



The Great British Workforce Revolution

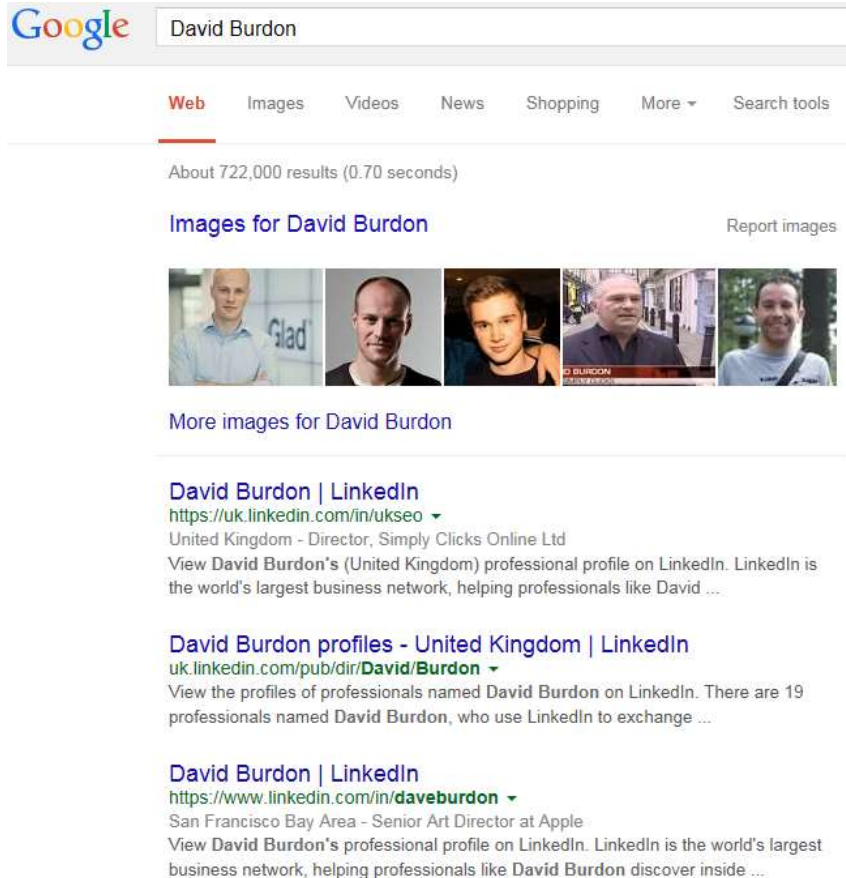
**How to *Build* a successful *Presence* for
*Your Online CV***

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Simply Clicks

The Great British Workforce Revolution

- Is a conference that takes place in London on 3rd June 2015. To book go to www.workforcerevolution.co.uk.
- The conference is targeted at Non-Executive Directors, Angel Investors, cashed-out Entrepreneurs and senior Interim Managers.
- I spoke at the 2013 conference and have been asked to return for 2015.
- The theme of this year's conference is "Going it alone as an Independent Director".
- The keynote speaker is Conservative Peer, and former MP, Lord Howard Flight.
- This presentation contains the material for a discussion on winning work via Online CVs.

What is Your Online CV?




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- 5 images. One of which is me.

Individual Google Rankings

- 1. My LinkedIn profile
- 5. My website's about page.
- 6. An online interview from 2002.
- 8. A comment on a travel news site from 2013.
- 11. My Twitter account.
- 14. My Quora profile.
- 20. My DISQUS profile.

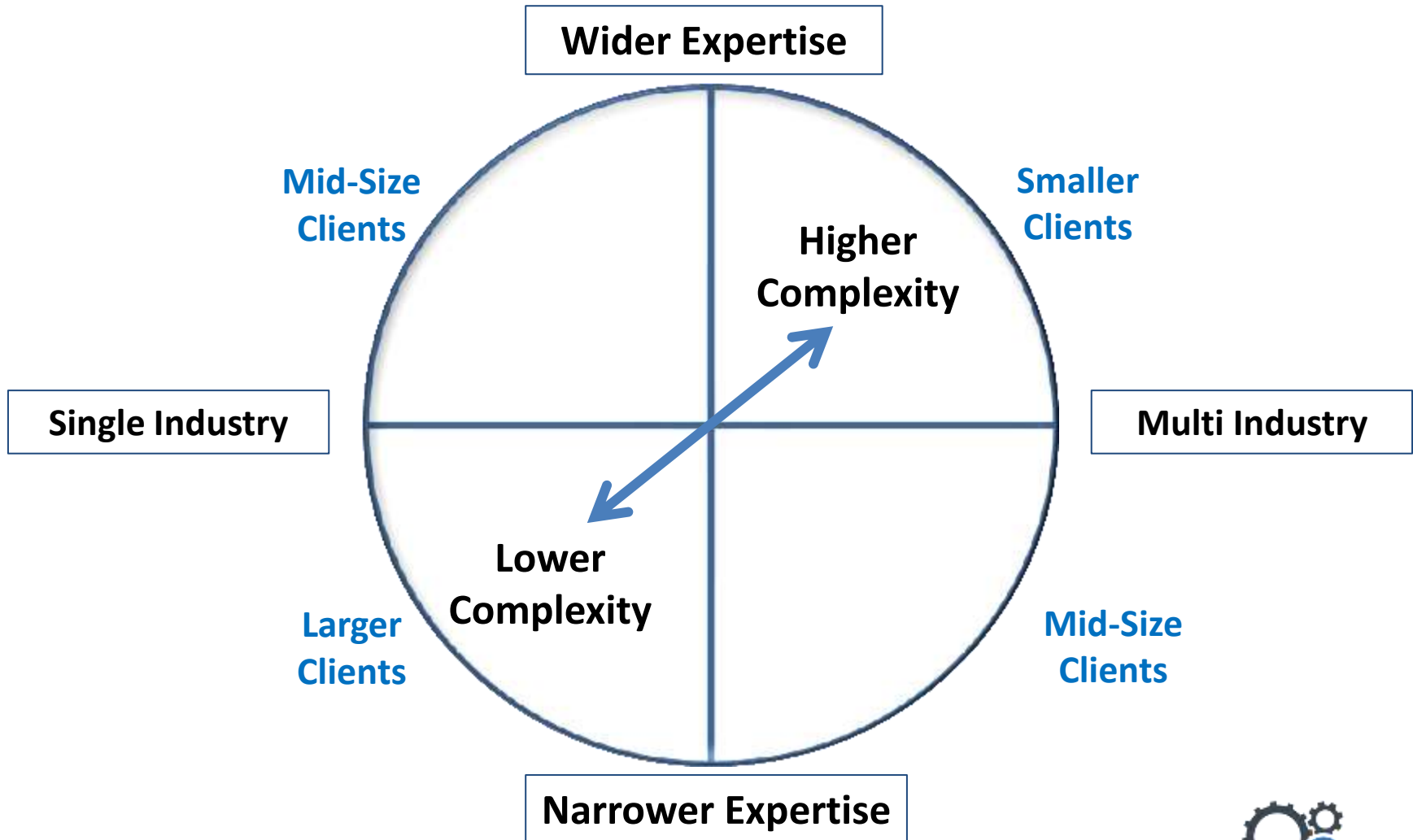
What is your Online CV?

- It is a story of ***the course of your life*** as recorded by the totality of accessible online media.
- This includes your own website and blog and sites such as LinkedIn, Google, Twitter and Facebook.
- As well as websites such as Duedil, Company Check and online news sites.
- It is a CV for 2015. But unlike the two pages of A4 from a previous era it's a CV that's much bigger, less controlled and with a wider circulation. This presents new opportunities as well as potential problems.
- Your online CV can be managed passively. It exists even if you don't want one. A passive approach will almost certainly allow work opportunities to be lost. As left unattended, potential negative material may become highly visible.
- Your online CV should be pro-active, targeted and leveraged, propelling you towards winning work. Being accurate, relevant and visible, playing a key role in converting hiring opportunities into real commissions.

The Hiring Opportunity

- Remember the hiring opportunity is often problem driven. And many online searches are for problems.
- The goal of your online CV is therefore to be visible so that you can **engage** online with people that have a critical commercial problem that your expertise can solve for them.
- This is because critical problems rarely have budgetary or timing constraints.

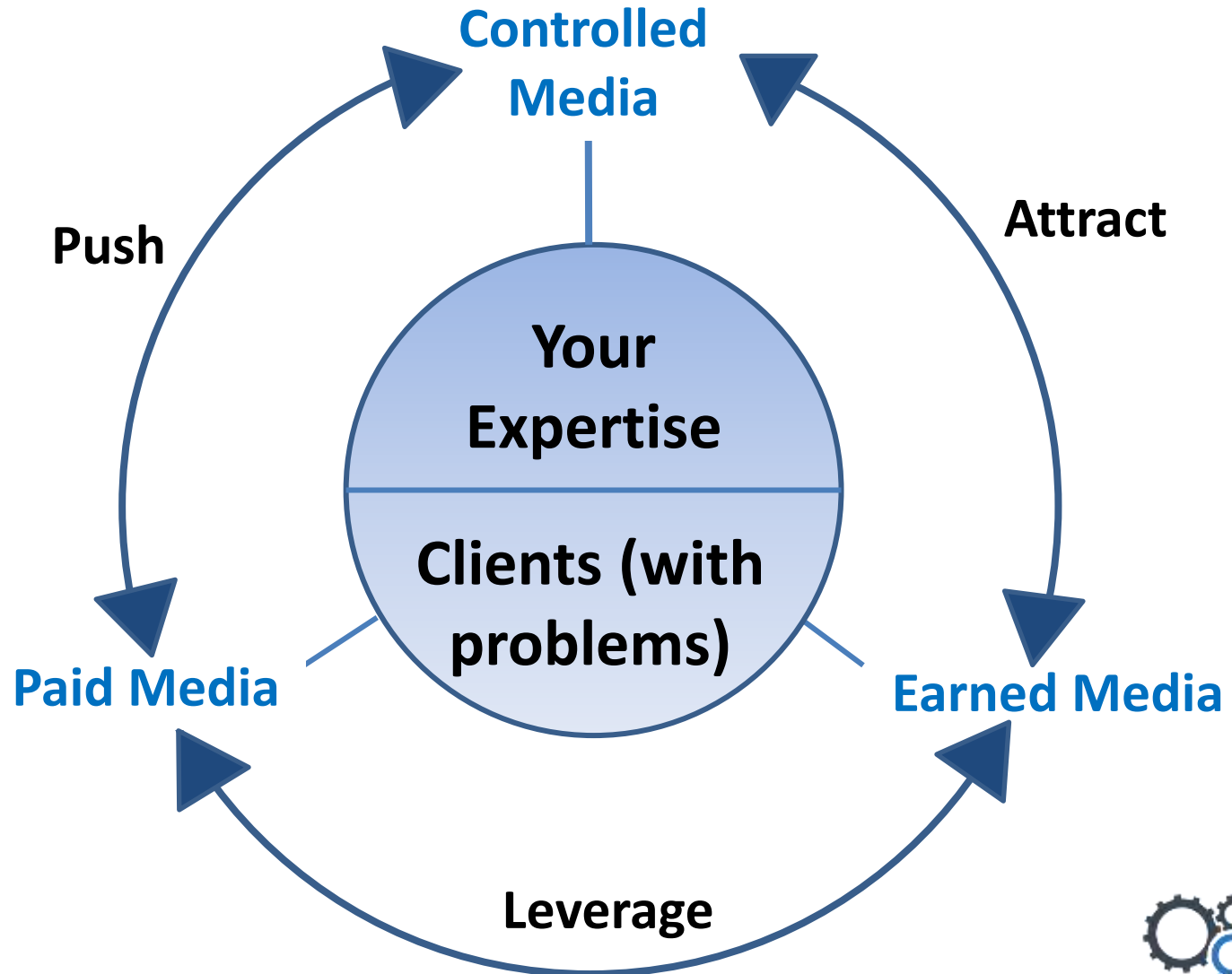
Target Opportunities for *Your* online CV



Scale and Complexity of Problems

- Use your online CV to target your functional problem solving abilities. And where possible according to the scale and complexity of clients.
- Smaller clients tend to offer problems wider in scope but often these are more complex.
- Larger clients tend to offer problems narrower in scope and these can be less complex.
- It is not only about function, the right shape peg in the right shape hole. It is also about, scale, getting the right size peg in the right size hole.

Media Opportunities for Your Online CV

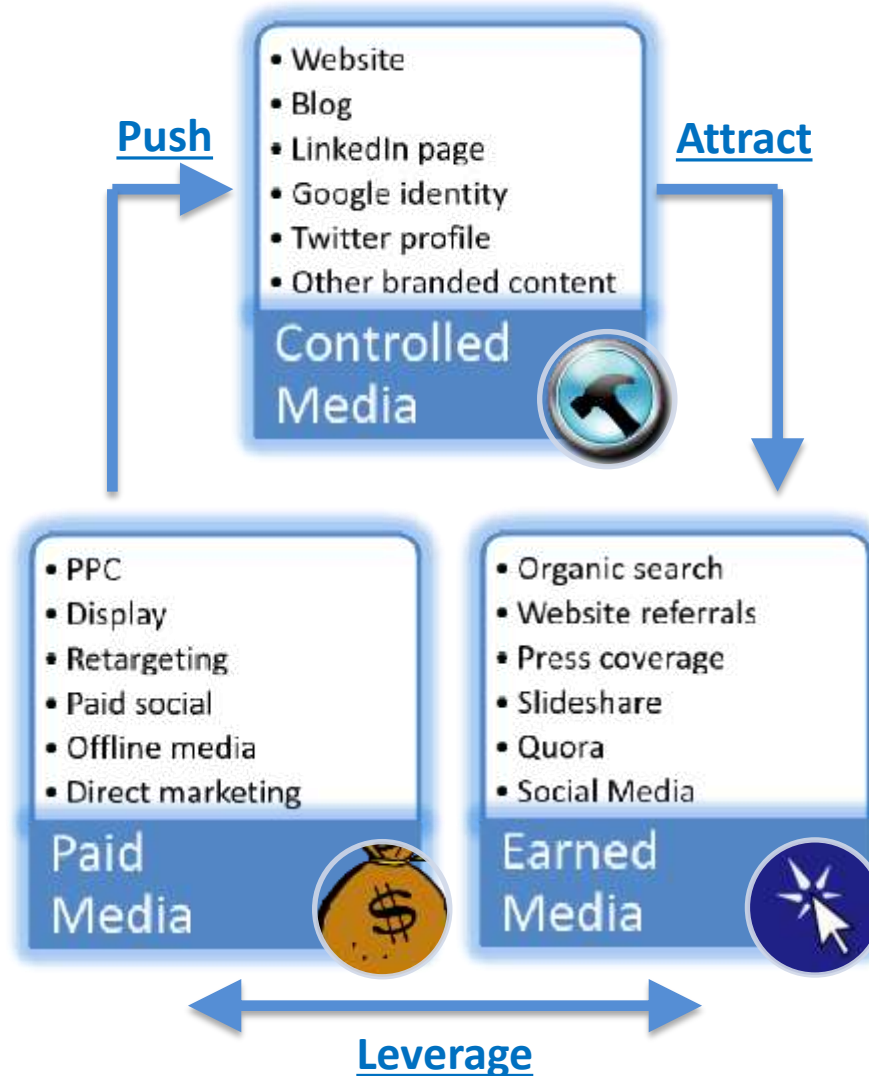


The Guises of your online CV

Your online CV comes in many guises. It is your digital persona and is the sum of many parts. We can break these down into three key areas.

1. Controlled media – Such as your website or LinkedIn profile is where you want potential hirers to focus their attention. It contains material that you can directly edit.
2. Earned media such as Google search is media you can influence through professional effort. Earned media leverages the value of controlled media.
3. Paid media - Such as PPC – Has a role to accelerate the velocity of sending visitors to your controlled media - but beware this can be expensive.

Building a Presence for Your Online CV



Building your online presence

- Ensure that what you directly control truly reflects your current market or employment ambitions.
- Exploit your controlled presence by attracting visitors from earned media such as the Google search results, online news platforms or specialist sites such as Slideshare and Quora.
- When appropriate, push visitors to your controlled media via paid services such as PPC or advertising on LinkedIn or Twitter.

Next Steps

- Get a website – With a top class blog (E.g. WordPress).
- Research the ***problem agenda*** for the industries or management functions that you serve.
- Write blog posts - Both regular and reactive
- Subject: How to solve a critical problem in your field of expertise?
- Leverage via social media such as:
 - LinkedIn/Twitter
 - Slideshare
 - Quora
 - Industry Forums (**relevant to your expertise**)

References

Domain URLs for the websites mentioned in the presentation.

- www.workforcerevolution.co.uk
- <https://linkedin.com>
- <https://twitter.com>
- www.slideshare.net
- www.quora.com
- <https://disqus.com>
- www.duedil.com
- www.companycheck.co.uk

How to Improve the Success of Your Online CV

The Great British Workforce Revolution

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