

YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter



WELCOME TO "YOUR CAREER > YOUR FUTURE"

May is a time when we see growth all around us. It's refreshing to watch nature blossom. What about you? Is it time to grow your career opportunities? Our May edition focuses on **Career Growth for Seasoned Professionals & Tips for College Graduates to Get Started**. We'll share advice to help you flourish, whether you've been in the workforce for years or you're just beginning your career journey.

Among this month's articles:

Learn how to separate job-finding myths from reality. Job seekers have more resources at their fingertips than ever, thanks to limitless information on websites and social media. But is all of the advice accurate and trustworthy?

Make your LinkedIn profile stand out. In 2021, LinkedIn had 740 million members across the globe and 14 million job openings — and 87% of recruiters use the site regularly.

Discover how to stand out in a hybrid work environment. Learn how to leverage this new work paradigm and its impact on office culture, and how you can differentiate yourself from your coworkers.

Read some great career advice for new grads, from recent grads.

Access diversity-specific networking resources to enhance your job search success. Eighty percent of jobs are filled via networking and referrals.

For more career-focused information, insights, and inspiration, follow the Career Experts Group website at www.careerexpertsgroup.com. And stay in touch! You can reach us at info@careerexpertsgroup.com.

We've got you covered wherever you are in your career journey.

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3 HIRING TRENDS FOR NEW GRADS AND SEASONED PROFESSIONALS

by Elyse Pipitone

There's no denying it, this is a great time to find a new job. According to the *Future of Work Monster 2022 Global Report*, 93% of employers plan to hire this year – including 51% who will replace staff and 41% hiring for new positions. Here are some trends you can take advantage of in this healthy job market.



1. **Salaries are up.** According to Payscale.com's *2022 Compensation Best Practices Report*, 92% of employers surveyed plan to offer pay increases in 2022 – a significant increase from last year (85% of employers) and from 2020 during COVID (67%). Additionally, 44% of organizations plan to provide pay increases of more than 3%.

At the same time, nearly half of employers admit that their salary structure is the reason they have been losing talent, contributing to the Great Resignation. However, 66% of organizations surveyed said they planned to institute a pay equity analysis this year to address gender and racial pay gaps, as well as for compensation that is out of step with job responsibilities.

2. **Pay transparency is becoming law in several states.** This month, New York joined a handful of other states (Connecticut, Colorado, and Nevada) in requiring companies with four or more employees in the private sector to list minimum and maximum salary ranges in their job postings. Because salary ranges can encompass a broad scale of dollar amounts, it will still be important for job seekers to have important salary conversations with their interviewer. These include communicating the value they will bring to the company and negotiating pay, if necessary.
3. **College grads and career professionals can enjoy their pick of jobs.** The job market for new college grads is predicted to be the best in years, according to the National Association of Colleges and Employers (NACE) *Job Outlook 2022 Spring Update* survey. Positions in healthcare, especially nursing, are in the highest demand, with technology (help desk positions and software engineers) close behind. Other booming areas include business analysts, digital marketing, and all levels of accounting. In addition, economists from Indeed.com see strong growth in some of the sectors most impacted by the pandemic and Great Resignation: human resources, logistics support and supply chain positions, and quality control management in manufacturing.

Best of all, job seekers will probably choose from multiple job offers. This gives them the advantage of weighing factors beyond salary when making their decision, such as whether the company's culture matches their personal values. wellbeing benefits, flexible scheduling, and DE&I programs are among the factors that job seekers are prioritizing during their search.

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5 STRATEGIES TO SUCCEED IN A HYBRID WORKPLACE

by *Jacqueline Peros*

Whether you're a seasoned professional or just starting out in your career, the hybrid work model is here to stay. As a result of this new workplace trend, organizations and employees need to learn how to make it a mutually beneficial situation.

How can employees leverage this hybrid model for career success?



1. Understand the hybrid policy.

It's important to understand the company's remote policy so that expectations are mutually met. For example, how many days can you work remotely vs. being in the office? Will you have access to a mentor/sponsor in-person or just remotely? While working from home, do you need specific tech resources to perform your job in a productive and efficient manner?

2. Build and nurture your professional network.

Follow these steps to strategically develop a network that will support you in your hybrid setting:

- (1) Take inventory of your network - who can help you achieve your career goals?
- (2) Perform a gap analysis - who is missing from your network?
- (3) Build your network to fill those gaps.
- (4) Continue to nurture and expand your network as your career progresses.

Nurturing your network includes keeping in touch regularly with them. The richer your relationships, the more likely they will tell others about you and your work.

3. Put your best brand forward.

When differentiating yourself in the job market, remember that companies want to know what you've learned: your skills, areas of expertise, superpowers, and how your experiences have shaped you professionally. This helps them understand the value you will bring, even before you land the interview. Consistently convey your brand value across your social media platforms.

4. Communicate your brand with impact.

Take notice of the powerful effect that tone of voice can have. When you speak in a strong tone of voice, listeners interpret this as enthusiasm and confidence. The same words said in a hesitant tone can express a lack of interest or uncertainty. When communicating your brand value and accomplishments, make sure to project confidence and excitement.

5. Style your brand inside and outside of the office.

Research shows that people form impressions of you within seven seconds of meeting you. Projecting a favorable and memorable first impression provides credibility and visibility for your brand – and the perceived value you can present to your employer. Everything from your clothing to your professional network visually represents who you are. Style your personal brand to reflect who you are in person, as well as in the digital world.

Do you have a personal branding question that you would like to Ask the Experts?

We would love to hear from you.

[Click Here to Submit a Question to Our Experts.](#)

IS YOUR LINKEDIN PROFILE VIEWER-READY?

by *Marie Eddy and Vivian VanLier*

Companies are increasingly using LinkedIn to vet applicants, and many are posting their own job openings on the site – sometimes adding the “Easy Apply” function. LinkedIn is constantly changing and refreshing itself, and you should be doing the same with your profile.

Here are some tips for making your LinkedIn profile pop:

- Make your Headline interesting. Include a branding statement and career-defining keywords in your headline. LinkedIn recently increased the allowable number of characters in this section from 120 to 220. Take advantage of it!
- Your “About” section needs to capture the reader's interest in the first three lines, because that content is immediately visible. If you want them to click the “more” button and read on, make it engaging. The character count has been increased here as well, from 2,000 to 2,600. Remember that this is a networking platform, so write in the first person, as if you were talking about yourself at a networking event. Consider describing a career success or telling a story about your professional journey.
- Get creative in your “Experience” section by expanding on your job titles. You have 100 characters per job title to work with here, and this is one of the items that impacts the LinkedIn algorithm. Add some attention-grabbing keywords. For example:

District Manager II Achieved 2X Target, Penetrated New Markets, DM of the Year

- Arrange your “Skills” section so that your top three skills are listed first. Those are the ones a reader will see without clicking the “Show All” button. You can have up to 50 skills here, so prioritize them and include the ones you want to use in your next career.
- Think of LinkedIn as a 24/7 networking opportunity attended by 740 million people globally. Don't just complete your profile and wait for something to happen. Explore jobs and companies. Connect with others where there is a mutual benefit. Find commonalities to connect, such as being graduates of the same university, professionals in the same field, or residents in the same community. Discover potential connections by exploring the “People” tab on a target company's profile.

And don't forget to optimize your visibility by posting articles, media, and comments. If you decide to comment on someone else's post, add value by including a resource or asking a thoughtful question.

LinkedIn is a powerful tool to have in your toolbox. Use it regularly to get the best results!

LinkedIn Character Limits

Characters include spaces and all letters, numbers, symbols, and emojis.

First Name (20), Last Name (40) * Professional Headline (220) * Vanity URL (29)
 About Section (2,600) * Experience Position Title (100) * Experience Position Description (2000)
 Posts (3,000) * Comments (1,250)

Professional Photo and Background Banner Size Limits

Professional Photo (400 x 400 pixels - file size up to 8mg)
 Background Banner (1584 pixels wide and 396 pixels tall)

JOB FINDING MYTHS AND REALITIES: JOB OPENINGS

by Deb Squire and Laura Johnson

*“It is not the person who can do the job best that gets hired.
It is the person who knows BEST how to get hired.”
-Richard Lathrop*



The job market is constantly evolving. Here are 7 common myths that get in the way of getting hired in today's market:

MYTH: All open jobs are on job boards. Just submit your resume and wait.

REALITY: Job boards represent only 30% of available jobs – and many are lower pay/entry-level. Employers receive hundreds of applications. Use the 70/30 rule: spend 30% of your time on job boards, and 70% on other strategies like networking.

MYTH: Job postings describe the work you will be doing.

REALITY: There is more to all jobs than what is listed in the posting. “And other duties as assigned” is implied in nearly every job description. Be clear on what needs to be done and remember that responsibilities evolve.

MYTH: All hiring begins in the Human Resources department.

REALITY: Human Resources is designed to screen you out! Do your research to find the person who has the authority to hire you and then contact them. You can use social media platforms to help identify the hiring managers.

MYTH: Most jobs are in large companies.

REALITY: Only 37% of jobs are in companies with 2,500+ employees. (*Wall Street Journal*, 2022) Don't discount smaller organizations, which can have fulfilling opportunities (and often less red tape).

MYTH: Compensation depends on company size and education level.

REALITY: Smaller companies competing for talent frequently pay competitive wages and often have more flexibility to negotiate salary and benefits. Know what the market is paying for the positions you are targeting. For example, a recent report on Payscale.com showed the average wage for an assistant professor is \$68,000+ while Walmart's starting wage for semi-truck drivers is \$110,000+. Consult salary resources including Payscale.com and Salary.com, as well as your state's labor market information. (To find your state's info, Google your state and the abbreviation “LMI.”)

MYTH: Employers will find you.

REALITY: Most companies do not have people on staff whose main role is to search for candidates. By connecting with target employers where you can add value, you are showing them your initiative. Follow companies on social media and reach out to your connections.

MYTH: All job postings are legitimate.

REALITY: Unfortunately, employment scams are increasing. Before giving out personal information, validate that it is a real employment opportunity by doing research online and reaching out to your networks. NEVER provide your bank information to a potential employer unless you are in the onboarding process.

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POWERFUL JOB SEARCH NETWORKING RESOURCES FOR DIVERSE JOBSEEKERS

by *Murray A. Mann*

Eighty percent of jobs are filled via networking. Employers give an edge to candidates they know and to referrals from employees and others connected to the organization. Networks of underrepresented jobseekers may not be as well connected. Whether you are a new college grad or a seasoned professional, you can build relationships and increase the number of people who can refer you through the following diversity-specific networks.



1. University-Based Alumni Resources

Consider contacting your institution's Multicultural Student Services, Diverse Student Organizations, Alumni Career Services, and General and Affinity-focused Alumni Networks. Connect with alumni in your profession or at your target companies, and ask for job search advice, informational interviews, connections, and referrals to employers.

2. Diversity / Multicultural Professional Associations

Affinity-based organizations sponsor professional development, mentoring, networking, advocacy, and career-related resources. They maintain strategic partnerships with employers that hire from their members' specialized career fields. Job search services include coaching, referrals, career fairs, and job boards. Many have free or low-cost membership options and campus-based and local chapters.

3. Company Employee or Business Resource Groups (ERG/BRGs)

ERG/BRGs are formally engaged in their company's diversity recruitment and hiring processes. They also support employee onboarding, development, retention, and advancement. Common ERG/BRGs include Asian/Pacific Islander, Black, Latino, LGBTQIA+, People with Disabilities, Veterans, Women, and many more. Contact leaders and members of the Groups to gain inside knowledge on topics including the corporate culture, the work environment for underrepresented employees, and how to get your resume past the gatekeepers and into the hands of decision-makers.

4. Helpful Online Resources

Employers that are committed to diversity recruiting will engage with underrepresented job seekers online. This includes:

- (1) LinkedIn, Facebook, and other platforms that feature diversity-specific job-search, industry, and special interest groups. Company pages may include diversity-specific posts, talent acquisition portals, and potential connections.
- (2) Company websites that highlight their Diversity, Equity, and Inclusion initiatives, ERG/BRGs, and related contacts.
- (3) Diversity job boards and recruiters.

In future articles, we will connect the dots on how to effectively use these and other resources to secure your next role and advance your career.

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Special Feature

LESSONS LEARNED: 4 CAREER TIPS FOR NEW GRADUATES

by Jeanne Stoner

We asked several early career professionals (and a more established one) to share their most valuable job search tips with the Class of 2022.

1. It's never too early to start on your job search.

Ava Walker, Cloud Technology Consultant, Oracle; University of Indiana, business major, Class of '21

“Begin planning for success throughout college. Here was my timeline:

- Freshman – Started networking with graduates, family members, and parents’ friends to learn about their jobs and skill requirements. Conversations validated my interest in landing an entry-level sales role in Austin, Texas.
- Junior Year 1st semester– Worked with a professional coach to put a plan in order, completing a resume, cover letter, and LinkedIn profile.
- Senior, 1st semester – Goal was to apply for five jobs per week with a few friends, totaling 100 applications.
- Senior, 2nd semester, January – Landed my dream job in technology with Oracle, Austin, Texas!”



2. Consider an internship AFTER graduation.

Nick Stoner, Copywriter, Wieden + Kennedy; University of Missouri, journalism major, Class of '13

“I made a strategic decision to land a Copywriting Internship post-graduation. My portfolio needed more work, and a job with a small agency was ideal for learning and creative growth. I accepted a three-month competitive internship, ending in a full-time job offer with Match (Formerly Trisect). This job was my portfolio school. I learned how to be a good copywriter and teammate with a creative partner, opening the door to rapidly advancing in the competitive advertising field.”



3. Prepare well for your interviews.

Antonio Rivera, Electric Engineering Role in Fortune 100 Company, University of Illinois-Urbana Champaign, engineering major, Class of '20

“I’m known to be a bit of an introvert, so interviewing was a challenge. I worked with a DEI coach who specialized in preparing Latino graduates for success. The process involved researching each company, studying the LinkedIn profiles of everyone on the interview list to find common interests, and customizing a list of questions for the interviewers that focused on the future of the company in cutting-edge battery technology. We crafted STAR (Situation, Tasks, Action, and Results) Stories and practiced interview skills until they became second nature. I wanted to show that I would be a key contributor to the company's future. After three rounds of interviews, I landed a great role at a Fortune 100 company.”



4. Hire a professional writer and coach sooner, rather than later.

Diana Caijao, Aspiring HR Professional; University of Chicago at Illinois, communications major, Class of '21

“I applied for 70 jobs post-graduation and had no luck landing anything. My family encouraged me to hire a professional coach. We created the perfect resume that sold my value proposition and promoted my personal brand by updating LinkedIn and a cover letter template. I am learning to be active on LinkedIn three times a week to virtually network and make recruiter connections. I now feel eager with a renewed sense of hope that I will find an interesting job with a good salary offer.”

Do you have any career advice to share with our readers? Let us know at info@careerexpertsgroup.com.

ASK THE EXPERTS

by *Denise Bitler*

I want to advance my career, but I don't know how to get started. (From Joan S.)

Advancing your career can mean different things to different people, so defining your career goals should be the first step. Once you've defined your goals, these steps can help:

- Review job postings (within your company and/or on job boards) for positions and titles that you are aspiring to. As you read the qualifications and requirements, identify any skills, traits, or requirements that you are missing or need to improve. Research ways to acquire those skills or brush up on your existing ones: training, certifications, and company professional development opportunities.
- Find a mentor – preferably someone who has achieved the level that you are seeking. This person can offer suggestions, networking contacts, and support to help you get to the next level while sharing their own experiences.

Why is networking so important, and how do I network effectively? (From Matt C.)

A strong network can provide job leads, referrals, recommendations, insights, and advice. These connections can be coworkers from current or previous jobs, college classmates, fellow volunteers, and even friends and family members. Here are a few tips for effective networking:

- Develop a strong “elevator pitch” that provides a brief overview of your professional accomplishments, skills, and career goals.
- Join career- and/or industry-related groups on LinkedIn and Facebook.
- Connect with your college alumni groups on LinkedIn and through the college.
- Send informational interview requests to people who work at companies or in positions that you are interested in.

Are there websites where I can obtain certifications to help me stand out from others? (From Josh K.)

According to Indeed, “A certification can help with career advancement at your current company and give you an edge over other candidates in the market. It demonstrates to employers that you are well-trained as well as committed to professional growth within your profession.” Consider obtaining both technical and leadership-based certifications.

- [EdX](#)
- [Coursera](#)
- [Udemy](#)
- [Alison](#)

What changes should I make to my resume and LinkedIn profile if I am looking to advance my career? (From Judy M.)

Your resume and LinkedIn profile should be crafted for the job you want, not the job you have. Make sure you demonstrate how your accomplishments, skills, and learning have prepared you to take that next step.

- Review job postings for the job title(s) you are aspiring to and identify keywords, responsibilities, accomplishments, skills, etc.
- Build those keywords into your resume and LinkedIn profile – be sure to include specifics and quantifiables to support these new additions or changes.
- If the position you are targeting is more managerial than technical/task-oriented, be sure to adjust your accomplishments to reflect your managerial skills.
- Take certifications and courses that support the level you are aspiring to.

Share your career questions with our experts.

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FUN AND INFORMATIVE MAY HOLIDAYS



MENTAL HEALTH AWARENESS MONTH

Your mental health influences how you think, feel, and behave in daily life. It also affects your ability to cope with stress, overcome challenges, build relationships, and function as a satisfied and productive employee. Try these tips to improve your overall mental and emotional health.

- Feel the negative. "Feeling okay about feeling bad" benefits mental health.
- Develop your strengths instead of focusing on your weaknesses.
- Understand that it is okay to say "No."
- Employ conscious breathing techniques.
- Eat a healthy diet.

NATIONAL RECOMMITMENT MONTH

To celebrate National Recommitment Month, here are some things you can do to recommit to your career:

- Write out your plan.
- Set milestones.
- Find an accountability partner.
- Develop an accountability contract.
- Celebrate your wins and forgive yourself for your misses.

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**[CLICK HERE TO READ THE CAREER EXPERTS
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Stay tuned for our June 2022 edition, "Don't Put Your Job Search on Hold."