

A photograph of two young women wearing a large, light-colored hoodie over their heads, standing on a beach. The woman on the left is smiling and looking towards the camera. The woman on the right is wearing blue sunglasses and smiling. The background shows a beach and the ocean under a clear sky. The image has a semi-transparent blue overlay.

RECRUITING & NETWORKS IN 2021: LINKEDIN + MORE

Netlight Consulting

AGENDA

- Welcome
- Ella, Lasse & Mikael /Netlight Consulting
- Recruiting in 2021
- Professional Networks and how they work
- Career paths and important skills
- Career story – Mikael Stenstrand
- LinkedIn – How to find & be found?
- How do headhunters find talents?
- LinkedIn profile workshop – Q&A
- Tips on creating a 1-minute video of yourself



SVL

Ella

Boost

SHIFT

BUSINESS FESTIVAL



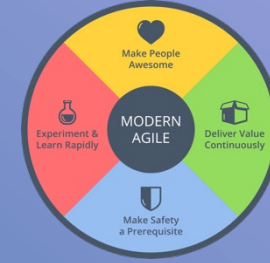
Lasse



Developer



Enterprise Agile Coach



Mikael

+300

Active clients

9

Offices

+1400

Employees



| What

Netlight is an international consultancy firm that offers a full range of services with a focus on Technology, Product, Data, Design and IT-Management.

| Where

Netlight operates throughout Europe with offices in Stockholm, Oslo, Munich, **Helsinki**, Hamburg, Berlin, Frankfurt, and Zurich.

| How

Founded in Stockholm, Sweden, since 1999, Netlight has helped leaders in the digital industry to realize business critical projects in the forefront of technology.

Recruiting in 2021

| Find

Job ads

Recruiting systems (ATS)

Open applications

| Be found

Headhunting

Talent pools

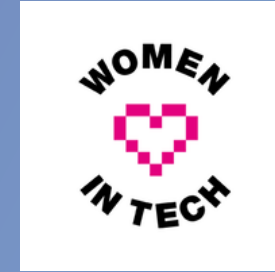
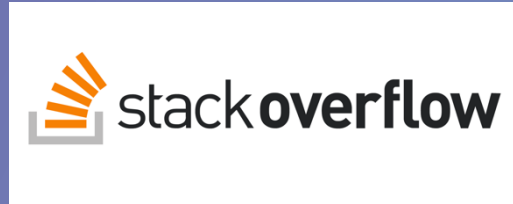
Networking



A background graphic featuring a network of interconnected nodes. The nodes are represented by circles of varying sizes, some containing icons of people in business attire. The nodes are connected by thin lines, creating a web-like structure. The overall color scheme is a gradient of blue, from a darker shade on the left to a lighter shade on the right.

WHAT IS NETWORKING?

kaggle



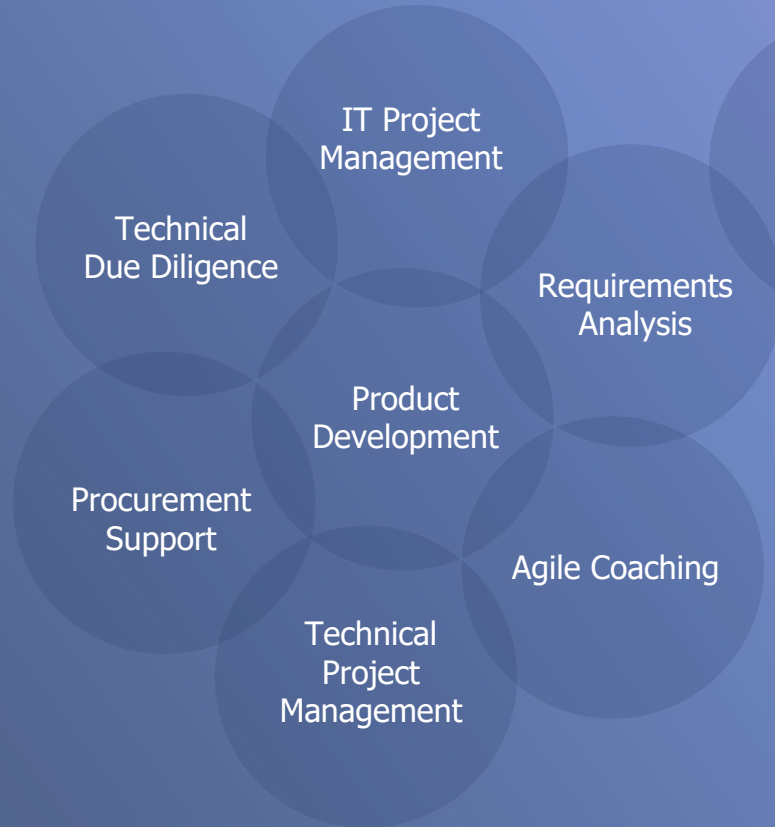
OTHER PLATFORMS/ NETWORKS



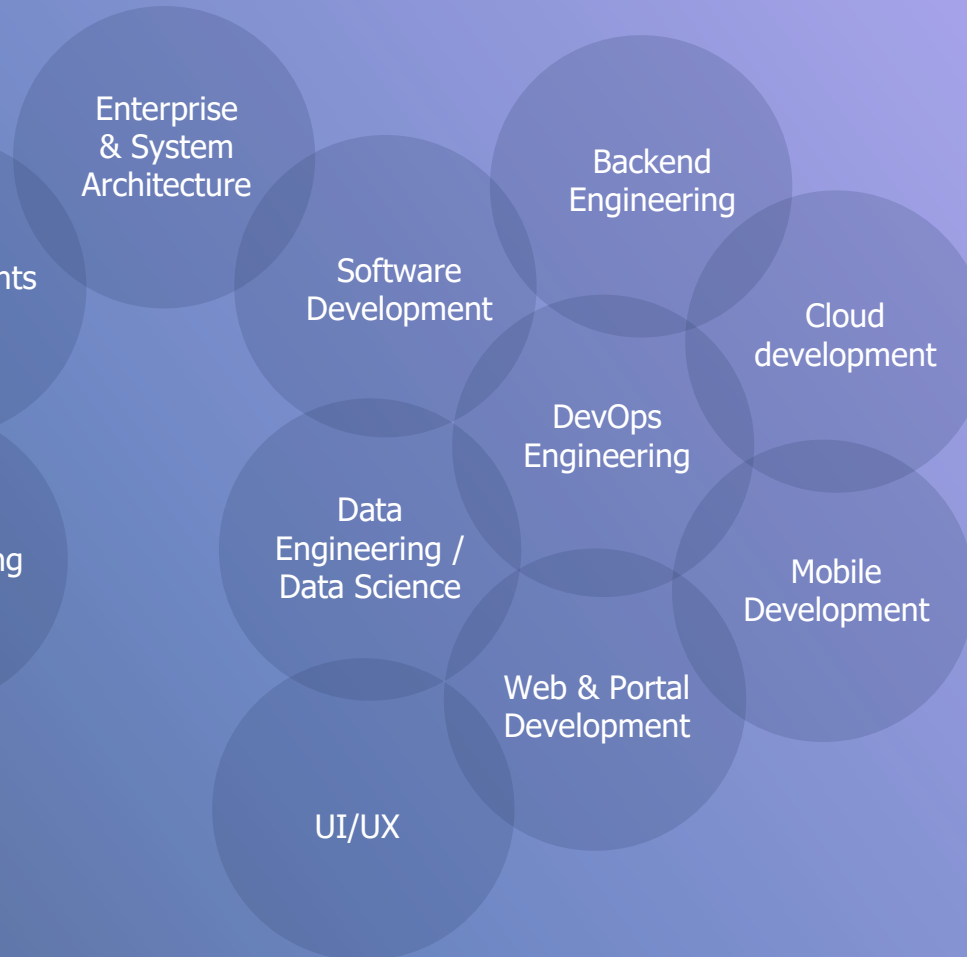
JUNCTION

COMPETENCE AREAS & ROLES

IT Management



Technology



Common roles

- ▶ Project/Program Manager
- ▶ Product Owner
- ▶ Software Architect: Enterprise, Distributed Systems, Cloud
- ▶ System Developer
- ▶ Software Engineer: Frontend, Backend, Mobile
- ▶ Test Engineer
- ▶ Fullstack Developer
- ▶ Interim roles: CTO, Head of Development/ Operations
- ▶ Data Engineer & Scientist
- ▶ Agile Coach, Scrum Master
- ▶ Business Analyst
- ▶ UX / UI Designer
- ▶ Test & Release Manager

Competence

- Possess
- Prove
- Radiate

Creativity

- Passion & drive
- Problem-solving
- Leadership
- Responsibility
- Teamwork
- Deep end
- Communication

Business Sense

- Understanding business
- Deliver value
- Build networks
- Use networks
- Explore opportunities

CAREER STORY

'From Software Developer to Enterprise Agile Coach'

**Mikael
Stenstrand**

Developer


Enterprise Agile Coach

Organizational Coach





Mikael

agile at
netlight



Mikael Stenstrand
Organisational Coach with Netlight Consulting
Espoo, Southern Finland, Finland · 500+ connections

 **Anonymous Company**
 **Aalto University**

Experience



Enterprise Agile Coach (External)

Anonymous Company

Aug 2019 - Present · 1 year 7 months

Helsinki, Southern Finland, Finland

Coaching organisations, teams and individuals to improve ways of working in a multinational corporation operating with heavy electrical equipment.



Coach (External)

Academic Work Finland

Dec 2018 - Mar 2019 · 4 months

Helsinki Area, Finland



Amer Sports Corporation

2 years 2 months

- **Enterprise Agile Coach (external)**

Jan 2018 - Nov 2018 · 11 months

Helsinki Area, Finland

Enterprise Agile coach at Connected Devices and Digital Services (CDDS). Focusing on the whole product and service development; creating agile ways of working and aligning teams across the departments towards our shared company goals.

- **Agile Coach (external)**

Oct 2016 - Dec 2017 · 1 year 3 months

Helsinki Area, Finland

Agile Coach for the software organisation developing products and services for the brands at Amer Sports.

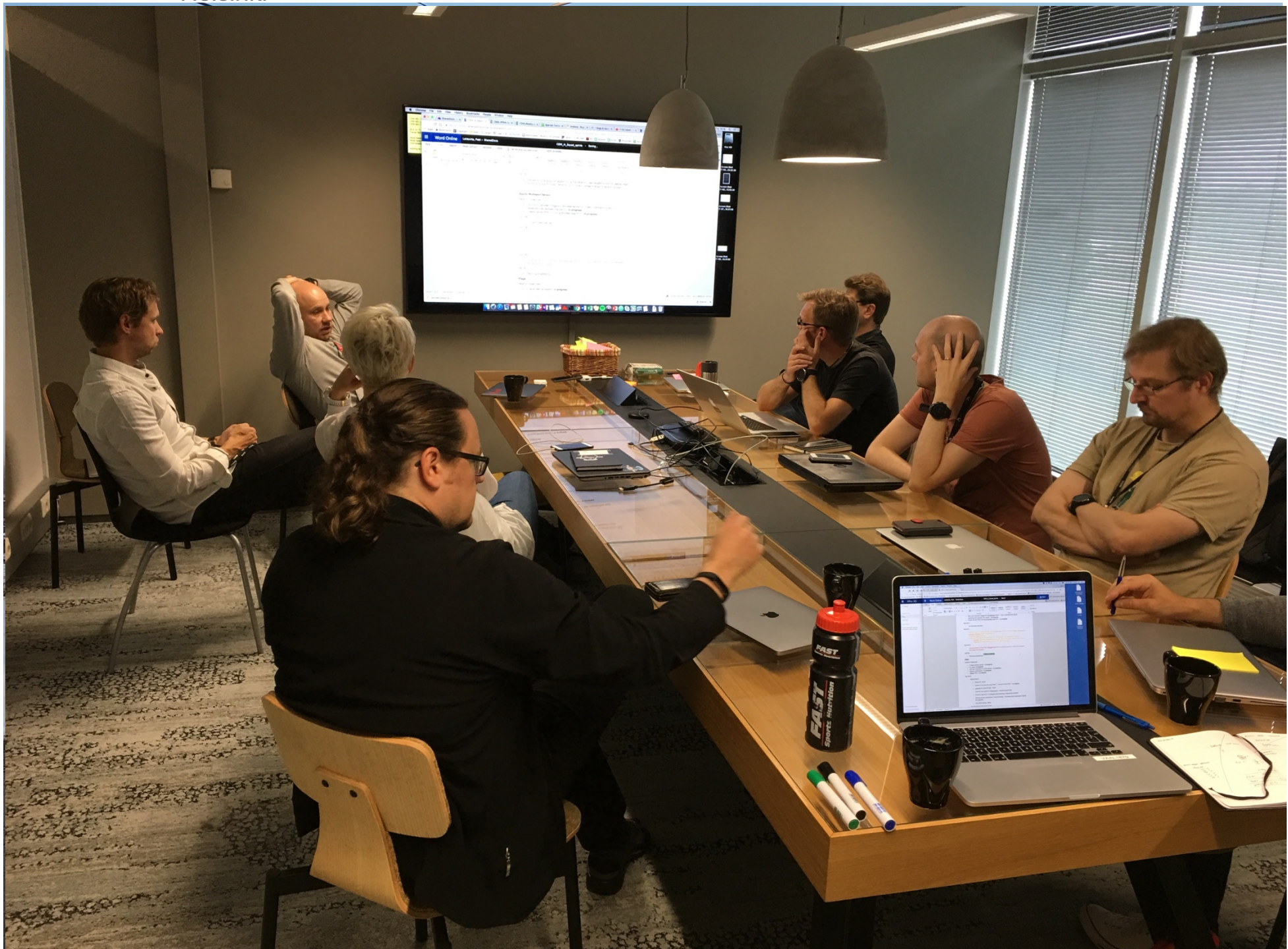


Agile coach (external)

Suunto

Oct 2015 - Sep 2016 · 1 year





Freelancing



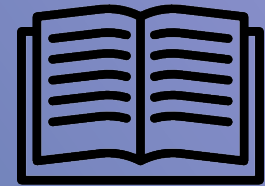
Aalto University

Project courses



Mikael

JUNCTION



How to find on LinkedIn

| Find

LinkedIn jobs

Network

Search for people in interesting roles

Follow interesting companies



How to be found on LinkedIn

| Find

LinkedIn jobs

Network

Search for people in interesting roles

Follow interesting companies



| Be found

All star profile!

Join groups

Connect with people

Be active!

Let recruiters know you're open

Follow interesting companies

Keywords

Keep it up-to-date!



HOW DO HEADHUNTERS
FIND
TALENTS?KONKRETTIAA

Road to LinkedIn All Star team

| Easy start

- Check your account settings (publicity etc)
- Create a customized URL
- Add contact information
- Update profile picture + background
- Update your location

| Write your heart out

- Turn your summary into your story
- Improve your headline
- Add Education + details (school, degree, studies, activities)
- Add volunteer experience
- Update your work experience
- Add certifications, awards and other qualifications

| Network

- Grow your network - connect with all the participants!
- Endorsed skills (Add relevant, delete meaningless, most important on top)
- Get and give endorsements & recommendations
- Follow interesting companies
- Be active!



Tips for 1 minute video

| Content

- Consider the purpose of your video
- Focus on the most relevant information for your target audience
- Create your story - use the '*why?*'
- First impression lasts – what impression do you want to give?

| Production

- Consider the quality of the video and audio
- Consider the lighting
- Minimize distractions in the environment
- Consider the location where you want to record
- Use tools like iMovie to edit & cut your video
- Be creative
 - e.g. how can you use text / effects in edits to support your message

| General

- Prepare and practice what you are going to say
- Be yourself
- Use your friends for recording and feedback





Feel free to connect on LinkedIn!

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<https://twitter.com/netlight>

#netlight #netlighthelsinki @netlight