

A photograph of two young women wearing hoodies and scarves, smiling. The woman on the left is holding a smartphone to her ear. The woman on the right is wearing blue sunglasses and has her hand raised. The image has a blue-to-orange gradient overlay.

RECRUITING & NETWORKS IN 2022: LINKEDIN + MORE

Netlight Consulting

AGENDA

- Welcome
- Christina, Ella & Hanna /Netlight Consulting
- Recruiting in 2022
- Professional Networks and how they work
- Career paths and important skills
- Career story – Hanna Kalevo
- 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



EKONOMIT MER



Christina



SVL

Ella

Full-stack Developer

Agile Coach



Hanna



+300

Active clients

10

Offices

+1700

Employees



| What

| Where

| How

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

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 2022

| Find

Job ads

Recruiting systems (ATS)

Open applications

| Be found

Headhunting

Talent pools

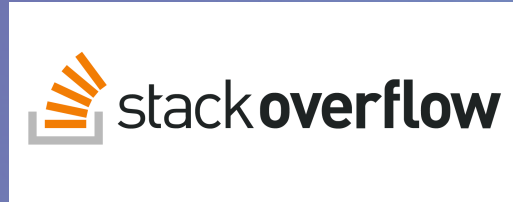
Networking



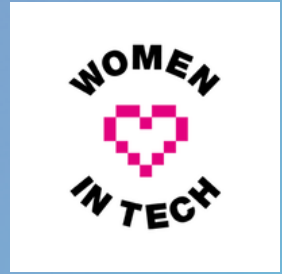
A background graphic featuring a network of interconnected nodes and lines. The nodes are represented by circles of varying sizes, some containing icons of people in business attire. The lines connect these nodes, creating a web-like structure. The overall color scheme is a gradient of blue and purple.

WHAT IS NETWORKING?

kaggle



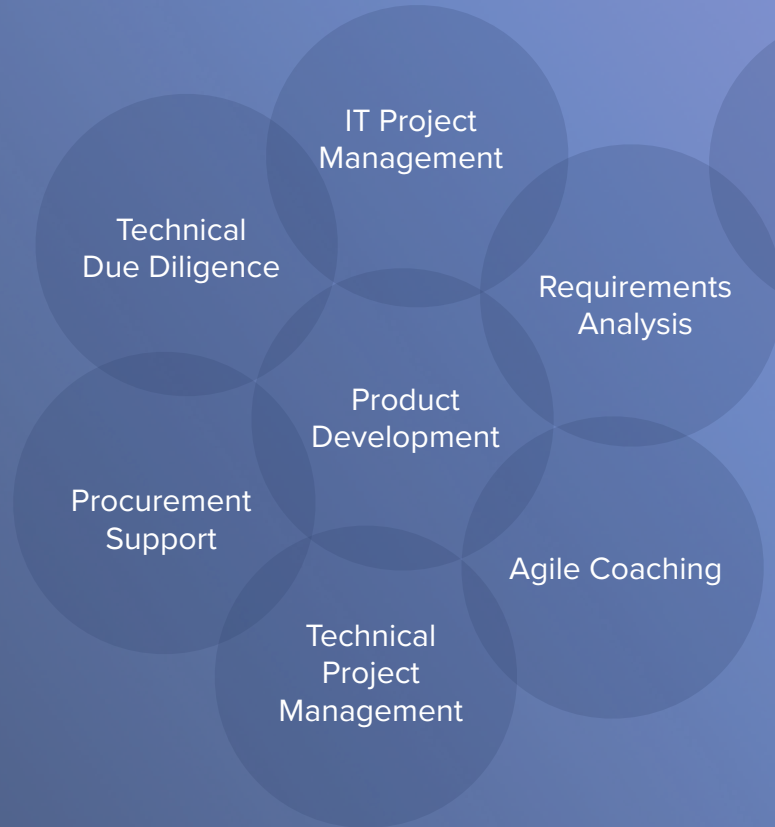
OTHER PLATFORMS/ NETWORKS



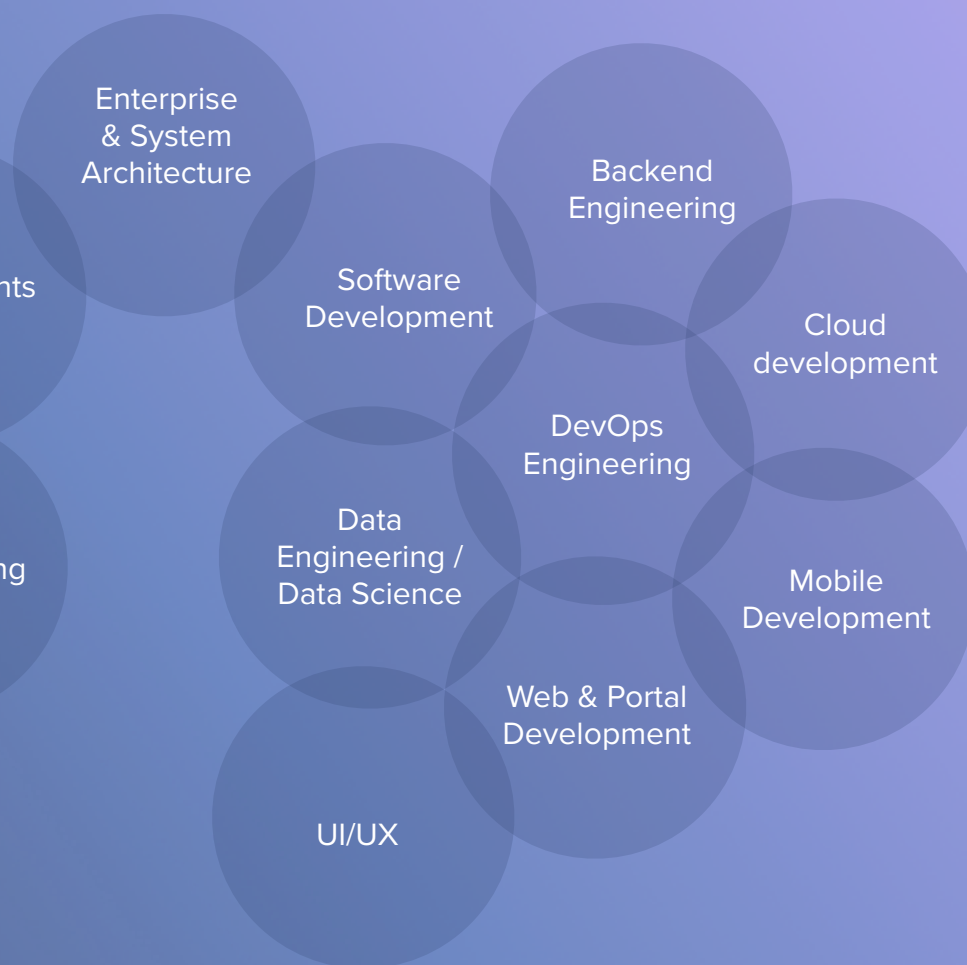
JUNCTION

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 Agile Coach’

Hanna Kalevo

Full-stack Developer

Scrum master

Project Manager



UX Designer

Product Owner

Agile Coach



Hanna





Courses



Hanna

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?**

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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