

## Foreword

*This e-book, is an effort to help, my fellow traveller's help them get their dream jobs and a fulfilling career.*

*A career is an individual's journey through learning, work and other aspects of life.*

*Job is defined as a paid position of regular employment.*

*Choices of career leads to choice of jobs.*

*Career choices are made initially when one chooses the higher education which one decides to pursue after school(Std. XII).*

*Decision to switch career, can be made by switching disciplines while pursuing a post graduate course.*

*Career changes can be made out of different compulsions at different points.*

*Career changes can also be made when you start understanding yourself and your wants better.*

*Since career is a super set of a job, I first share the **Guiding Principles of Career Planning**. I truly believe that your ability to execute a personal development plan is the key to your success. The Guiding principles can serve as an overriding document from the time you leave the college till the time you decide to take it easy.*

*Career decisions are made, in a majority of the cases, when people are fresh out of College. Hence I follow the first article with **Leveraging LinkedIn: For the fresh out of college**. The principles visited in this article, address the fundamentals of decisions regarding career and can be visited again and again. This also visits the fundamental concepts of **LinkedIn**, we shall visit over and over again.*

***Do you really require a change**, is the third in the list. A change has to be carefully considered. This article provides with necessary inputs that can help you introspect.*

*When you have indeed decided to change, Understanding about the company, that you plan to join, is of paramount importance. It is almost akin to getting into wedlock. Spending a few days, researching and validating information can save you a lot of trouble and bother.*

*Hence I have included, **An Organization's Website and LinkedIn Page: Insights for the Job Seeker**, as the next chapter.*

*The next chapter focuses on, **How do you ace a Job interview?***

Of paramount importance is to understand the offer that has been made. **Understanding the Elements of a Job offer**, follows.

In a flattened world, Social Media, in general and LinkedIn in particular is a great boon for Job Seekers and professional who wish to enrich their careers. The following chapters is an earnest effort to help the reader Social Media and LinkedIn

**A proper understanding and implementation of Social Media and LinkedIn can help you achieve, whatever you want to be.**

I first include a chapter on **Social Media Implementation: A reality Connect**. Some of the aspects dealt with this in this chapter, may recur in the ensuing chapter's, but you may find them helpful in the concepts sinking into you.

You may have a LinkedIn account, however you may not be visible. I therefore visit, first a slide share, **A simple Litmus Test to check you visibility on LinkedIn**. This is followed by, **Are visible enough on LinkedIn, for your needs?**.

A chapter on **A few Tips to improve your LinkedIn profile** is followed by **Attributes of good LinkedIn photograph**.

**Leveraging LinkedIn for your job hunt**, addresses, important questions that a job seeker needs to understand, and most importantly how can he or she use the LinkedIn platform to achieve his goals.

I am pleased to add the following chapters as **annexures**, the first three covering important aspects of Social Media, not necessarily LinkedIn and the fourth an important look at the attributes of ideal professionals.

1. **To Connect or Not Connect: That is the question**
2. **Ten Steps to unlock the hidden treasures of your network**
3. **The importance of engagement in Social media**
4. **DNA of a Pro**

Here is wishing you a great and enriching career

Raghunath Ramaswamy

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# 1 Guiding Principles of Career Planning

At the heart of building your career, the three most important responsibilities that must serve as a guiding force are:

- Responsibility to yourself
- Responsibility to the family
- Responsibility to the world

## 1.1 Responsibility to the World

One needs to be thankful for a billion different things that our ancestors have provided. Spare a thought for the finitely infinite adventurers, pioneers, seafarers, scientists and freedom fighters who dared to push the envelope so that the world is a better place to live in. Therefore, it is our responsibility to contribute to the world in our own little way.

## 1.2 Responsibility to Your Family

The family is the greatest social invention. It is where the greatest shock absorbers of the society lie. Balance between work and life is of paramount importance. Adequate time must be spent with family. The emotional and material needs must be met. It is in the mysterious equations of love where human redemption lies.

## 1.3 Responsibility to yourself

### 1.3.1 Why is a *Personal Development Plan* central to your *Career Plan and Growth*?

Working in a modern organization can be demanding. The transactional pressures could be tiring. You could just be going about doing the chores required for your job and suddenly find one day morning that you have not added much value to your resume or yourself. Firefighting at work, demands of the family and lack of time for you to rest, relax and recuperate can over a period of time loosen your grip.

It is therefore imperative that time be set aside religiously for a ***Personal Development Plan***.

Personal development has to be pursued with messianic zeal.

### **1.3.2 Components of a Personal Development Plan**

- Set aside a specific number of hours every week for your personal growth
- Analyze gaps in your competencies and skills, and arrive at a roadmap for continuous development
- Get on to the Social Media bandwagon. Create an interesting profile, have a strategy to network with profiles relevant to your needs and engage with your network. As you evolve, you are bound to have new ideas. However, ideas are great only if you execute them. To be able to execute the ideas, you need the right network of friends and associates. Therefore, your social media presence is essential to succeed in the modern world.
- Set aside time to catch up with latest developments in Science, Technology, Management, Finance and Commerce
- Set aside time for your mental and physical wellbeing
- Ensure that your quality of nutrition and sleep cycle is excellent
- Cultivate a hobby of your passion. A hobby is as important as your job or career.
- Whilst having a work-life balance is a great idea, the ability to compartmentalize work and social life is a great skill that has to be cultivated. Hobbies can help you to a great extent in this. You may want to switch off from office-work as soon as you leave the office and vice-versa. Great leaders cultivate the habit of compartmentalizing all activities. This must be a key ingredient of your personal development plan.

## 2 Leveraging LinkedIn: For the Fresh Out of College

On one hand there are innumerable opportunities that are available; On the other hand there are innumerable people who do not get jobs. It is sad to see a lot of people neither happy nor successful with decisions that they have taken in their early career. When platforms like social media are available, information divide is non-existent. However the onus is on every individual to harness the power of this platform. In an effort to help the fresh out of college, it is my endeavor to publish some insights which could be of help to students, their parents, teachers and well wishers. Hope you find this useful.

### 2.1 Frequently Asked Questions

#### Why does a student study?

- ✚The objective is to get a job

#### What purpose does a job serve?

- ✚Helps him to earn a livelihood, thereby making him independent and also execute responsibilities to take care of the near and dear
- ✚An avenue for him to express himself as a professional, giving vent to his creative and intellectual needs
- ✚Facilitates him to lay the foundations for a career, which helps him evolve continuously

#### Distractions while choosing your company

- ✚Brand
- ✚Compensation
- ✚Work Place proximity
- ✚Glamour associated with the company as perceived by the people at large
- ✚ Overseas Travel Opportunities
- ✚Five Day Week
- ✚Great Office Address
- ✚MNC
- ✚Work from Home facility
- ✚Friends or relatives working in the company

## Components of a Job

- + Knowledge
- + Skills
- + Qualities
- + Tasks

## Irrespective of the different kinds of jobs and choices available the decision to choose has to be based on the individual's

- + knowledge, skills and qualities to perform the job in his chosen area
- + flair and ability to easily understand, assimilate and acquire the required knowledge and skills
- + temperament to execute the job
- + interest in the job (one could easily do the job but may not enjoy doing it)

## Recognizing Employer's perspective before the Job Hunt

### + Who would pay your salary?

Please remember that it is your prospective employer's customers who will pay your salary always.

### + Why would they pay your salary?

For the services rendered by your prospective employer, who in turn passes a portion of the money realized, to you as a salary

### + How competitive is it for your prospective employer to run his business?

Acquiring business can be very demanding. Your prospective employer has to be extremely well organized and have a very efficient and knowledgeable work force to stay ahead of competition.

### + What would the expectation of the prospective employers be from his employees?

To be competent, skillful, knowledgeable and efficient so that he may serve his customers well and earn a profit to sustain and scale his business. Remember, there can be no free lunches.

## What could be the impact of being hired from the colleges directly?

- + While being hired from a college, you are hired for your potential. There is an initial learning curve.
- + We are all aware that there is a gap between what the academia offers and what the industry needs
- + In the case of software service organizations, it is common knowledge that software majors, conduct training program for nearly three months, before they deploy their

engineers on projects. Clearly this represents a cost for the software service organizations which eat into their profits and profitability.

### **Equipping yourself for your job hunt**

- ✚ Recognize Emerging world order
- ✚ Recognize Technology trends and its impact on Markets and Culture
- ✚ Recognize Emerging Markets and Market Trends
- ✚ Recognize Job Trends
- ✚ Recognize Best Business practices

### **Overcoming the Industry Academia disconnect**

Information about technology, markets, business best practices, jobs need to be available to make informed choices

### **Who will provide you with industry connect?**

- ✚ Alumni who work far and wide are the first natural choice for the industry connect and information
- ✚ Professionals working in the industry
- ✚ Human Resource professionals
- ✚ Industry bodies like CII
- ✚ Events and Conferences which will facilitate you to network with professionals

### **How will you set the boundaries of your job hunt?**

It is important that you identify companies which can employ you based on

- ✚ Academic Background
- ✚ Knowledge
- ✚ Skills
- ✚ Qualities
- ✚ Temperament

The companies that you can identify are a finite set. It is imperative that you draw the list of companies.

**Based on your capability and expertise, after having chosen a target set of companies, what are the parameters you will try to understand about the target companies?**

1. Role - which offers professional growth and means to express oneself
2. Area of work - which can have an impact on the future growth
3. Growth Potential of the chosen companies and prospect of the Industry
4. Core Values of the Organization
5. Compensation and Benefits
6. Location & Brand

# 1 through 4 are very critical, 5 and 6 are less significant

**How do you think LinkedIn can help you ascertain this information?**

A lot of information can be obtained through the following LinkedIn features

- + Company information - gives information about the company, the employees, employee insights and their followers
- + Follow Company - gives us general updates about the company
- + Show Case Pages - gives information about the company's products and services and also about the customers' experiences
- + Groups - Participating and Conducting them enhances your social media experience and gives you a greater visibility and reach.
- + Sharing Updates - can help you foster an ecosystem around you.

**What purpose does your LinkedIn Profile serve?**

- + You create an identity for yourself with the LinkedIn profile. You create a reputation and social media presence for yourself by participating in groups, sharing updates and conversing intelligently.
- + The process of creating a reputation and social media presence helps you to develop relationships through connection.
- + By developing relationships with professionals in other companies and following it up with compiling, collating and validating the data, you can get a reality connect with
  - Available Jobs and associated trends
  - Prevailing Market compensations
  - Information about growth prospects within an organization
  - Local Geo-political conditions at work place

- And any of the other aspects that you want to know about target companies that you may want to apply

### **How is the information available on LinkedIn different from that available on the internet?**

In LinkedIn, the information can be validated with reliable and trusted contacts.

### **What are the basic hygiene factors that you will adopt before deciding to connect?**

You must set up a proper LinkedIn profile which showcases your capabilities well.

### **How does a connection get converted into a relationship?**

You need to reach out to the connection and start interacting with them; only then seeds of relationships are sown.

### **As a job Seeker, what are the things that you will do to increase your social media presence?**

- + Social Media presence is an activity that requires considerable application and gets established over a period of time.
- + You may write blogs, effectively participate in groups, share valuable information consistently and converse intelligently to acquire appreciable social media presence.

### **What could be the ideal network size? At what rate should it increase? Is there any specific LinkedIn regimen that you should follow?**

One cannot determine an ideal network size. However it is the quality that matters. It is important to connect with trusted sources. You must connect on a regular basis. The whole world is your playing ground.

Keeping your current and future needs in mind, you will benefit by focusing on [the seven social media building blocks](#) and arrive at a LinkedIn regimen. The regimen could include writing blogs, participating actively in groups, sharing updates, improving your connections and converting them into relationships.

### 3 Do you really require a change?

The snake and ladder game is very much a representative of the fluctuating fortunes of employees at work place.

Gone are the days when people worked in a single job throughout their lives. People change multiple jobs and benefit out of the change. However it is important to weigh the pros and cons before making the change.

It is important to understand your compulsions for change. Change must not be an impulsive decision. Often, it could be as silly as wanting to teach your superior a lesson, a perceived illusion that you may mentally relish. Change is a very serious business and should happen after intense introspection and not as a result of a knee jerk reaction, on the basis of some unsavory incident at the office. Change should also not be consequence of peer pressure or herd mentality.

It is critical to understand if you have exhausted all your options within the existing company. Please be conscious of the fact that there is no company in the world where there is no problem. Only the manifestation of the problem differs.

It is important to note that only long stints in any company can help you understand the nuances of the field you are specializing in and achieve excellence in your chosen field. Stability in any job is seen as a big virtue by employers. Not only does it help you achieve some depth in your chosen field, but also helps you achieve a healthy work-life balance.

Frequent job changes can take you places but will not help you make a mark. Enhanced monetary rewards alone do not make the job change satisfactory. You must remember that when you may get a markedly higher compensation, the expectation from you will also increase proportionately.

#### **Points to consider whilst contemplating a job change:**

- ✚ Analyze your strengths and weaknesses
- ✚ The recognition and respect that you enjoy in your current job. How much time will it take to establish yourself in the new company?
- ✚ The relationship you enjoy with your current boss, because no matter what the company that you want to change to may be, it is the immediate boss who makes a major impact on your fortunes. Will the new boss at the new company be able to add the same value and give you the necessary protection?
- ✚ Comparative growth patterns between the proposed company that you wish to join and the existing company

- ✚ Opportunities to learn, quality of your work and the consequent enrichment in the company where you seek employment
- ✚ Would you get a significantly better compensation to really match and exceed the other intangible benefits that you enjoy now?
- ✚ What would be the impact of your decision, to take the new role and job, on your career in the next few years?
- ✚ Analyze the pros and cons of relocating to a different city

## 4 An Organization's Website and LinkedIn Page: Insights for the Job Seeker

In recent engagements with my LinkedIn and Facebook friends, I sought inputs on important company information that a job seeker needs to assimilate from a company website before appearing for the interview. I promised to compile, consolidate and add some more points to arrive at a comprehensive list.

At the outset, I would like to thank Suresh - ITR, Sanjay Sukhralia, UmaShanker Akharia, Vyas Ramraj and Balaji Vijayaraghavan, my LinkedIn friends for taking time off to respond to my request.

Understanding the company that you plan to join, is of paramount importance. It is almost akin to getting into wedlock. Spending a few days, researching and validating information can save you a lot of trouble and bother.

In a digital world, any individual or an entity is almost naked. Obtaining the company url and understanding the company website is probably the first in a series of steps required to understand the company.

**First things first, the website, cannot be viewed, in a standalone fashion. It has to be understood in conjunction with LinkedIn, and other social channels like Facebook, Twitter, Glassdoor and any other social sites that you find relevant.**

All of us need to recognize the nature of information available in the website and other social platforms.

The nature of information in the **website** is provided by the organizations themselves. The nature of information on **social platforms** is partly provided by the organizations (profile inputs and the engagement details) and partly available in the form of conversations around the organizations' updates and engagement. The **message of the brand** (organization) is controlled by the followers/ audience of the brand.

Here is a list of ten things you want to check in the **website**, this list is by no means exhaustive.

1. The Vision and Mission of the organization
2. The Lines of Business and the Organization Structure
3. The Leadership and Management team
4. The year of inception

5. Investors and how the company is funded. Check out if the company is a listed company.
6. For senior level positions, specifically, you may want to check the Annual report, and other financial documents, if available on the website.
7. Company track record, Check out Customer base and Customer testimonials about their offerings.
8. News and Events
9. The quality of the videos, white papers and case studies
10. The blogs, the quality, regularity and how many thought leaders in the organization regularly blog

The nature of information in **Social Platforms** can be the following:

Let us take the example of LinkedIn.

1. The LinkedIn company page contains information about the organization. An overview of the organization, headquarters, year founded, company type, company size, their specialties and their website. Please note that the company pages on other **social platforms** like the Facebook company page and the Twitter company handle also drive traffic to the website.
2. The LinkedIn company page can also contain one or more, showcase pages. Each of these showcase pages represent a service or a product that the company offers.
3. You can follow the LinkedIn company page and the LinkedIn show case page to receive updates published.
4. The number of followers on the company page is roughly indicative of the size of the audience/ network of the brand (organization), which could give an idea of the social media presence and popularity of the brand.
5. The updates represent the engagement that the company/ organization decides to share with its audience as a part of its engagement strategy. The quality of the updates/ engagement, the relevance of the updates/ engagement, the regularity of the updates/ engagement are important factors in validating and forming assessments about the organization. These are important factors that could probably authenticate the information provided in the Website and also reflect the activities of the organization. Adoption of **social platforms** has probably not happened completely and hence you may not want to rush to conclusions about the organizations based on quality, relevance and regularity of the engagement of the organization on LinkedIn or other social platforms.
6. The LinkedIn company page helps us assess the approximate number of employees in the organization. The number is not entirely accurate, since many of the past employees may not have changed their status.
7. Filtering the employee information gives you an idea of the geographic locations, where the organization is present.

8. While looking at employee information, try to check if any of your first level contact is working in the organization. The first level contact can probably provide you with vital information that you seek. If employees exist at a 2nd level connection, you could leverage the shared contact feature to reach out to that particular employee. In fact you can use the shared contact feature, which exists in both 1st level and 2nd level connections to learn and ascertain information that you need.
9. The LinkedIn company page can also lead you to the career page and/ or the jobs published by the company on LinkedIn
10. The Likes and Comments reflect the conversations happenings around activities in the organization. This is probably the feature that enables us to get real insights about the experiences of people interactions and intersections with that organization.

### **Miscellaneous Sites**

It is also important that you check in sites like Glass Door which gives an overall rating of the CEO, details on interview process, salaries and allied detail.

Do not consume any data on the face value. Validate all the information before you form any opinion.

### **Steps to get a greater clarity about the organization**

General Patton once observed that the wars are not fought for countries but for the fellow soldier who battle along in the trench. While addressing the army before the war, he very clearly sets directions for the army. He observes that, when you put your hand into a bunch of goo ( the remaining flesh of a dismembered head), which, a moment ago was your best friend's face, you'll know what to do.

Am I digressing? No. Do you work for an organization? In reality, you work for your immediate boss.

Social media gives you the power to connect, reach out to people, validate and ascertain real time information proactively.

You may want to spend adequate time in ascertaining the credentials of the person under whom you are going to work and the members of the team with whom you are going to work.

Conversations style of people differs from LinkedIn and Facebook. You may check conversations in Facebook, to reconfirm your understanding about the people with whom you are going to work.

**Do you have any questions for us?**

Any professional worth his or her salt is likely to complete his or her interview with " **Do you have any questions for us?**"

If you have done your homework, you certainly can get some brownie points by asking intelligent questions which clearly lets the interviewer know that you have done your homework. More importantly, it is an opportunity that you must use to clear all your doubts to help you arrive at a decision regarding the organization.

## 5 How do you ace a Job Interview?

This chapter is divided into two parts:

1. Expectations of Hiring Managers while interviewing
2. A checklist for the job seeker to adhere to during the interview process

### ***5.1 Expectations of the Hiring Managers***

- ✚ The job seeker must remember that hiring managers are in a frame of mind to select. Rejection is their last priority. Good hiring managers are always magnanimous and give multiple chances for the candidate to succeed.
- ✚ Good hiring managers know that knowledge is on a need to know basis. Everybody cannot know everything. Hiring managers look for the capability to learn, the attitude and the energy. Hiring managers try not to hire professionals with a defensive mindset.
- ✚ It is imperative that the job seeker is in a listening mode during the interview. He / she should explicitly seek clarification if the question has not been understood clearly. After answering the question, it may not be a bad idea to ascertain if the question has been answered to the satisfaction of the interviewer.
- ✚ Every question must be answered clearly and to the point. Beating around the bush will not help. If the job seeker is not aware of the answer, explicitly accepting ignorance on that question may be viewed positively.
- ✚ The job seeker must press for a feedback, after the interview is over to understand how he or she has performed.
- ✚ The job seeker will do well to seek clarifications on the SWOT Analysis he or she has done on the organization, as a part of the preparation before the interview and clarify doubts that he or she may have at the end of the interview or during the interview

### ***5.2A checklist for the job seeker to adhere to, during the interview process***

It is imperative that the job seeker or applicant

- understands the interview process of the organization, very clearly and unambiguously, before he or she proceeds to the interview
- respects the interview process of the organization; complies and co-operates with the interview process, in case he or she has expressed interest in working with that organization.

**Here comes a detailed checklist that the job seeker will do well to understand before he or she decides to take the interview**

1. Interview Process
2. Must make it a point to be completely prepared for the interview (internalise the Job Description, a detailed research of the organization and great homework on all aspects connected with the interview)
3. Checklist of documents that is expected by the hiring organization, like pay slips, offer letter and bank statements
4. The nature of the interview
5. The duration of the interview
6. Venue, preferably get hold of the route map
7. Contact person
8. Contact person's contact numbers, mobile and land line numbers
9. Time
10. Interview level
11. Dress code, it is important to present oneself in a proper manner. Proper footwear and attire helps reflect the seriousness as well as establish a first impression.
12. Reconfirm the details of the position before going for the interview
13. Expectations of the hiring managers, if possible, in addition to the job description
14. The job seeker or the job applicant must arrive at the venue at the promised time. This enhances the credibility of the job seeker.

15. The job seeker must establish contact with the recruiter once he or she lands at the venue, to explicitly announce that he or she is present at the venue.
16. The job seeker will do well to ascertain the crowd at the venue, ascertain the approximate time it may take to complete the interview. The job seeker will do well to provision an extra hour.
17. If for any reason, the job seeker or applicant has to leave the venue in-between the process, the recruiter must be kept informed.
18. At the end of the interview, the job seeker will do well to clearly understand the next steps.
19. After the interview is over, irrespective of results, the job seeker must make it a point to connect with both the recruiter (incase he has not already done so) and the hiring manager, on social media platforms like LinkedIn

## 6 Understanding the elements of a Job offer

A job change is a very serious decision in life. A job offer needs to be properly understood and reviewed. I am concerned that many job seekers are only bothered about the salary that they may take home. However the decision to join an organization should be made on many critical parameters.

The scope of this chapter is to help professionals understand the components of a job offer and to help them make conscious and careful decisions.

I also take the liberty of adding a note to the job seeker or the applicant, on the clarity needed in communicating the decision to accept or refuse the offer. This goes a long way in not only enhancing the applicant's credibility but helps the hiring organization to look for alternate resource without affecting their fortunes.

An offer is made when there is an alignment and synchronization of expectation of the applicant and the hiring organization on the following parameters:

1. Role
2. Designation
3. Work location
4. Compensation
5. Time to join

### 6.1 Elements of an offer

#### 6.1.1 Understanding an Offer

An offer may not be just the salary that is being offered.

The scope for learning and growth associated with the role that is being offered may be an important factor to consider the offer. This may in turn have a high impact on the future career growth.

Another critical ingredient is the area of the work that is being offered. It is important to understand how that particular area fits into the overall strategic direction of that organization, the company's brand, their sustenance, their growth potential, the prospects of the industry, the core values of the organization and how they are perceived in the market.

The quality of the leadership at workplace and the quality of the co-workers are equally important considerations while considering a job offer.

The offer has monthly components, yearly components like leave travel assistance, statutory components like provident fund and components that could be paid to the candidate at the time of retirement or separation from the company like gratuity, superannuation. The offer can have benefits like health care for the candidate / family and perquisites like maintenance of car, driver, club membership etc. Employee stock options could also be an important and attractive component of the offer. Many companies could have attractive loan schemes.

The location of the company and therefore the commuting distance and the time taken for commuting can also be significant deciding factors of the offer.

Leave policies have an important bearing on the offer.

Does the role require overseas travel? Does it require frequent travel? Overseas travel could be short term or long term. This could be an attractive financial reward. On the contrary frequent short term travel overseas or otherwise could affect the lives of candidates who are married.

***This list is by no means exhaustive. The job seeker or the job applicant may come up with additional points and consider the attractiveness of the offer in totality before making a decision.***

### **6.1.2 Communicating the decision**

Any company that makes an offer is conscious that all the offers that it makes may not be accepted.

Therefore most companies may not be surprised if the job seeker or the applicant does not accept the offer.

If the job seeker or the applicant is not happy with the offer he or she must unambiguously express the same and seek clarity from the hiring organization if the hiring organization can match their expectations.

If clarity is provided and the job seeker is still not happy, the job seeker must explicitly communicate his / her displeasure and unwillingness to accept the offer.

Non-Acceptance of an offer must be communicated as soon as possible. This not only enhances a job seeker's credibility but also helps the hiring organization look for alternates. Backing out in the last minute can cause serious embarrassment to the hiring organization and sometimes irreparable damage to their credibility and business fortunes.

Using an offer to seek internal promotions in existing organizations and shop for better offers is a regrettable and avoidable activity.

## 7 Social Media Implementation: A Reality Connect

### 7.1 Enhance your Social Media Presence and Get Found for your needs.

This is easier said than done.

There are hundreds of success stories of how individuals and organizations have leveraged social media, enhanced their social media presence, and eventually got found for their needs.

The objective of this chapter is to present the actual aspects that enhance your social media presence and the realistic effort required to leverage and implement social media successfully as an individual and as an organization.

There are three critical factors that determine your social media experience irrespective of platforms

1. Identity
2. Network
3. Engagement

#### 7.1.1 Identity

Identity, the social media profile, like the LinkedIn profile or the Facebook profile represents the identity of an individual. The company page, like the LinkedIn company page or the Facebook company page, represents that identity of an organization.

What are the precautions that you may want to take before setting up your identity?

Great care has to be taken before setting up your identity. The identity is the foundation of your experience in social media and is a reflection of your needs. Most importantly it must address and articulate why you are present in social media (take into consideration both your present and future needs). This will not only determine the traffic coming to your profile but also will determine your strategy to nurture your network.

Creating an identity may be a largely one time exercise and may require some changes from time to time. Ideally, the identity of an organization in social media platforms, where there are detailed provisions available, like LinkedIn, must be a mirror reflection of the competencies of your organization, showcased in your website. This could be very helpful in showcasing your services and sharing with the network that you construct.

### 7.1.2 Network

Having articulated your needs well, the next most important step is to proactively nurture a qualitative and quantitative network for your needs. The quality and quantity of your network will determine your social media experience. It is simply not possible to connect with everybody on a social media platform. The strategy to nurture a network must therefore be to connect with people who have similar interests, who may need you and/or with whom there is a sense of interdependence, either in the present or in the future.

Before you decide to construct a network in any social media platform, please take pains to understand how the network works in specific social media platforms. As an example, in LinkedIn, the network is configured as "Levels"(L1, L2 and L3) and in Twitter it is configured as "Followers" and "Following". The network works in different ways. In LinkedIn, Search is a function of your network and search results are constrained by the size of your network. The Broadcasts that you make will therefore be constrained by the size of the network. Similarly in Twitter, the broadcasts that you make will be constrained by your network, in addition to the hash tags that you decide to exercise.

Nurturing your network is a continuous activity. Great care must be taken to nurture the network, proactively, taking the needs and interdependence into account. Your network is your net worth. Hence great care must be taken to organize your network and there must be a conscious effort to understand the distribution of your network and become conscious of your wealth of connections. It is also possible to scientifically arrive at the size of the network based on your needs. But while constructing the size, the quality of network cannot be compromised.

### 7.1.3 Engagement

While you could have a great identity and a great network, it is the quality, consistency and regularity of your engagement that will impact your social media presence, enhance your reputation and help you to convert your connections into relationships.

As the needs of the individual and organizations evolve, the network on your social media platform evolves, and therefore the engagement with your network needs to keep on evolving. While engaging with your evolving network, you need to develop the virtues of listening. As much as you take pains to articulate your identity and therefore your needs, you must also constantly listen to the needs of your network and your engagement strategy has to be a function of your network's needs. You need to respond to them either in the moment or wait for the moment. You must anticipate trends and must accordingly be prepared. The heart of the engagement strategy is the content management strategy. It is equally important to develop and promote content.

Like nurturing a network, engagement is a continuous activity required, as long as the individual and / or the organization want to leverage social media.

## **7.2 The importance of the regimen**

The principles of social media for an individual and organization do not differ much. Based on the needs, a relevant identity, network and engagement has to be arrived at. While constructing the identity is a onetime task, nurturing a network and engaging them effectively is a continuous activity.

Since there is a clearly cut out task, it is imperative that every individual who either uses it for his individual purpose or organizational purpose must develop a daily regimen and get into a rhythm. Only then can the individual hope to leverage social media effectively.

## **7.3 Social Media Implementation: Vital steps**

1. Articulate your holistic business needs and why you want to be in social media and arrive at your social media goals.
2. Assess your existing social media presence if any and evaluate the gap
3. Assess competitive landscape on social media
4. Assess the risks involved and arrive at mechanisms to handle adverse events.
5. Understand the quality and quantity of your network for your needs and arrive at a strategy to network.
6. Understand the engagement required for your network, arrive at a content strategy and more importantly promote it regularly.
7. Based on the network and the engagement required arrive at the effort required to sustain this effort and therefore an organization required to support this initiative.

***Implementation of social media is a very critical activity that requires very serious thought, effort, focus and a dedicated team to enable organizations leverage and succeed in social media.***

## 8 A simple Litmus Test to check your Visibility on LinkedIn

<http://www.slideshare.net/raghunathramaswamy7/a-simple-litmus-test-to-check-your-visibility-on-linkedin>

## 9 Are you visible enough on LinkedIn, for your needs?

Most of us are able to open a LinkedIn account very easily in less than two minutes. Adding Connections is also a relatively easy proposition.

However, have you ever wondered how visible are you in LinkedIn, for your needs?

Here is a simple test you may want to administer to check your visibility on LinkedIn, for your needs?

The Keywords represent the needs of why you want to be on LinkedIn.

Choose three keywords that are present in your profile, that are representative of your needs

Ask a few friends of yours, who are present in LinkedIn to search for you, using the keywords.

For every keyword, that your friend applies the search criteria, ask your friend to check....

- Did you appear in the Search results at all?
- Did you appear in the first page of the Search results?
- In case you did not appear in the first page but appeared somewhere in the search results, how deep did you appear?
- Did it ever occur to you what would be the implications of not being found on the top of the search results?

In case you do not appear on the top of the search results, don't you think, your competition got found before you and landed up with the juicy opportunity that belonged to you?

Is it also possible that just because your profile is found deep down below in the search results, a potential collaborator just lost his interest before the time he arrived at viewing your profile.

Would you like to understand the science and art of enhancing your visibility on LinkedIn and getting found for your needs?

1. Before you construct your LinkedIn profile, take adequate time and care to decide why you want to be on LinkedIn. Keep your needs and future needs and construct a comprehensive and complete profile. This will increase the chances of traffic to your profile for your needs.

2. Nurture a network proactively for your needs. Make sure that your network is adequate enough quantitatively and qualitatively, for your needs. Your network has to constantly evolve for your needs
3. Ensure that your engagement is relevant content for the desired and evolving community.

The most important quotient of your LinkedIn visibility is the alignment and synchronization of your LinkedIn profile, Network and Engagement, keeping your needs in mind.

And the fourth most important quotient is your regimen. Without it, you are going nowhere, on the social media space.

When you drive the LinkedIn automobile and want an exhilarating ride, remember the most important parts of your LinkedIn automobile.

1. Profile, Starter
2. Network, Clutch
3. Regimen, Brake
4. Engagement, Accelerator

***Are you ready for this Fun Ride?***

## **10 LinkedIn Profile Improvement Tips**

[http://www.slideshare.net/raghunathramaswamy7/linkedin-profile-improvement-tips.](http://www.slideshare.net/raghunathramaswamy7/linkedin-profile-improvement-tips)

## 11 Attributes of good LinkedIn photograph

One of the most important aspects in building your brand and establishing your identity is a good photograph. There can be no compromises on your profile photograph. It appears in several places on LinkedIn, in search results, in groups, in inbox, on your public profile on the internet and helps establish an image and identity of you.

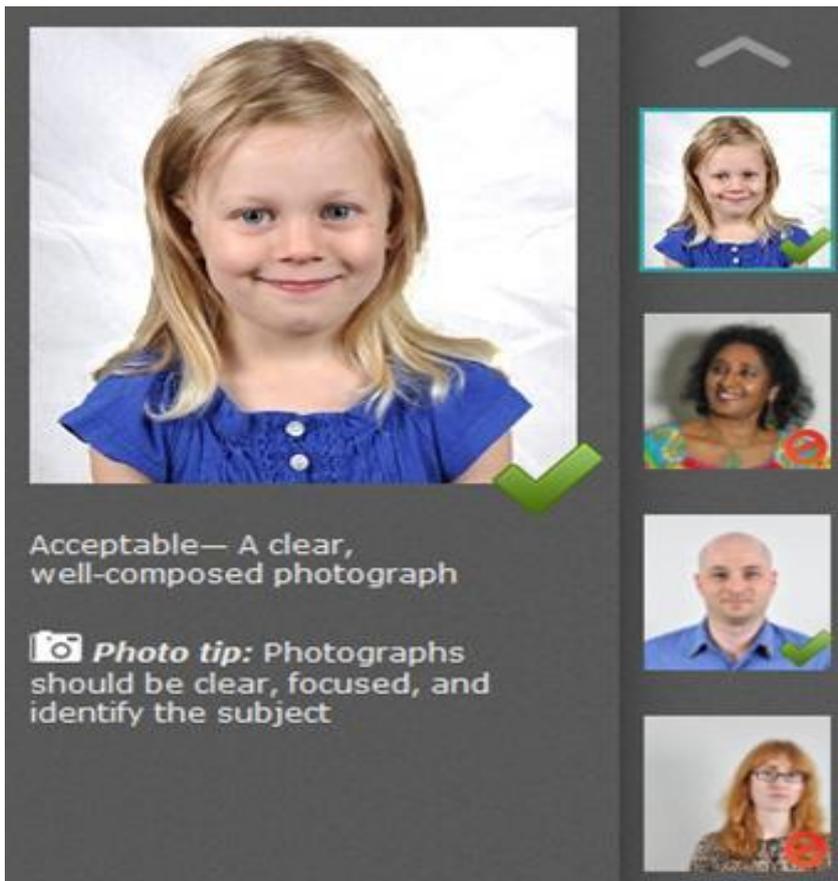
The LinkedIn profile picture

- Make sure that there is one that it is of you.
- Invest in a Professional Photo
- Photo should be warm, friendly and inviting
- Head/Shoulder shot
- Wear your power outfit
- Professional you, not personal you
- Like Online Dating – people are more likely to connect more often with people they see

For your ready reference, we are happy to produce some tips on the attributes of a good passport size photograph, courtesy, website of Department of State, USA. Many of these recommendations could be used for your LinkedIn profile photograph.

If you do not have a good professional photograph of yours on LinkedIn, make sure you invest in a professional photograph without any delay!!!

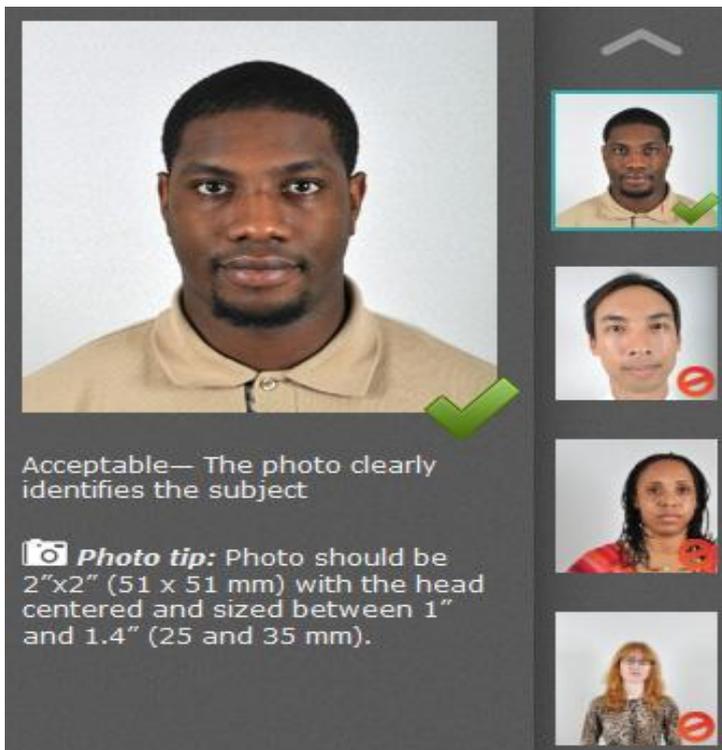
### 11.1 Photo Basics (General)



Acceptable— A clear, well-composed photograph

 **Photo tip:** Photographs should be clear, focused, and identify the subject

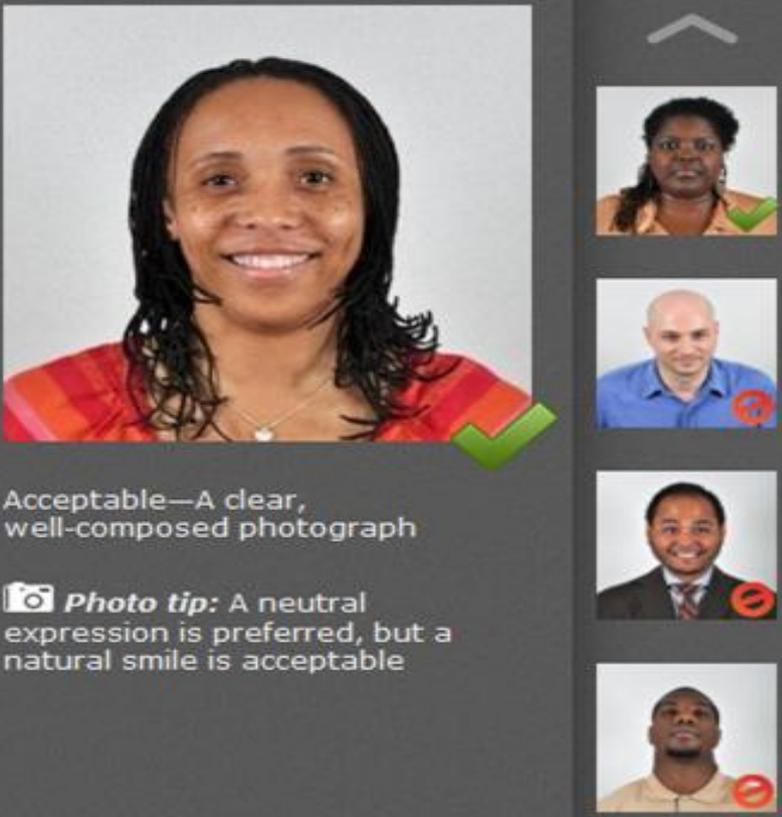
### 11.2 Size & Position



Acceptable— The photo clearly identifies the subject

 **Photo tip:** Photo should be 2"x2" (51 x 51 mm) with the head centered and sized between 1" and 1.4" (25 and 35 mm).

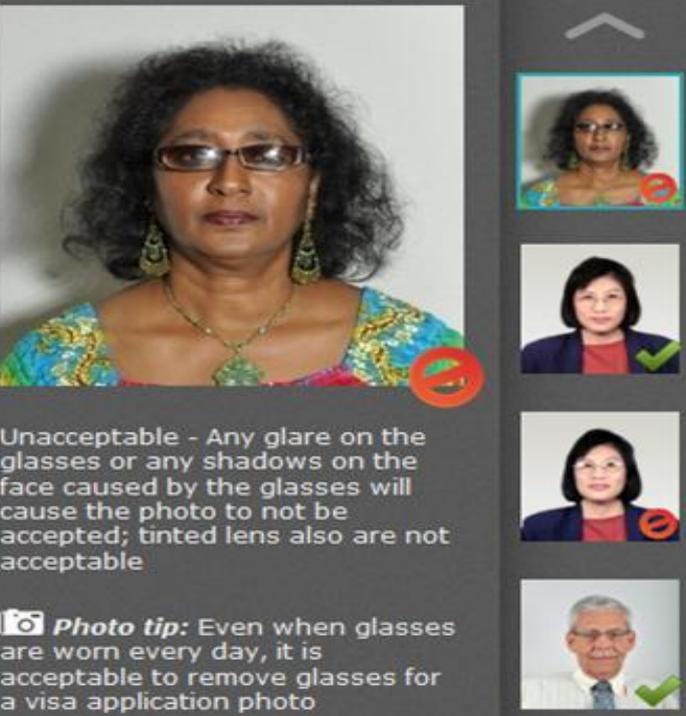
### 11.3 Pose & Expression



Acceptable—A clear, well-composed photograph

 **Photo tip:** A neutral expression is preferred, but a natural smile is acceptable

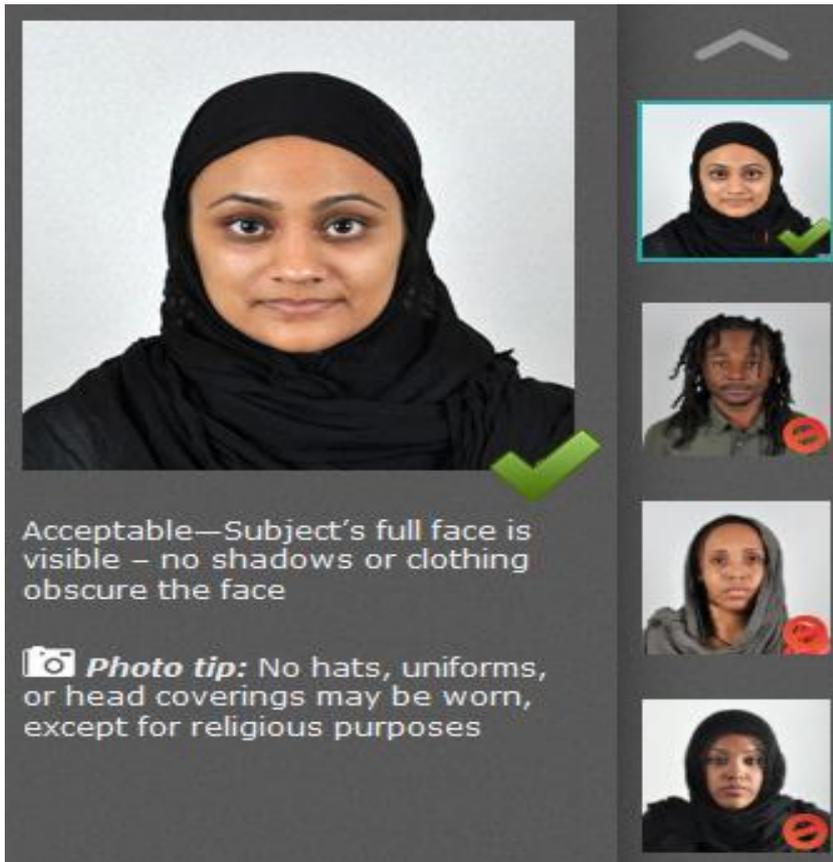
### 11.4 Glasses



Unacceptable - Any glare on the glasses or any shadows on the face caused by the glasses will cause the photo to not be accepted; tinted lens also are not acceptable

 **Photo tip:** Even when glasses are worn every day, it is acceptable to remove glasses for a visa application photo

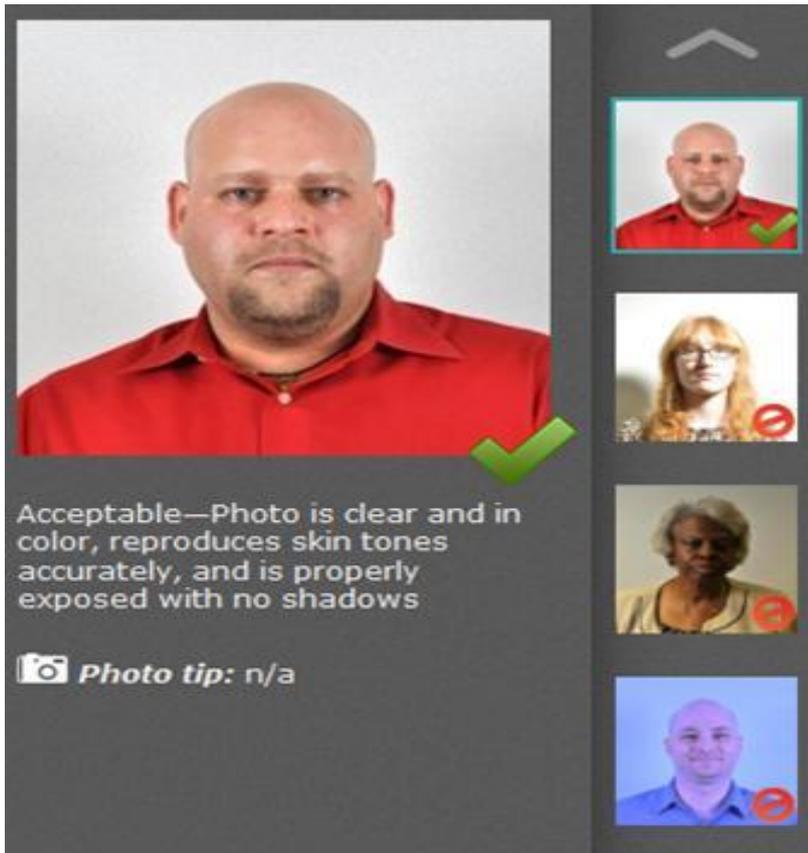
### 11.5 Attire, Hats & Hair



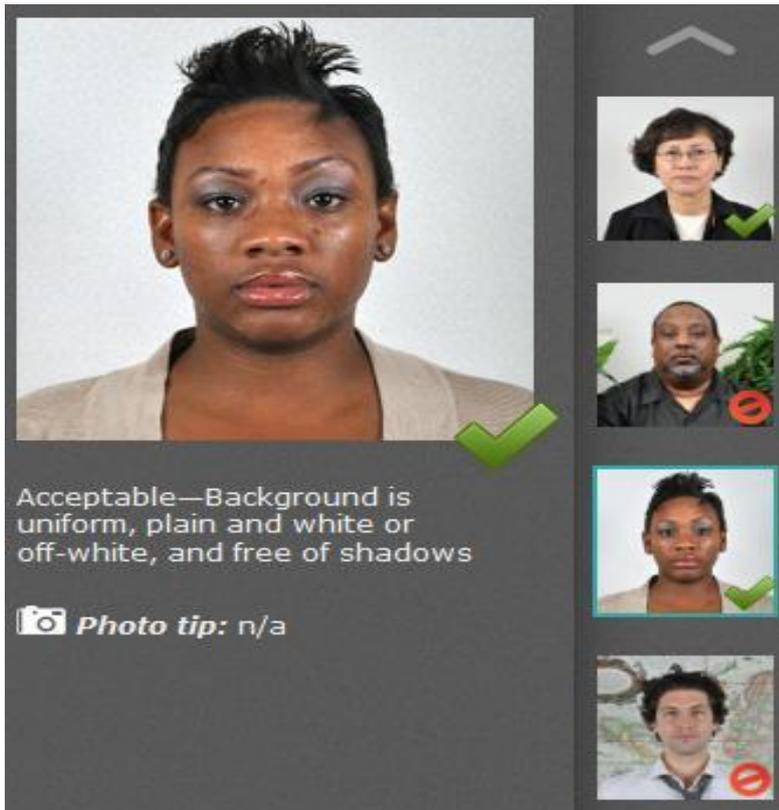
Acceptable—Subject's full face is visible – no shadows or clothing obscure the face

 **Photo tip:** No hats, uniforms, or head coverings may be worn, except for religious purposes

### 11.6 Shadows & lightings



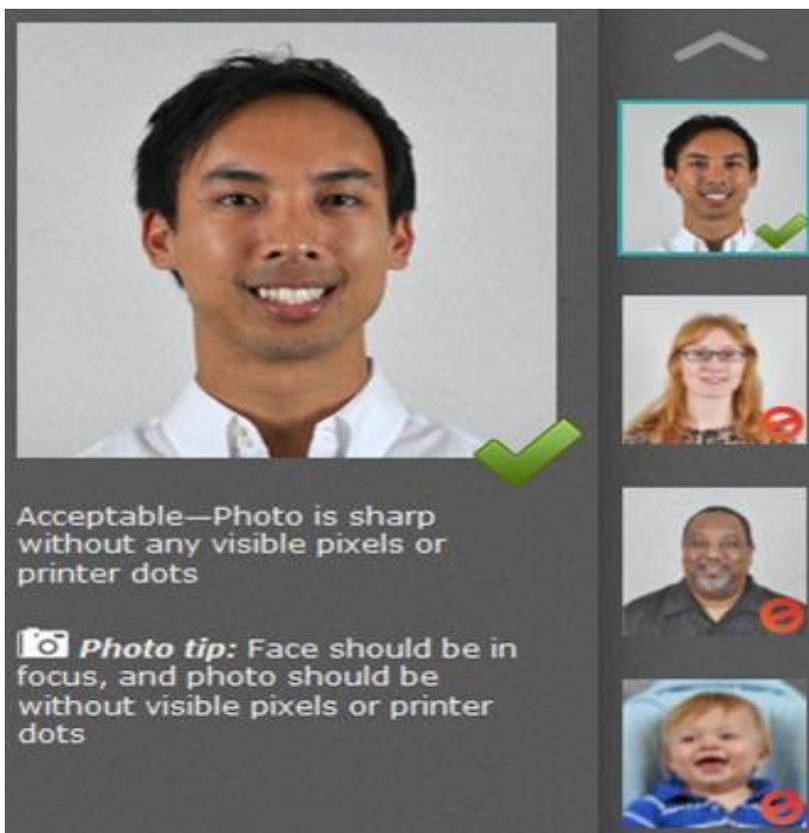
### 11.7 Background



Acceptable—Background is uniform, plain and white or off-white, and free of shadows

 *Photo tip:* n/a

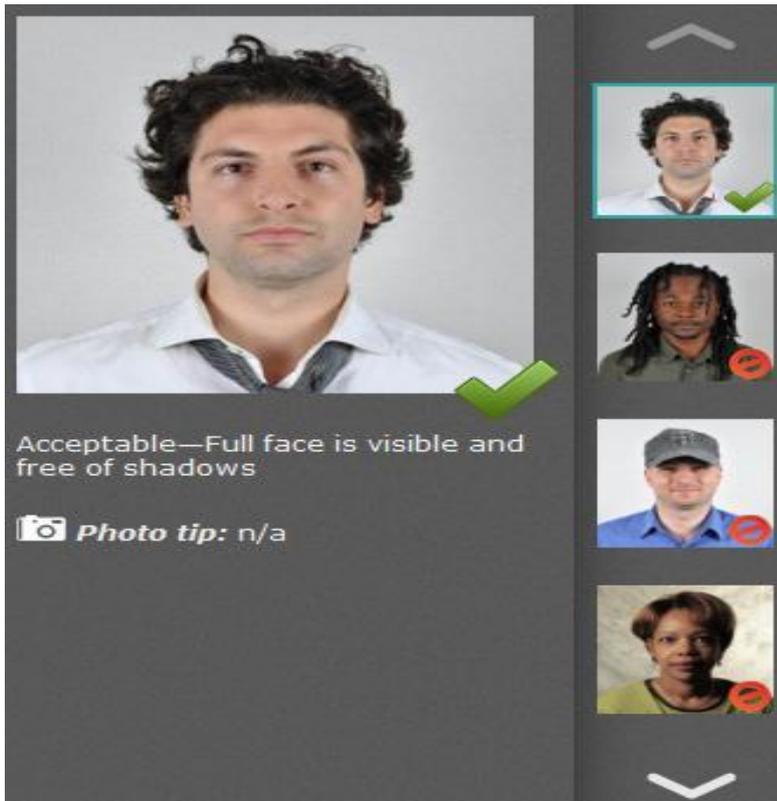
### 11.8 Resolution, Print Size & Quality



Acceptable—Photo is sharp without any visible pixels or printer dots

 *Photo tip:* Face should be in focus, and photo should be without visible pixels or printer dots

## 11.9 Obstructions to the face



## 12 Leveraging LinkedIn for your job hunt

There are many active job seekers who are present in LinkedIn to get jobs of their choice. However merely opening an account and adding connections may not help the job seeker.

In order to help the prospective jobseeker by leveraging LinkedIn in his job hunt, I have tried to present the science and art of leveraging LinkedIn in the job hunt, in a FAQ format.

Hope this helps.

### 12.1 What are the parameters of your current employment that make it attractive for you to work?

1. Role, which offer professional growth and means to express oneself
2. Area of work which can have an impact on the future growth
3. Compensation which provides for basic needs
4. Benefits like Work From Home, Health Care, Provident Fund, and Super Annuation
5. Loan Schemes
6. Employee Stock Options
7. Location, which is convenient and takes care of your needs
8. Time off, Leave Available,
9. Overseas Travel

10. Co-Workers
11. Boss
12. Brand
13. Growth Potential and prospect of the industry
14. Core Values of the Organization

## **12.2 What are the reasons why you might look out for a change?**

1. Have become saturated in the role, no growth options within the organization
2. Grown out of the role in my current organization
3. Unable to work with my boss
4. Work environment is stressful
5. Company's strategic initiatives are bound to fail in the long run
6. Personal compulsions
7. Office has shifted to a distance which involves a longer commute

## **12.3 Where does a job hunt begin? What is the reference point for a job hunt?**

Disenchantment of the Current Status and Expectation quotient of new employment are a function of :

1. Role
2. Designation
3. Compensation
4. Growth
5. Location
6. Timings

## **12.4 How do you set the boundaries of your job hunt?**

Based on your expertise and constraints it is important that you identify companies which can employ you. This is a finite set and there are only a definite set which can employ you. It is therefore imperative that you draw the list of such companies.

## **12.5 Based on your expertise, after having chosen a target set of companies, what are the parameters you will try to understand about the target companies?**

The fourteen components addressed in question 1 are relevant to this question and section as well.

## 12.6 How do you think LinkedIn can help you ascertain this information?

A lot of information can be obtained through the following LinkedIn features

- ✚ Company information - gives information about the company, the employees, employee insights and their followers
- ✚ Follow Company - gives us general updates about the company
- ✚ Show Case Pages - gives information about the company's products and services and also about the customers' experiences
- ✚ Groups - Participating and Conducting them enhances your social media experience and gives you a greater visibility and reach.
- ✚ Sharing Updates - can help you foster an ecosystem around you.

### What purpose does your LinkedIn Profile serve?

- ✚ You create an identity for yourself with the LinkedIn profile. You create a reputation and social media presence for yourself by participating in groups, sharing updates and conversing intelligently.
- ✚ The process of creating a reputation and social media presence helps you to develop relationships through connection.
- ✚ By developing relationships with professionals in other companies and following it up with compiling, collating and validating the data, you can get a reality connect with
  - Available Jobs and associated trends
  - Prevailing Market compensations
  - Information about growth prospects within an organization
  - Local Geo-political conditions at work place
  - And any of the other aspects that you want to know about target companies that you may want to apply

## 12.7 How is the information available on LinkedIn different from the one available on Internet?

In LinkedIn the information can be validated with reliable trusted contacts.

## 12.8 In an organization, where does a Job Description originate? What is the travel path of a JD? Where do the accountability hubs reside in an organization?

A Job Description can originate from a CEO's desk, a Business Unit Head who is accountable for a Line of Business or a HR Head.

A Job Description can travel from a HR head to a recruiter, from a recruiter to a recruitment consulting organization. The job description can also travel from a recruiter to the employees of the organization to recruit through internal referrals.

The accountability hubs reside with the CEO and owners of the various business process within the organization.

### **12.9 What would be your strategy to therefore get found for your needs?**

The Job seeker must therefore connect with

1. Recruiters of prospective companies where he or she plans to apply
2. Recruitment Head of prospective companies where he or she plans to apply
3. HR Heads of prospective companies where he or she plans to apply
4. Business Unit Heads of prospective companies where he or she plans to apply
5. Employees in the Lines of Business in the prospective companies where he or she plans to apply
6. Recruitment Consultants in general and explicitly with the ones that are tied up with the company.

### **12.10 What are the basic hygiene factors that you will adopt before deciding to connect?**

You must set up proper LinkedIn profiles which show cases your capabilities well.

### **12.11 How does a connection get converted to a relationship?**

You need to reach out to the connection and start interacting with the connection; only then seeds of relationships are sown.

### **12.12 As a job Seeker, what are the things that you will do to increase your social media presence?**

Social media presence is an activity that requires considerable application and gets established over a period of time.

You may write blogs, effectively participate in groups, share valuable information consistently and converse intelligently to acquire appreciable social media presence.

### **12.13 What could be the ideal network size? At what rate should it increase? Is there any specific LinkedIn regimen at which you should arrive?**

One cannot determine an ideal network size. However it is the quality that matters. It is important to connect with trusted sources. Your connections must happen on a regular basis. The whole world is your playing ground.

Keeping your needs in mind you will benefit by following a regular and an effective LinkedIn regimen. The regimen could include writing blogs, participating actively in groups, sharing updates, improving your connections and converting them into relationships.

Remember ABC, Always Be Caring for your network and add value to your network.

#### ***Additional documents that could be useful to a job seeker to improve his or her LinkedIn presence are***

##### **1. A simple litmus test to check your visibility on LinkedIn**

<http://www.slideshare.net/raghunathramaswamy7/a-simple-litmus-test-to-check-your-visibility-on-linkedin>

##### **2. LinkedIn profile improvement tips**

<http://www.slideshare.net/raghunathramaswamy7/linkedin-profile-improvement-tips>.

##### **3. Are you leveraging LinkedIn adequately?**

<http://www.slideshare.net/raghunathramaswamy7/are-you-leveraging-linkedin-adequately>

##### **4. Are you visible enough on LinkedIn?**

<http://www.linkedin.com/today/post/article/20140707080626-6501217-are-you-visible-enough-on-linkedin-for-your-needs?trk=mp-reader-card>

## Annexure

### I. To connect or not to connect? That is the question

In LinkedIn, search is a function of your network and the search results are constrained by the size of your network. Arbitrarily adding connections and sending invites may not serve your needs.

To ensure that you have a delightful LinkedIn experience it is critical that you ask yourself why you want to be in LinkedIn and take time to articulate your needs. Your LinkedIn profile must clearly capture your needs. The strategy to nurture your network must be therefore synchronized with your needs.

This document examines the rationale behind sending and accepting invites in LinkedIn, a critical factor which will affect the quality of your network and therefore the quality of your LinkedIn experience.

Are you spending the same amount of time in analyzing a LinkedIn profile and performing the necessary due diligence, and in trying to understand the credibility of the LinkedIn profile and its adequacy for your needs before sending an invite or deciding to accept an invite?

#### Checklist before deciding to accept a connection

1. Ask yourself if the person who has sent the invite will make a difference to your network?
2. Do you know him from the past? Is he a member of the family, alumni or any of your previous organizations?
3. Has the person sent a note explaining why he wants to network with you? This could have an impact on the quality of the relation.
4. Check if the profile (LinkedIn) is complete
5. Check the quality of the profile (LinkedIn). Does it reflect a basic level of professionalism and thoughtfulness?
6. If the profile (LinkedIn) is not complete, seek clarifications and inputs from the person who has sent you an invite
7. Check the shared connections. Check with the known connections if they have more details about the person or how well they know him?
8. Does he have similar and/or converging interests?
9. Will connecting to him lead you to important people and organizations that you want to connect with?
10. What is the size of his network? Will it make a significant difference to your network size?

11. Has the person driven traffic to his company website? Check if the company he is working in and the website where the traffic is being driven are one and the same?
12. Check the company link in LinkedIn and the website link in LinkedIn company page. Where is the traffic being directed?

### **Before you accept or decide to send an invite, think!**

Will the contact make a good connection? Will the contact be absolutely necessary for your needs?

Will this result in a mutually beneficial relationship. It is important that you add value to that contact as well! Is the LinkedIn profile credible? Take enough care to ascertain the details in the profile and ensure it is a genuine profile.

## **II. Ten Steps to unlock the hidden treasures of your network**

I am sure most of you are very careful to invest some portion of your money in government securities, mutual funds, life insurance, real estate, pension funds, some portion for the rainy day and the list could go on.

Most of you are conscious about distribution of your savings and or wealth.

Are you aware of the wealth of your contacts? Would you know the exact distribution of your contacts on social networks?

The scope of this document is to help you recognize the power of your network in social media platforms, the elements of your network and the need to proactively nurture a network taking into account your current and future needs, the value that you may want to add and immeasurable benefits that you may perpetually derive out of your network.

### **Scope:**

1. A traveler and his needs
2. The nature of the needs and the resultant network
3. An assessment of your wealth of contacts
4. Gap Analysis: Are your wealth of contacts adequate for your needs?
5. What and who could be component of your network?
6. The Strategy to build your network: Recognizing the distinctive ways in which social media platforms work
7. The quality and quantity of your network
8. The strategy to nurture your network: Your value addition
9. The network and its hidden treasures underlying it
10. Maximizing the net asset value of your network: The immeasurable power of adding value

## **1. A traveler and his needs**

We begin our journey at educational institutions and traverse many roads as we travel to retirement and beyond. There are many surprises and miles to go before we sleep. As we travel and evolve there are many predictable needs and several unexpected surprises to deal with. At the heart of nurturing a network is the fundamental realization that nurturing a network is a perpetual activity that needs to be pursued as long as you wish to derive mileage out of your network.

## **2. The nature of needs and the resultant network**

While building your network it is important to take into account your current and future needs.

Based on your business requirements and the data available with you on the efficiency of your business processes, it is quite possible to arrive at the size of the network that is required to support your business needs.

Similarly it is possible to arrive at the size of your network needed for your personal needs.

## **3. An assessment of your wealth of contacts**

How can you ascertain yourself if you are not aware of the distribution of your wealth of connections? A simple question to ask yourself is, if you have tagged your connections properly taking into account your current and future needs. This requires imagination and discipline.

## **4. Gap Analysis: Is your wealth of contacts adequate for your needs?**

Assess your existing network. Take into account your needs. Is the network meaningful enough to support your needs?

It is quite likely that you added and sent invites arbitrarily. Weed out connections which do not add meaning to your social networking experience.

As a first and most important step, arrive at a tagging convention taking into mind your needs and classify your network. Most of the social networking sites allow you to organize your connections efficiently. You may want to ruthlessly remove unwanted connections in your network.

This should give you a fair idea whether your contacts are adequate for your needs.

## **5. What and who could be component of your network?**

It need not be your family, friends, prospect and customers alone.

It should include interesting people with converging interests who could be influencers, opinion makers, your ambassadors and who can promote you and your needs, in your social networking journey.

However make sure that you authenticate the veracity of the individual before you connect.

## **6. The Strategy to build your network: Recognizing the distinctive ways in which social media platforms work**

The Gap Analysis should give you a clear indication of the gap and the direction to proceed.

While nurturing your network, you must recognize how the network works, the size of your network, how traffic arrives at your page and the limitations of search results. This has a direct bearing on the strategy to nurture your network since this will determine your ability to reach out to a proportionate number of people and will also have an impact on how many people can reach out to you.

## **7. The Quality and Quantity of your network**

Quality is king. But size does matter. While you have to be conscious of your needs while networking, the size of your network may also determine your social networking experience.

## **8. The Strategy to nurture your network: Your value addition**

You need to be able to continuously and meaningfully engage your connections. This makes a distinctive difference. It is therefore imperative that you need to have an engagement strategy for your network. A resonant engagement strategy keeping in line with the needs of the network is bound to have a multiplier effect.

## **9. The network and its underlying treasures underlying. Is there more power to the network than what meets the eye?**

The real power of your network lies in the hidden connections of your network. Your first level contacts in social media platform like LinkedIn merely represent a tip of the iceberg. When you start focusing on the possibilities on the seemingly hidden connections of your network, your second level and third level connection or dormant connections, you may just start unearthing truckloads of possibilities.

## **10. Maximizing the net asset value of your network: The immeasurable power of adding value**

The net asset value of your network is invaluable and beyond measure. It is however well within your sphere of your control.

The best way in which you can maximize the net asset value of your network is by listening to your network, understanding their needs and adding value to your network. Meaningful engagement with the evolving community is the only way to your social media redemption.

What you sow is what you reap.

However here are some numbers that you should give you an idea about the power of social media.

Remember the formula for the number of communication channels: It is  $n(n-1)/2$ .

Remember the size of your network (Let us take the example of LinkedIn): It is Level 1 connections plus Level 2 connection plus Level 3 connections plus the number of members in the groups that you are member of.

Let us assume the size of your network is: 20 million

Taking the formula of number of communication channels, information can travel in approximately: 200 million ways

Hence an act of value addition has the propensity to travel in multiple ways and so many of your quality campaigns have the propensity to become viral.

Add value to your network, unleash the word of mouth and maximize the net asset value of your network.

### III. The importance of engagement in social media

In annexure II, [Ten Steps to unlock the hidden treasures of your network](#), we have seen the importance of value addition to your network. For your ready reference, I take the liberty of reproducing, the following extract:

***“You need to be able to continuously meaningfully engage your connections. This makes a distinctive difference. It is therefore imperative that you need to have an engagement strategy for your network. A resonant engagement strategy keeping in line with the needs of the network is bound to have a multiplier effect”***

Since I have emphasized the importance of the strategy to networking, I assume you are already conscious of the network you are nurturing. Take the liberty of reinforcing the need to understand your network and learn about your audience in your network

1. Who and where are they?
2. What is their personality like?
3. What are their needs?

Engagement has three components to it –

1. Sharing Updates
2. Groups
3. Conversation

When you share updates, become member of groups and participate in them and involve yourself in meaningful and intelligent conversations, your social media presence is impacted. This directly enhances your reputation which in turn helps you to convert your connections to relationships.

Your engagement must cater to the needs of your network and be resonant with your needs of why you want to be in social media.

Every update must convey what your brand stands for.

Every update must be informative, insightful and inspirational. Make sure you avoid self-serving promotional content.

Content can be two types:

## 1.Owned Content

## 2.Third Party Content

Owned Content can be created using blogs, slide shares or through posts supported in platforms like LinkedIn. Owned content can also be You Tube Links, video links or other promotional content owned by you or your organization.

Third Party content, as the name states it all, are content in diverse forms which are owned by others. You can subscribe to Third Party content through RSS feeds and share it with your audience if you think the content will be useful for their needs.

At the heart of your engagement strategy is the content strategy.

Based on your needs (Organization or individual) it is important to arrive at a content strategy.

A meaningful and engaging content strategy, a mixture of owned content and third party content, properly promoted, can deliver extraordinary benefits for your brand or your needs.

Some insights that could be helpful in engaging followers:

- 1.Arrive at a content strategy for your network. Arrive at a mixture of owned content and third party content that can be useful and relevant for the needs of your network.
- 2.While arriving at a content strategy, remember content is king. The quality of content needs to be very good. While owned content can be disseminated through blogs, slide shares or LinkedIn posts, remember to make clever use of visual media.
- 3.Make sure you link status updates to great content. Updates with links have higher network engagement than updates without links. Add a compelling statement to accompany the link, inspiring your audience to click through.
- 4.Arrive at a schedule of posts. The timing of your post has an impact on readership. Experiment to see what works best. Mornings may be the best time to post. Friday evenings after four may be best avoided. Business hours may have lesser impact.
- 5.Promote your posts at regular intervals across social media platforms through automated tools.
- 6.Be helpful and friendly: One sided conversations do not add value. Just dissemination of information like overly promotional messages may not help. Whenever you post company related news or product announcements, make sure the news conveys a specific benefits to your followers.

7. Measure the success of your engagement, analyze it and refine it if required.
8. Based on business needs, you may be required to engage only a section of your network, in which case make sure that you tailor the content for the specific section of the network.
9. Amplify through your network. The foundations of social media are based on the principles of consumer advocacy. Nothing impacts people's perception like the recommendation of a trusted friend, colleague or a family member. When your update is endorsed by anybody in your network, the message is amplified to the members of the member's network as well. Each amplification is an endorsement of your content and brand.
10. Help your content go viral. You do not necessarily have to be lucky to help your content go viral. Fortune favours the person who works diligently by combining the virtues of application, regular regimen, genuine concern and value-add for the network through meaningful knowledge share, creating great and creative content, nurturing a qualitative and quantitative network.

**After All, Rome was not built in a day!**

## IV. DNA of a pro

The best member of my team, may not have delivered always, but took it upon herself to proactively communicate her inability to deliver whenever she could not.

Better still, she sought clarification to understand the job, that was assigned to her, understood the complexity, and unambiguously kept communicating/reporting about the progress at required times.

She was knowledgeable, skillful and had a great temperament.

She was process compliant.

She was friendly, nay, helpful to her colleagues.

Her eye was on the task that had to be executed. There were deadlines to be met. The deadlines were more sacred than the office hours that ended at six.

She was the epitome of focus and commitment.

She could carry herself with a great sense of humor and modesty.

Her integrity was unimpeachable.

She applied herself and did not hesitate to ask questions whenever there was a road block.

What, Where, When, How and Why were her great friends.

She kept an open mind, imbued a sense of enthusiasm and kept learning at a feverish pitch.

Her enthusiasm was infectious. The positive vibes permeated to the team.

She did not require monitoring.

She could say no, whenever required, without hesitation.

Feedback was received constructively and she never got hurt and took anything personally.

She was never defensive. She could accept her mistakes and get on with her work.

She was a living being, not just going through the motions.

God did not make her. Neither did any of the Ivy League Schools.

She is around anywhere, there is a deep desire to learn, from within, to evolve and excel as a top class professional.

She could be you, a realizable dream; after all, you are nothing but a spark of the divine.