



# **RECRUITING & NETWORKS IN 2023: LINKEDIN + MORE**

Netlight consulting

# Agenda

- Welcome
- Ella, Pietu & Hanna /Netlight Consulting
- Recruiting in 2023
- 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



NIORD  
EKONOMFÖRENINGEN



## Ella Veijalainen

*Talent Manager at Netlight*



SVL



## Pietu Tiainen

*Talent Management & Growth at Netlight*





**Hanna Kalevo**

*Consultant at Netlight*

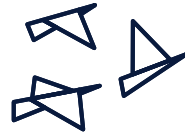




**+300** clients



**11** offices



**+2000** employees



## WHAT

Netlight offers a full range of services with a focus on Technology, Product, Design and IT-Management.

## HOW

Netlight has helped leaders in the digital industry to realize business critical projects in the forefront of technology.

# Recruiting in 2023

## Find

- Job ads
- Recruiting systems (ATS)
- Open applications

## Be Found

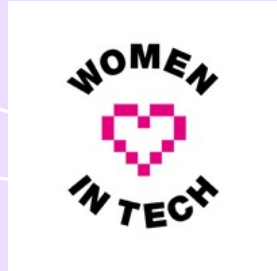
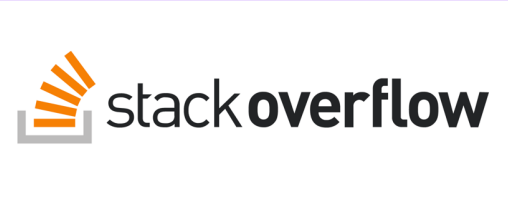
- Headhunting
- Talent Pools
- Networking



# **WHAT IS NETWORKING?**



kaggle



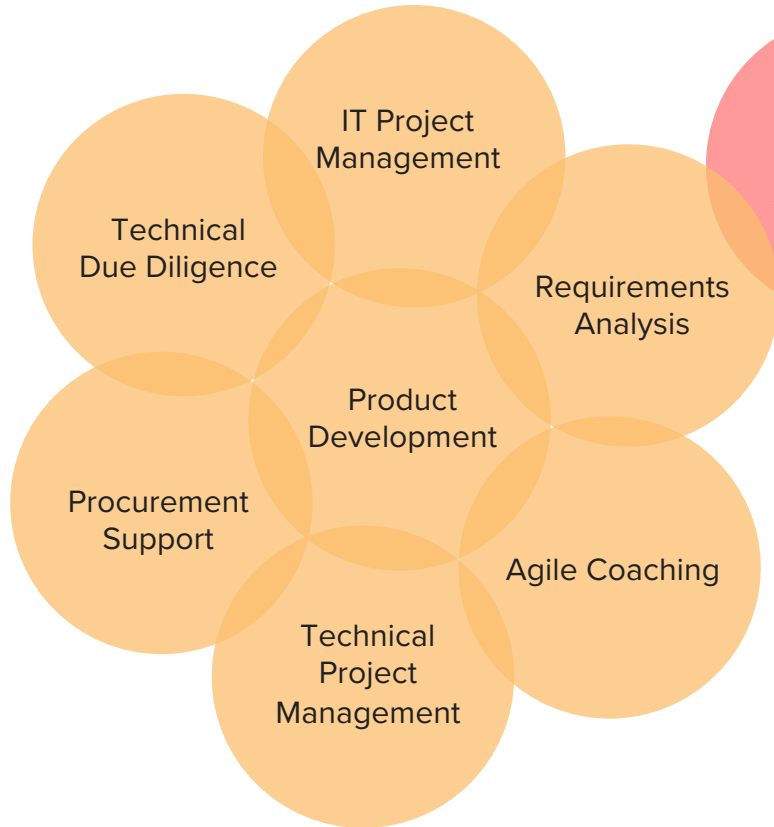
# OTHER PLATFORMS/ NETWORKS



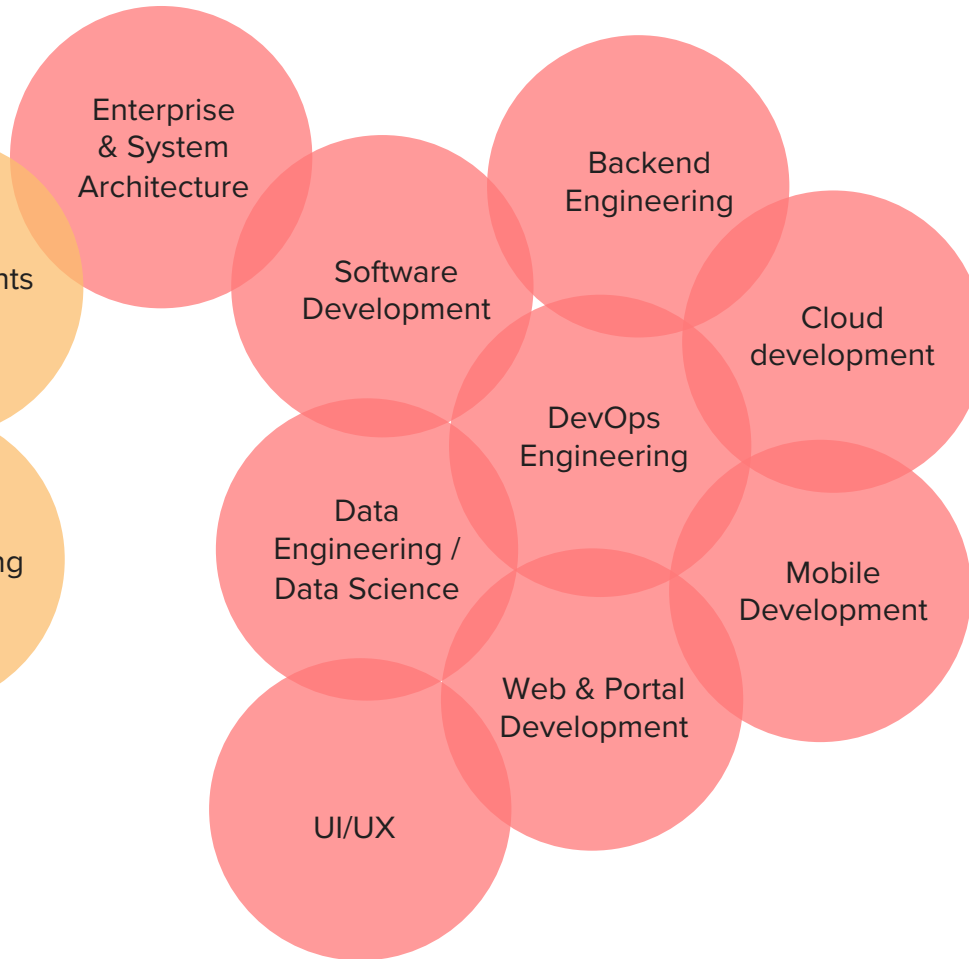
JUNCTION

# COMPETENCE AREAS & ROLES

## IT Management



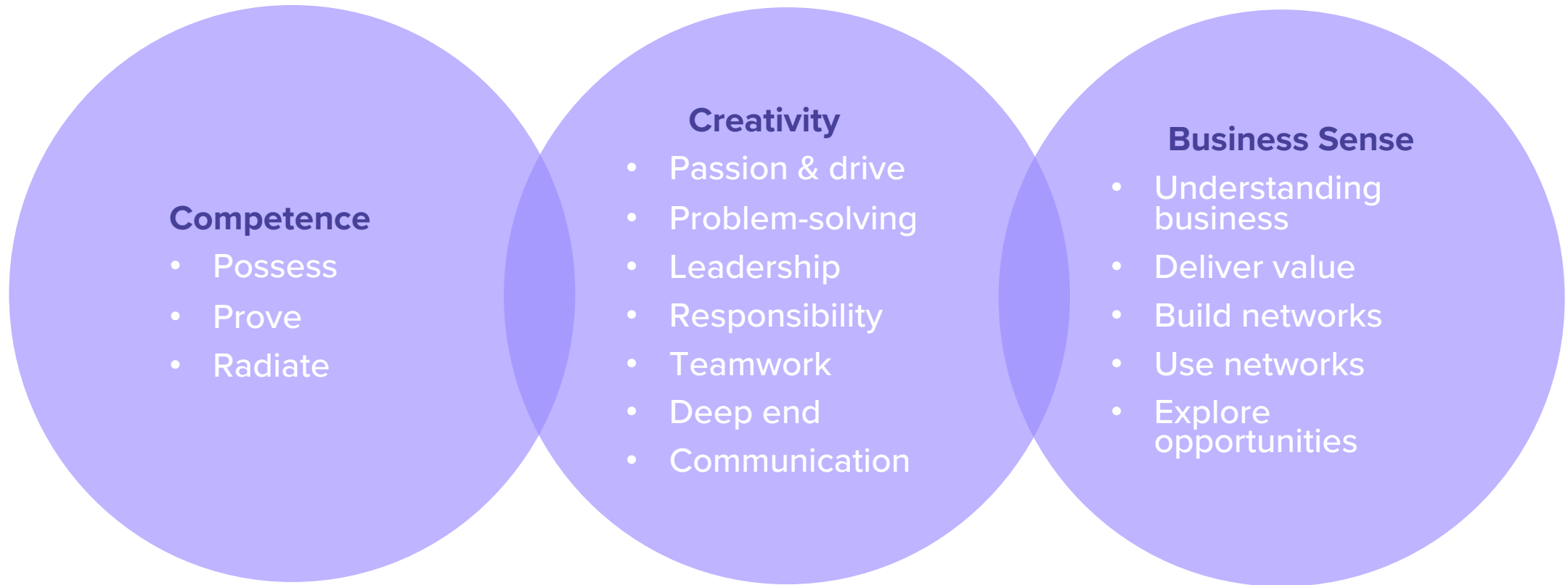
## Technology



## 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

# CCB

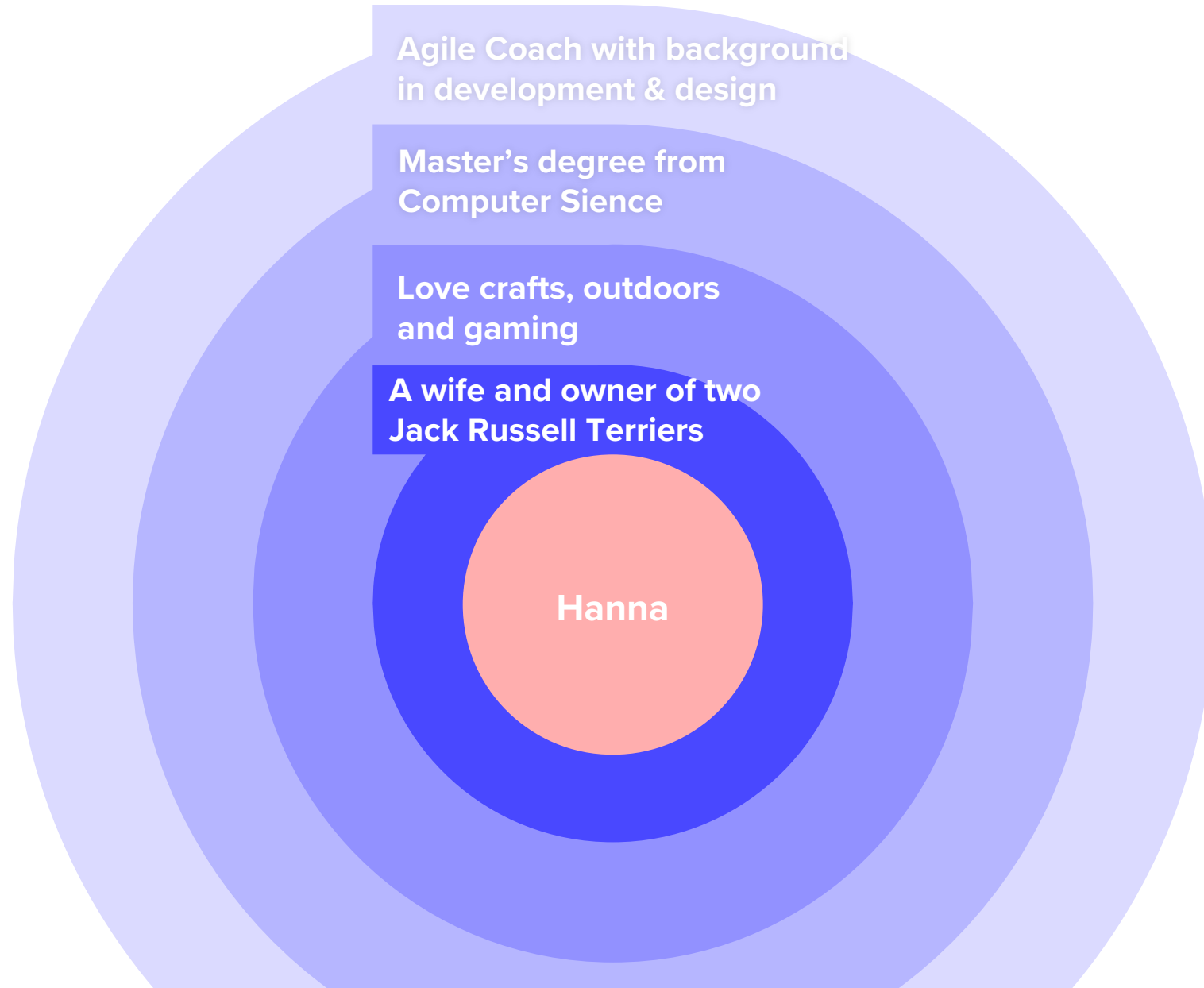




# CAREER STORY

‘From Developer to Agile Coach’ – Hanna Kalevo

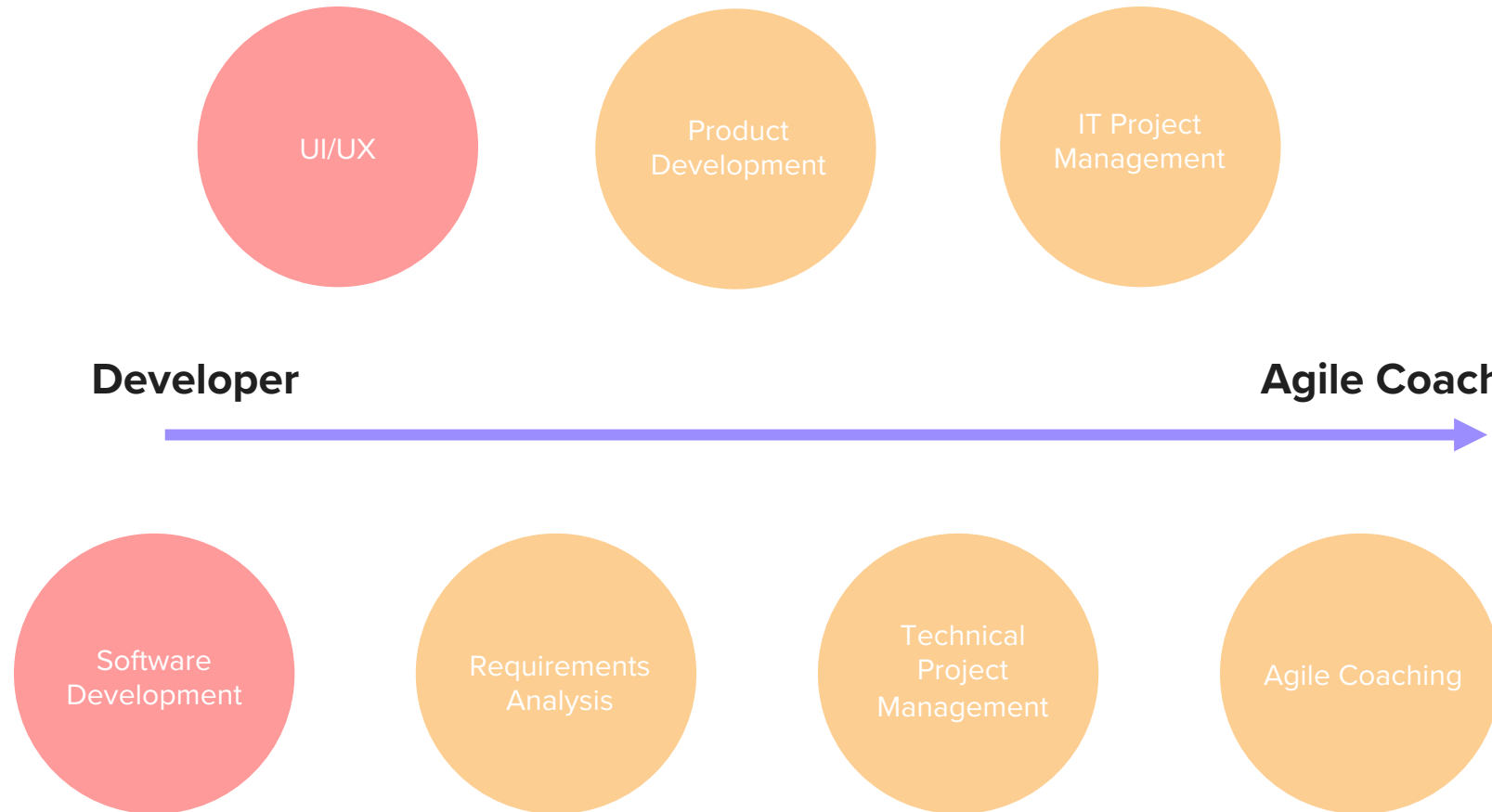
# Who am I?



# Career path



**Hanna**





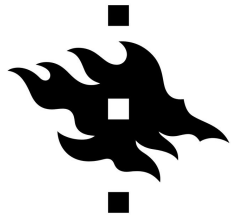
# Key tools

- Building on top of your existing skills
- Communication and transparency
- Asking questions and curiosity
- Wanting to help and deliver value
- Asking for help and perspective
- Expectation management
- Feedback
- Management of your own work

# Inpiration and perspective



Courses



HELSINGIN YLIOPISTO  
HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI

Hobbies



Hanna

Old colleagues



Friends







# THANK YOU!

Questions?



# **HOW DO HEADHUNTERS FIND TALENTS?**

# Road to LinkedIn All Star profile

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## | 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

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## | 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

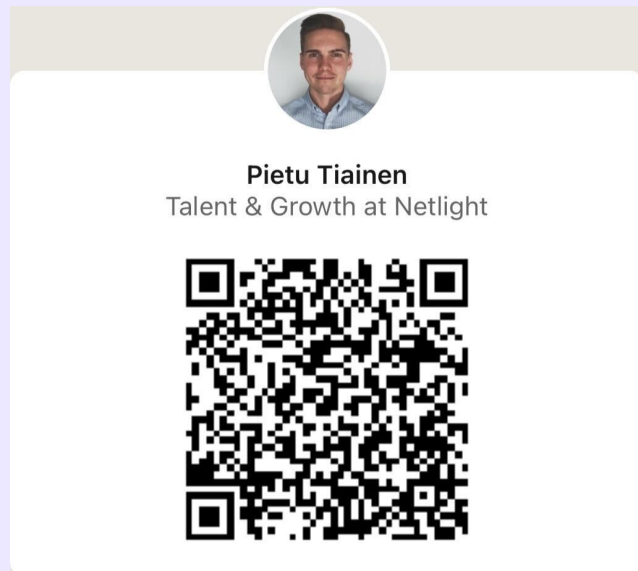
- Consider the quality of the video and audio
- Consider the lighting
- Minimize distractions in the environment
- Consider the location where you want to record
- Use tools like iMovie to edit & cut your video
- Be creative
  - e.g. how can you use text / effects in edits to support your message

## | General

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



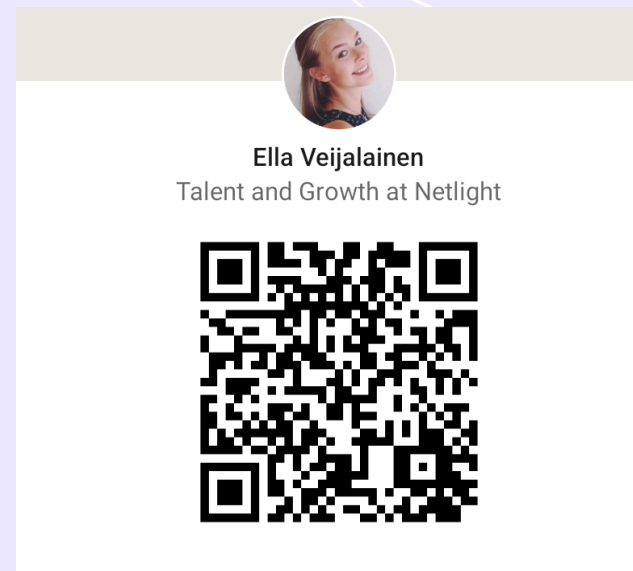
- Feel free to connect on LinkedIn!



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