

# **RECRUITING & NETWORKS IN 2024: LINKEDIN + MORE**

Netlight Consulting

# Agenda

## **Welcome**

Ella, Pietu & Oskar / Netlight consulting

## **Recruiting in 2024**

Professional networks and how they work

Career paths and important skills

## **Career story – Oskar Stucki**

## **LinkedIn**

How to find and be found

How do head hunters find talent

## **LinkedIn profile workshop – Q&A**

## **Tips for creating a 1-minute video of yourself**

# Ella Veijalainen

Talent Manager at Netlight



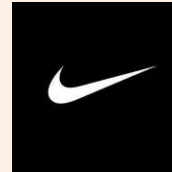
# Pietu Tiainen

Talent Management & Growth at Netlight



UPM

NESTE



netlight

netlight

# Oskar Stucki

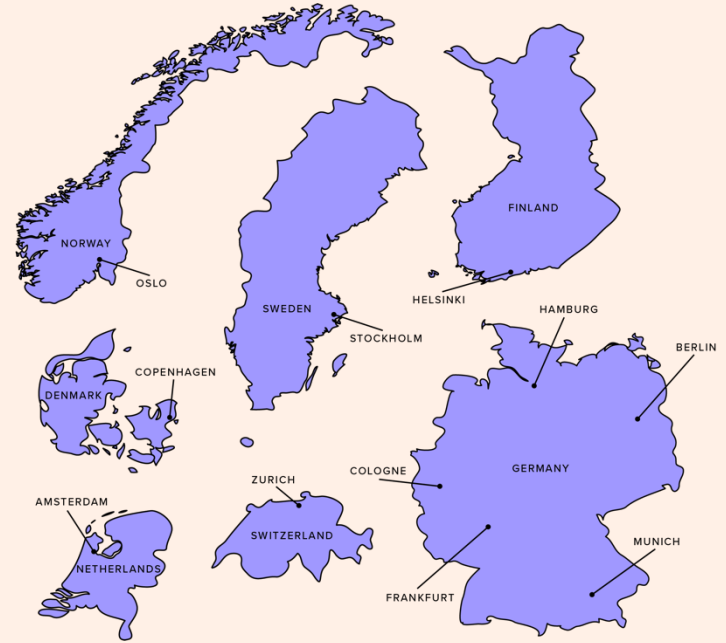
Senior consultant at Netlight



# ABOUT NETLIGHT

Netlight is a leading digital consultant company of 2 000 role models making aspiring digital leaders successful. Providing a full range of consultancy services from technology and design to data and management.

Netlight has been awarded several times as top employer, as well as for growth, continued profitability and engagement for equality and diversity within the IT industry.



OFFICES **11** EMPLOYEES **2000+** ACTIVE CLIENTS **275+** YEARS OF IMPACT **25** WOMEN AT NETLIGHT **35%**

# Recruiting in 2024

## FIND

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

## BE FOUND

- Head hunting
- Talent pools
- Networking

# What is Networking?



# Other platforms / Networks

kaggle

 stackoverflow

**H** E L  
T E C H

WOMEN  
  
IN TECH

**Bē**

 codecademy  
netlight

*meetup*

**GitHub**

**JUNCTION**

netlight

Mimmit  
koodaa

# Competence areas and roles

## IT management

Agile Coaching

Requirements Analysis

Product Development

IT Project Management

Technical Project Management

Procurement Support

Technical Due Diligence

## Technology

Cloud development

DevOps Engineering

Backend Engineering

Software Development

Mobile Development

UI/UX

Data Engineering / Data Science

Enterprise & System Architecture

## 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

Web & Portal Development

# CCB

## Competence

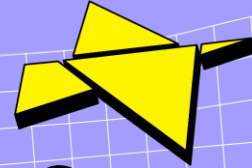
- Possess
- Prove
- Radiate

## Creativity

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

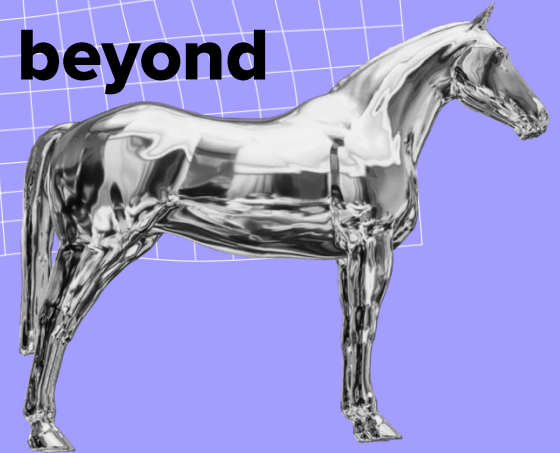
## Business sense

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



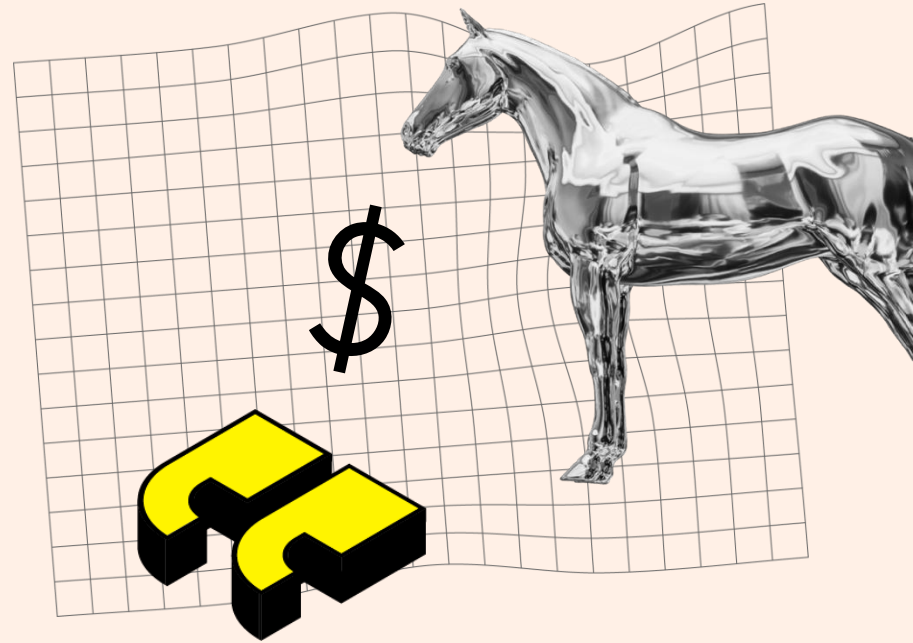
# Career Story

**From business to tech and beyond**

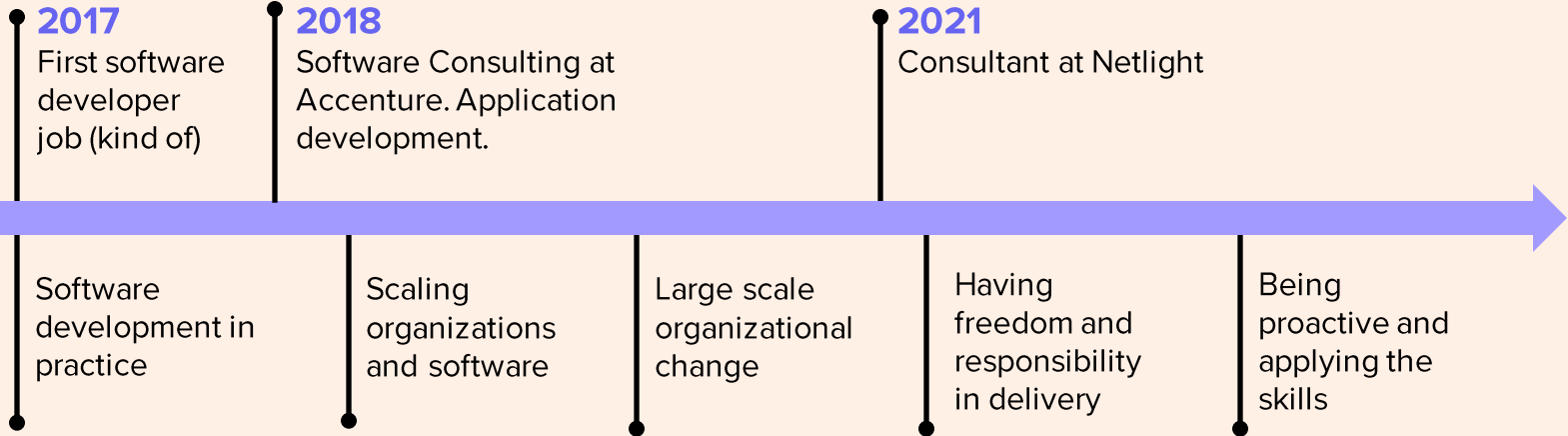


# Who is Oskar

- Technical consultant with background in finance and an eye for organizational development
- Master's degrees in finance and software engineering
- Enjoy playing games with friends, lately also board games and going to the gym



# Career path



# KEY TAKEAWAYS

**Building on top  
of existing skills**

**Communication  
and  
transparency**

**Asking  
questions and  
being curious**

**Being proactive**

**Expectation  
management**

**Feedback**

**How do head hunters find talent?**





# Road to LinkedIn All Star profile

## 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

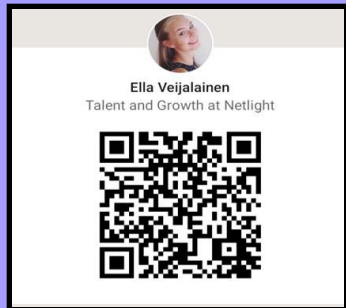
- Prepare and practice what you are going to say
- Be yourself
- Use your friends for recording and feedback

# Get in contact

**Ella Veijalainen**

040 701 5219

<https://www.linkedin.com/in/ella-veijalainen/>



**Pietu Tiainen**

040 180 1897

<https://www.linkedin.com/in/pietu-tiainen/>

