nicholas
- Scott



# High Demand Sectors



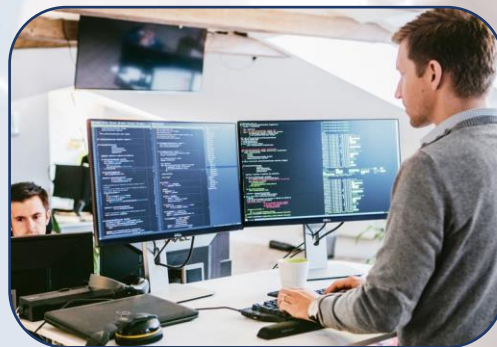
Advanced  
Manufacturing



Construction



Healthcare



Information  
Technology/Business



Transportation,  
Distribution and  
Logistics



# Jobseeker Services

- Career Planning & Job Search Assistance
- Employability Classes & Workshops
- Work Experience/Internships
- Leadership Development Opportunities
- On-the-Job Training
- Support Services



# Transitions to Transformations (T2T)

- Transitions to Transformation or T2T is designed to assist the job seekers who have the most challenging barriers to employment. This service focuses on individuals in recovery, individuals with disabilities, veterans, older workers, re-entry, immigrant workers, individuals with limited English proficiency, or entry-level workers who need basic skills training, by providing them with a work experience for up to 480 hours.
- Currently over 100 employers in the Bluegrass have signed a Transitional Agreement.

# Project Defender

- National Dislocated Worker Grant.
- Assisting Senior Citizen Centers.
- Providing SRNA Training.
- Assistance to Nonprofits.
- Providing SRNA Internships to employers.
- Hiring a Crisis Counselor for the Career Centers in the Bluegrass.

# Employer Services: Assessments

Businesses save time and money by choosing what works for them.

Staff can:

- Facilitate assessments.
- Provide laptops/wifi assess groups of candidates at a businesses chosen location.
- Verify results against a businesses criteria.
- Utilize 1,000s of assessments through IBM Kenexa or a businesses specific assessment.

Employers will have “quantified” and “qualified” candidates to move forward in the hiring process.



# Employer Services: Application Administration

All based on necessary qualifications and criteria set by an employer, application administration ensures that candidates that pass the screening are ready for the next step in the hiring process.

Staff can:

- Administer applications
- Screen applicants



**APPLICATION FOR EMPLOYMENT**

LAST NAME

STREET ADDRESS

POSITION DESIRED?

HAVE YOU APPLIED FOR EMPLOYMENT?

☒ YES ☐ NO -- IF YES ...

BIRTH & YEAR



# Employer Services: Customized Training

Bluegrass businesses can increase their employee's skills through the Customized Training program.

Staff will:

- Work with a business to develop a training plan specifically tailored to current needs.
- Pay up to half the cost.

The result is a skilled productive workforce trained precisely the way the business requires, making customized training program a “win-win” for employers and employees.



# Employer Services: Incumbent Worker Training

Designed to assist employers in providing their full-time employees with obtaining skills necessary to retain employment or avert a lay-off, while increasing the company's competitiveness in a high-demand sector.

This service provides employers of the Bluegrass with up to 50% of their training costs.



# Employer Services: Internships/Work Experience

While internships/work experience focus on getting job seekers the skills they need to secure full-time, permanent employment, they also provide a number of benefits to an employer who is willing to participate.

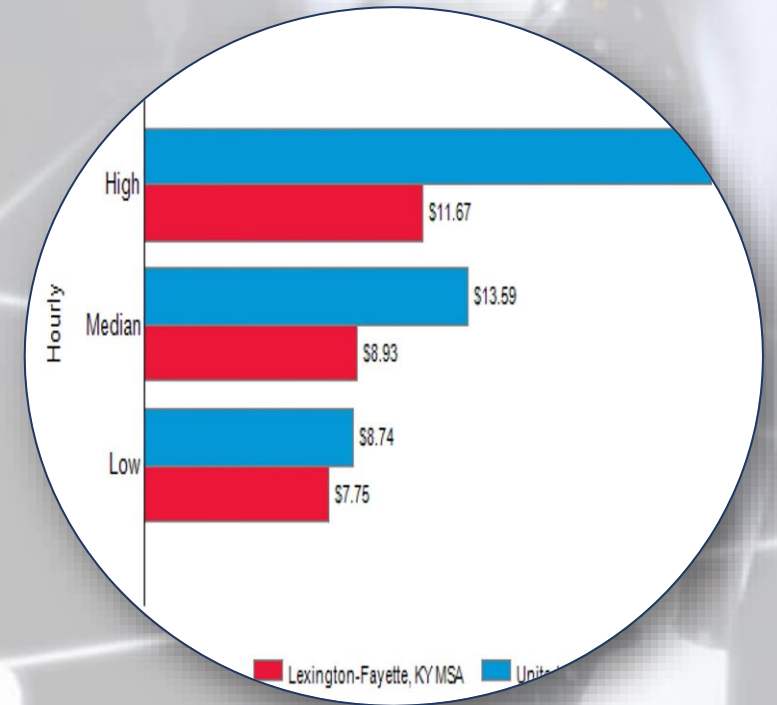
Staff provides the employer with:

- Academic and skills screening of applicants,
- Employer interviewed and approved placement to meet the employers needs,
- An intern who is paid through us for up to 480hrs,
- Worker compensation paid through us.



# Employer Services: Labor Market Information

Staff can assist a business in exploring national, regional, and local information on occupations, labor markets, geographic areas, industry projections, and more through customized report specific to the that businesses needs.





# Employer Services: Laptop Pool

Create an on-the-spot classroom or testing facility for current or potential employees.

Laptop pool consists of:

- 20 laptop computers
- Wi-fi access

Use for:

- Rapid Response
- Classroom training,
- Assessments
- Presentations, Data processing,
- Web-based services
- Application submission,
- Skills training,
- Job fairs



# Employer Services: On-the-Job Training (OJT)

Designed to fill vacant positions in a cost-effective way, OJTs identify a qualified job seeker who meet the employer's criteria, passes their interview process, and is ready to work.

Working with the business, staff develop a training plan (4 to 24 weeks) for that new employee. Once training is complete, a business can be reimbursed a portion of the new employee's salary to cover the training costs.



# Employer Services: Post Job Openings

- A business can post job vacancies for free, reaching candidates in all Kentucky Career Centers and online. Each vacancy posted with the Career Center is reviewed to ensure it meets strict EEO standards.
- When a jobseeker indicates an interest in a company's job opening, they are checked for the basic qualifications, then referred directly to the employer. If that business prefers, career center staff will take the applicant through the applicant screening process.





# Employer Services: Retention Services

The first few weeks of employment can be a challenging time for many new hires. Often, being unemployed has drained financial resources, affected transportation options, and altered normal life. Rather than lose a new employee due to circumstances associated with that adjustment period, the Kentucky Career Center - Bluegrass offers solutions.

Through a variety of programs and partner organizations, staff can assist with transportation, childcare, housing and emergency health services for employees hired through the career centers.





# Employer Services: Tailored Recruitment

Save valuable staff time by allowing staff to do the searches for a suitable candidate.

Staff can provide: 1) workshops designed for a company's needs, 2) screening to ensure the right workers with the right skills are selected for interviews, 3) office space for on-site interviewing and training.

Staff can also: 1) assess applicants, 2) host job fairs and specialized recruiting, 3) assist with creating job descriptions, 4) offer virtual interviewing.

There are few limits to how the Kentucky Career Center - Bluegrass can assist the search for ideal candidates and there is absolutely no cost for these services.



# Find Us Online!

- [www.ckycareers.us](http://www.ckycareers.us) – Kentucky Career Center – Bluegrass
- Facebook.com/CKYCareers
- Instagram – KCCB@CKYCareers
- [www.kcc.ky.gov](http://www.kcc.ky.gov) – Kentucky Career Center for the State of Kentucky
- [www.kycareeredge.com](http://www.kycareeredge.com) – Kentucky Career Edge

# Questions & Answers



## Links

### Hanna Resource Group Job Hunting Series

<https://www.hannaresource.com/webinar-series>

### KY Workforce Center Contacts

[workforcecenter@kychamber.com](mailto:workforcecenter@kychamber.com)

502-848-8732

### KY Career Center Contacts

[www.ckycareers.us](http://www.ckycareers.us) – KY Career Center

[www.kcc.ky.gov](http://www.kcc.ky.gov) – KY Center for the State of Kentucky

[www.kycareeredge.com](http://www.kycareeredge.com) – Kentucky Career Edge

### Featured Employer – Job Openings!

Kentucky Employers' Mutual Insurance

KEMI- <https://careers.kemi.com/>



THANK YOU!

**Mark Your Calendars!**

**Next Session Reminder Date:**

**July 29<sup>th</sup>, 2020**

**Contact information for John and Ray**

***John Coffee IV – [john@hannaresource.com](mailto:john@hannaresource.com)***

***Ray Davis– [ray@hannaresource.com](mailto:ray@hannaresource.com)***

**Find us on LinkedIn!**





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