

# LINKEDIN CAREER ESSENTIALS™

I don't know  
that many  
people!

I'm not getting  
any calls from  
recruiters...

I already have a  
LinkedIn  
profile.

LinkedIn is too  
difficult to use.

I don't believe  
LinkedIn is that  
useful.

There are  
already so  
many members.

I have a  
Facebook  
account. That's  
good enough.

Should I pay  
for a premium  
account?

Recruiters will  
know how to find  
me if they really  
wanted to.

I've already  
posted my CV  
on Monster.



# LINKEDIN CAREER ESSENTIALS™



**LinkedIn** is the de facto benchmark in professional networking today.

- ✓ Started in 2003 with just over 4,500 members.
- ✓ In 2014, there were 330,000,000+ members.
- ✓ Growing at a blistering pace of two new members every second towards their target of 3 Billion members.
- ✓ 65% of these members are outside of the US today.
- ✓ There are 61,000,000 members in Asia.
- ✓ There are more than 1,000,000 members in Singapore.
- ✓ 40% of members log into LinkedIn daily.
- ✓ The average member is in LinkedIn 17 minutes per month.
- ✓ Members are located across 200+ countries.
- ✓ Supports 20 different languages.
- ✓ 56% are male and 44% are female.
- ✓ There are 39,000,000 undergraduates or recent graduates on LinkedIn.
- ✓ There are 1,500 school & university profiles.
- ✓ 89.7% of LinkedIn users find it moderately-extremely useful for growing their network.
- ✓ A recruiter has on average 616 connections in LinkedIn.
- ✓ There are 44,000 job applications submitted through LinkedIn daily.
- ✓ ***94% of the recruiters worldwide use LinkedIn to find their next employee.***



**Indigo Drey & Associates** was established in 2014 and is the registered business entity for [www.thecandidateschool.com](http://www.thecandidateschool.com).

We are a candidate-centric training outfit set up by two recruiting veterans with a collective experience exceeding 25 years working in recruitment agencies & corporate talent acquisition.

We know how recruitment “really” works and have the insights on how to navigate the recruitment landscape and raise your candidacy.

Together we have seen hundreds of thousands of resumes, interviewed many thousands and hired thousands into jobs.

We believe that there are no perfect candidates but allowing for a few really rotten apples, neither are there truly bad candidates. Just misdirected, misguided and misinformed.

Whether you are a new talent fresh out of school, early talent and pushing forward, middle management making that decisive push or a senior executive seeking to apply a lifetime of experience, our objective is to support you in your quest for a more fulfilling and satisfying career.

***To find out more, visit us at [www.thecandidateschool.com](http://www.thecandidateschool.com)***

# LINKEDIN CAREER ESSENTIALS™

- **Unleash & unlock the TRUE power of LinkedIn!**
- **Developed based on 10 years of extensive hands-on experience by a LinkedIn superuser!**
- **Shave off years from your own learning journey!**
- **Learn real secrets to getting that dream job!**
- **Build a brand that markets “YOU” globally 24/7 even when you sleep!**
- **Get to the top of a recruiter’s list ahead of your competitors!**
- **Get recruiters from all over the world knocking on your door!**
- **Get access to the unpublished & hidden job opportunities!!**
- **Want to go international? LinkedIn is the way!!**
- **Learn techniques you can use over the course of your whole career!**

# LINKEDIN CAREER ESSENTIALS™

## DID YOU KNOW?

- ✓ That you are just one of 332,000,000 members. (as of 2014)
- ✓ That your un-optimized LinkedIn profile is *actually* helping your competition snatch that dream job from you?
- ✓ That *just* having a LinkedIn profile does little to help you in your job search?
- ✓ That some of the rules in LinkedIn can disadvantage you tremendously?
- ✓ That there are several hundred thousand recruiters on LinkedIn?
- ✓ That 44,000 job applications are submitted through LinkedIn alone?
- ✓ That 94% of recruiters worldwide use LinkedIn to hire their next employee?
- ✓ That 92% of fortune 100 companies use LinkedIn's corporate talent solutions as a platform to source for candidates.

## THE PROGRAM

The **LinkedIn Career Essentials™** program was designed from the ground up with a deep understanding of the current employment landscape. Acknowledging that since the advent of the internet and the flattening of the world, the entire job search & attraction strategy has to change to keep up with the times.

The **LinkedIn Career Essentials™** program was co-developed by two recruiting veterans over several years, taking the learnings & experiences from current practices, avoiding the pitfalls, discarding the obsolete methods and implementing the most current real-life, proven & tested tactics to propel your career forward.

# LINKEDIN CAREER ESSENTIALS™

## WHAT YOU'LL TAKE AWAY..

- ✓ Core principles to unlocking explosive momentum in your job search.
- ✓ Set up a profile that will sell itself, 24 hours a day, 7 days a week.
- ✓ Expand your network to recruiters across the globe in weeks instead of years.
- ✓ Grow your entire network while you sleep.
- ✓ Learn how to maximise the value you get from a free basic account.
- ✓ Tap the real value of recommendations & endorsements.
- ✓ How to reach almost anyone on LinkedIn!
- ✓ How to use LinkedIn effectively in your job search.
- ✓ How to build a reputation as a subject matter expert.
- ✓ How you are sabotaging your own job search unintentionally.
- ✓ Apply LinkedIn's proper etiquette and become a valued member.
- ✓ Uncover hidden, unpublished or under-publicized career opportunities.
- ✓ Research 101 using LinkedIn techniques.
- ✓ Get recruiters to constantly think of you ahead of everyone else!
- ✓ And anything & everything you always want to know about LinkedIn & then some..

## WHY TRAIN WITH US?



**INDIGO DREY & ASSOCIATES** was established in 2014 by two recruiting veterans. Each bringing a critical perspective into the entire job search & attraction process.

The principal trainer is a 25-year corporate executive with over 15 years' experience as a corporate recruiting leader. A Staffing Director managing recruitment teams for brands like Autodesk, BlackBerry, Levi Strauss, Qlik and eBay; with a remit for Asia Pacific, Europe, Middle East & Africa. Experienced in IT&T, E-commerce, FMCG, Fashion & FSI, amongst others. A hard-core LinkedIn evangelist, he is a LinkedIn Certified Professional & a Certified LinkedIn Recruiting Expert. He was also ranked top 3 globally in the LinkedIn Q&A forum. He belongs to a select group of superconnectors worldwide who have exceeded the 30,000 connection limit set by LinkedIn. 9 of his ten jobs in the last 15 years were LinkedIn-assisted.

## QUOTABLE QUOTES!

A potent mix of plummeting oil prices, a lackluster global economy, the prospect of higher interest rates and domestic restructuring pressures is expected to dampen the economic outlook in 2015.

"There's been a change in the date but the prospects are similar and the risks remain."

Jan 2015 - CIMB economist, Straits Times

"A sluggish global economy is likely to hurt the trade dependent economy."

Nov 2014 – Perm Sec, MTI

"There were 31,000 unemployed PMETs in Q3 of 2014."

MOM – Q3/14 Labour Report

"Of the 3,500 employees who were made redundant in Q3 2014, 65.6% were in the PMET category."

MOM – Q3/14 Labour Report

"It takes between 3 – 6 months for a PMET to get re-employed."

MOM – Q3/14 Labour Report

"After inflation, real wage increases will average 2 per cent in Singapore next year - down from last year's 3.1 per cent rise in real terms."

Nov 2014 - Business Times



# LINKEDIN CAREER ESSENTIALS™

## WHAT NEXT?

If you are like many folks, you'll want to wait and see. For now, you don't see a need. You have a job. You're good at it and your boss loves you. You'll address the problem when it comes. We have counselled and consoled many in the very same position as you are now.

To truly grow your career, you need to work at it. As Milton Berle famously said "If opportunity doesn't knock, build a door."

I'm no carpenter but I suspect building a door takes planning, skill, tools, materials and very importantly, time. "Dig a well before you get thirsty" is another favourite of mine.

We have worked with countless folks who suddenly lost or felt compelled to give up their jobs. Their well just dried up. It also takes time to dig a new well. In the meantime, you will find yourself being forced to settle for muddy water. There is no reason to...

## ACT NOW!

We conduct classroom training every month, limiting each class to 40 attendees for deeper engagement. The training is held on a weekday evening from 6.30pm to 10.30pm within the CBD for easy access. Training materials & refreshments provided.

Visit [www.thecandidateschool.com](http://www.thecandidateschool.com) and sign up today.

Email us at [ben@thecandidateschool.com](mailto:ben@thecandidateschool.com) for more information.

