



INNOTALENT

Where Innovations & Talents Connect

Proven Job Seeker & Resume Strategies That Get You Closer to Your Dream Job

*Miguel Miranda,
CEO & Founder*

*Shabrish Sukumar,
Operations Director*

December, 2021

Before We Get Started ...



1. **Will you get the PDF slides?** Yes. You will receive all the slides immediately as soon as you fill out the quick survey at the end of today's presentation via QR code.
2. **Is this Webinar being recorded?** Yes. A link to the recording will be sent via email within the next 24 hours.
3. **Will there be a Q&A?** Yes. We plan to have a Q&A session at the end of the presentation. Please submit your questions in the chat.

Today's Presenters



Miguel Miranda

CEO & Founder

InnoTalent

Miguel.Miranda@Innotalent-Germany.com



Shabrish Sukumar

Operations Director

InnoTalent

Shabrish.Sukumar@Innotalent-Germany.com



The Big Market Change

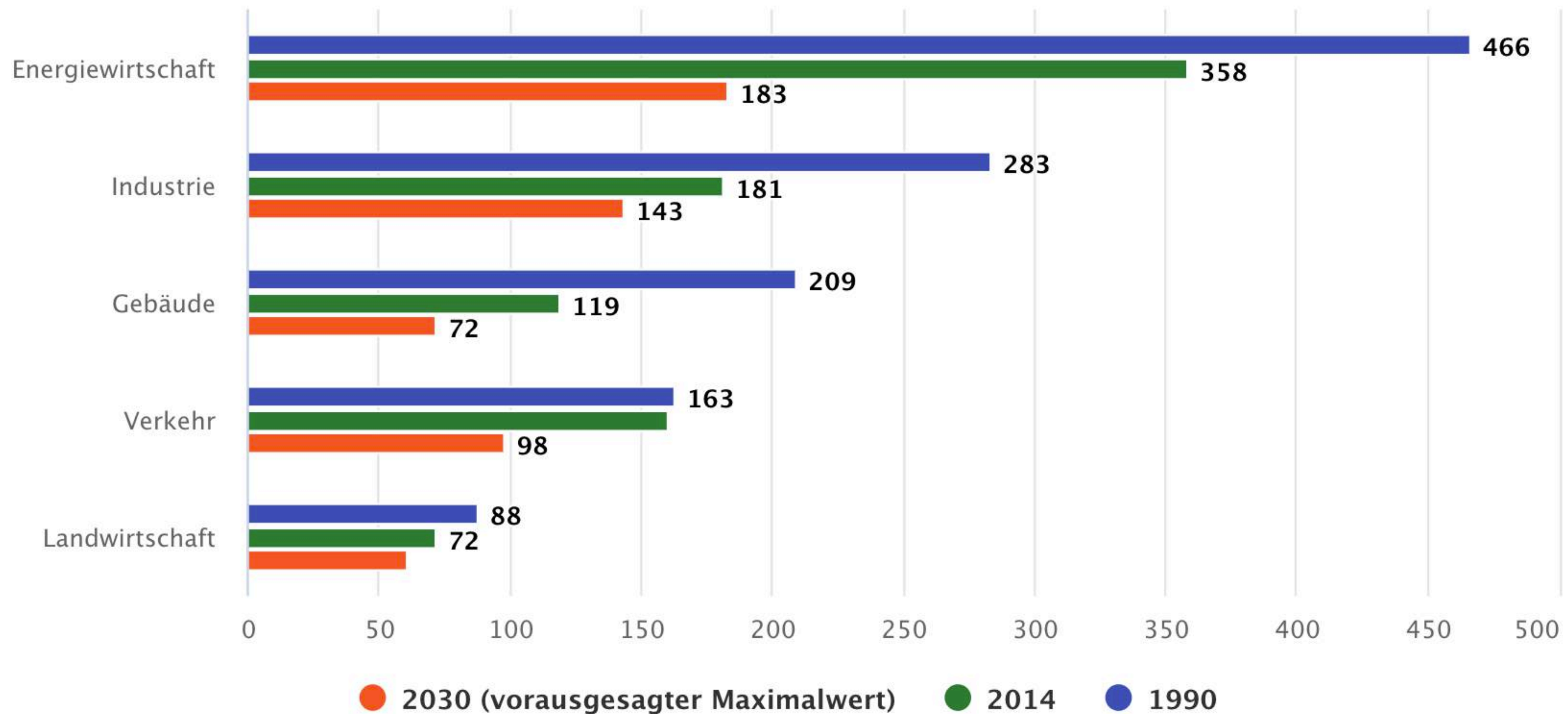
Global Community Goals Until 2030



Sector Targets for Climate Protection Until 2050

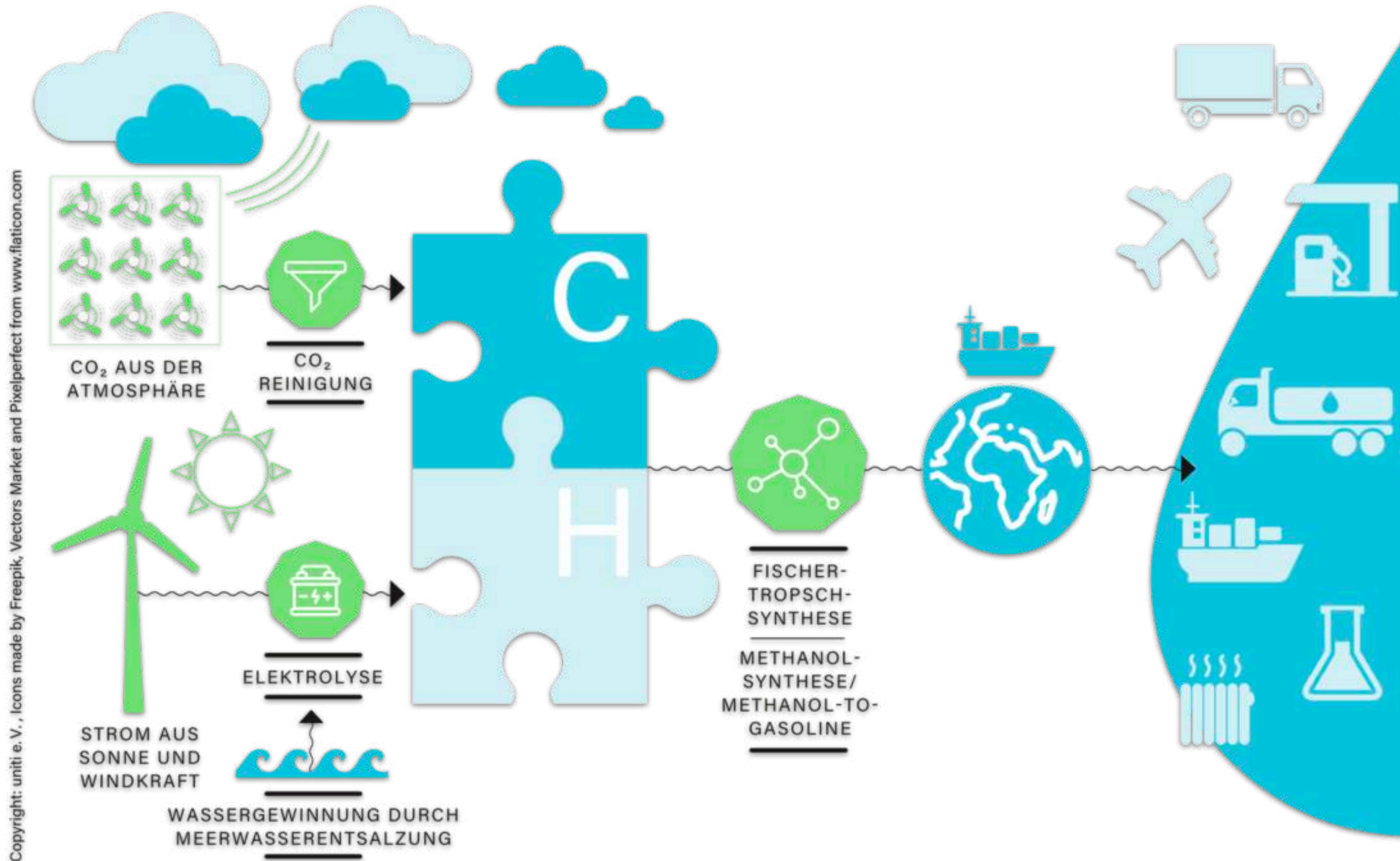


Dargestellt sind die Sektorziele 2030 aus dem Klimaschutzplan 2050 (in Millionen Tonnen CO₂-Äquivalenten)



© BMU; Quelle: Bundesumweltministerium (2017). Klimaschutz in Zahlen 2017.

Energy Transition 2050 CO₂ Neutral



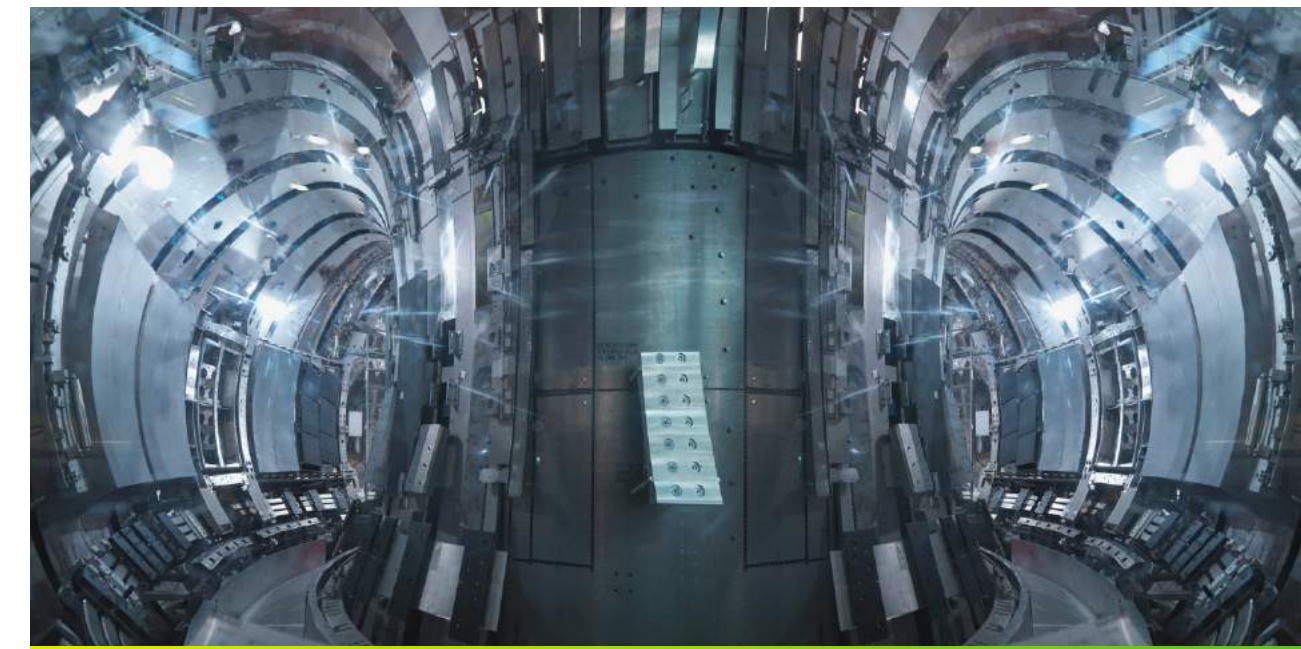
Our Sectors & Markets



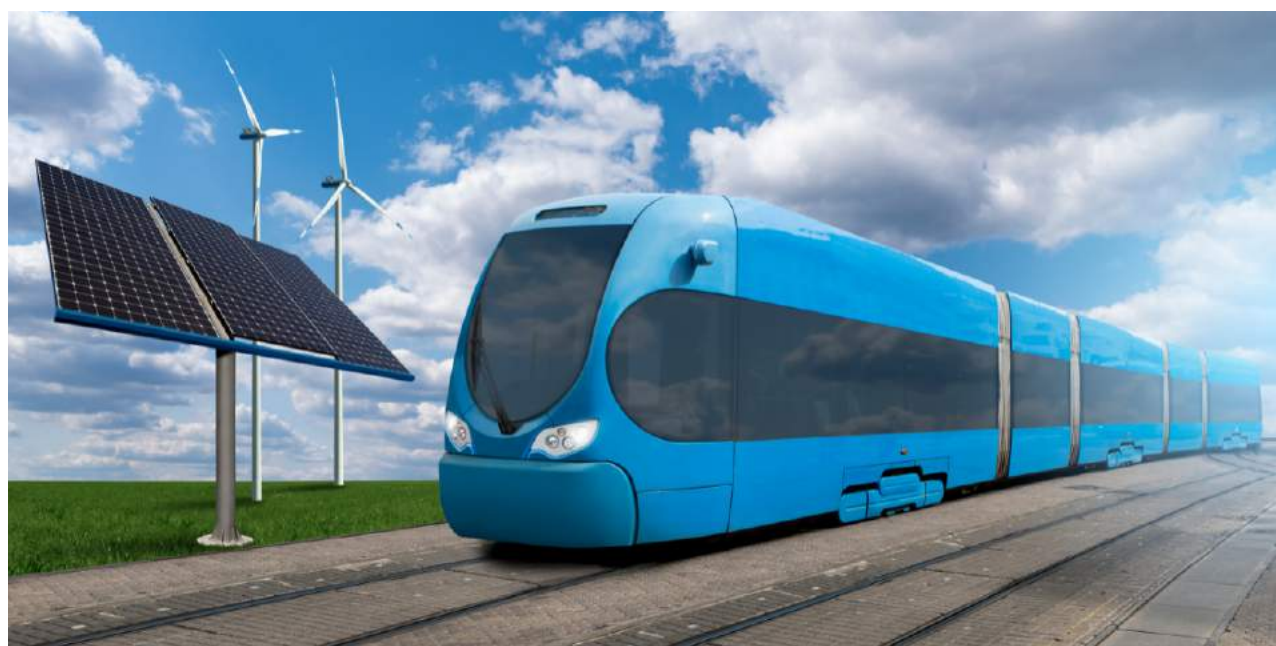
Renewable energies



Oil, Gas, Hydrogen, E-Fuels



Power Grids, Nuclear Power (Fusion)



Rails & Shipbuilding

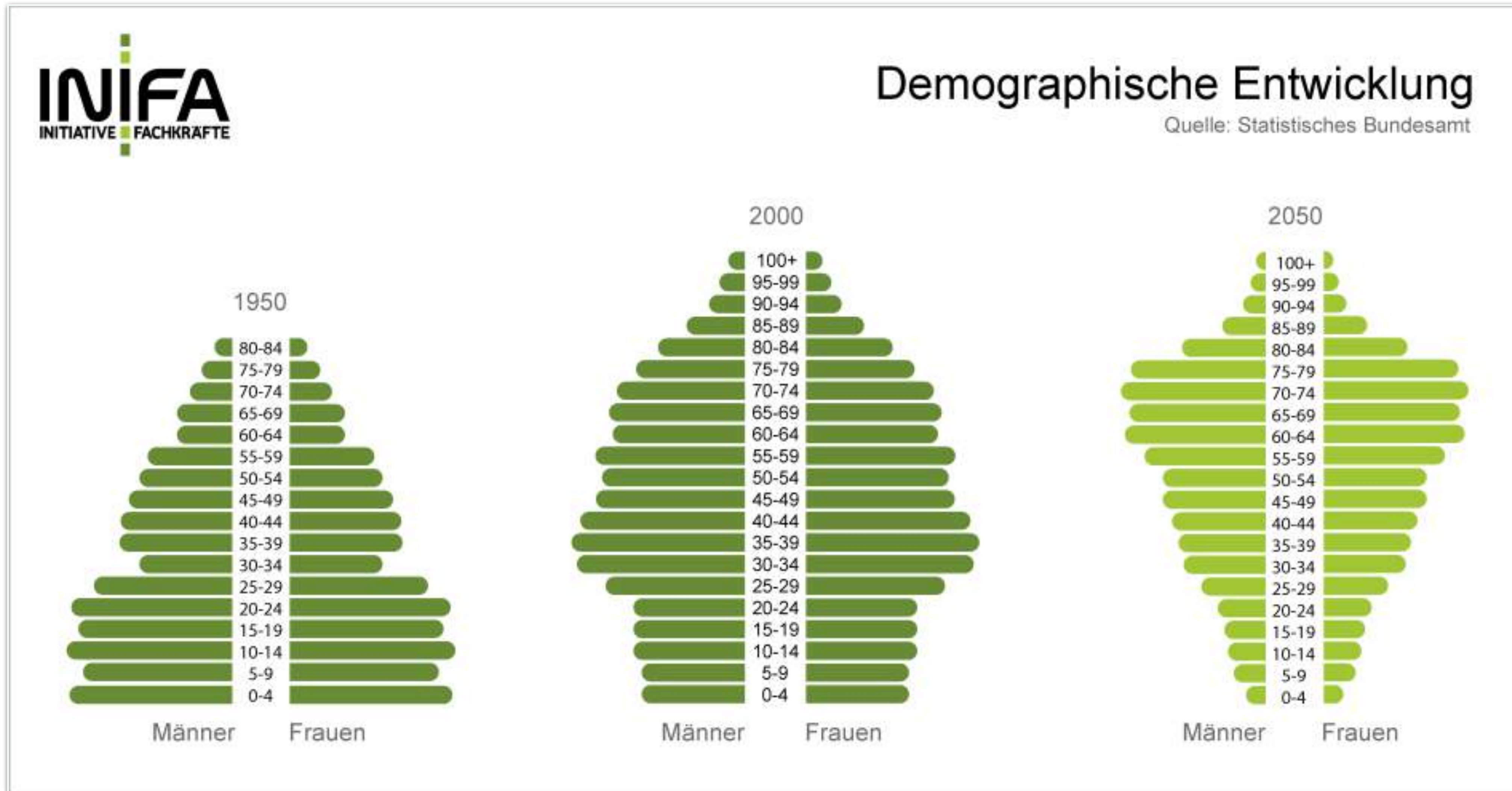


E-Mobility & Batteries



Aerospace & Aviation

As experts in the energy transition, we provide talent to companies that are responsible for energy production on the one hand and those that are primarily responsible for energy consumption on the other. This also includes companies that have an influence on it.





#1 Professionals & Executives shortage

Few professionals and executives on Hydrogen, E-Fuels , CleanTech, renewable energy and green energy.



#2 Development in the Early Stages

Low renewable energy potential, lack of hydrogen infrastructure, and few network fields.



#3 Almost no Energy Recruiters

Due to the early development of the energy transition and the shortage of specialists and managers, the market is currently not lucrative.



INNOTALENT

Where Innovation & Talent Connect

We Connect Innovative Companies With Talent in the Field of Energy & Engineering

- **Energy Recruitment:** *we save you the time by taking over the search process for you and only recommending talent (RQL's) that we believe will be a good fit for you.*
- **Talent Platform:** *We connect innovative companies with suitable candidates via industry events, community networks and an interactive talent pool.*
- **Operational Excellence Training:** *We develop professionals and executives in HR management, innovation management & self-development in engineering, IT and in the energy transition.*

#DIGITAL

#STRUCTURED

#INNOVATIVE

#RESILIENT

#MILLENIAL



The screenshot shows a LinkedIn event page. At the top, there's a navigation bar with icons for Home, Network, Jobs, Messages, Notifications (8), Profile, and Recruiter. Below the navigation bar is a search bar and a banner for a financial editing service. The main content area features a large image of a woman and a man in an office setting. To the right of the image is a sidebar with a calendar icon and text: 'Organisieren Sie ein Event auf LinkedIn und laden Sie Ihr Netzwerk ein.' Below this is a button labeled 'Event erstellen'. Further down, there are links for 'Info', 'Barrierefreiheit', 'Hilfereich', 'Impressum', 'Datenschutz & AGB', 'Anzeigenauswahl', 'Marketing', 'Business-Services', 'LinkedIn App herunterladen', and 'Mehr'. At the bottom of the sidebar is the LinkedIn logo and 'LinkedIn Corporation © 2021'. The event details below the image include the title 'How to Ace Your Next Job Interview Using Powerful Psychological Secrets', the organizer 'Event von InnoTalent - Energy Recruiting & Executive Search For Companies In The Energy Transition', the format 'Online', and the date 'Mi, 26. Jan. 2022, 18:00 bis 19:00 (Ihre Ortszeit)' with a 'Zum Kalender hinzufügen' link.

Register for Free: <https://www.linkedin.com/events/6873342288542633984/>



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Personal Career Success Roadmap



STEP 1:

*Personal
Clarity*

STEP 2:

*Job Search &
Branding*

STEP 3:

*Application &
Communication*

STEP 4:

*Interview &
Negotiation*

STEP 5:

*Contract &
Closing*

STEP 6:

*Probation
Period*

STEP 7:

*Long-Term
Employment*

STEP 8:

*Freelancing &
Self-Employed*

STEP 9:

*Start-Up &
Entrepreneur*

STEP 10:

*Investment &
Business Exit*

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Excited?

Let's Do It!



What Is Your Dream Job?

Conventional Wisdom



- X** Just Follow Your **Passion**
- X** Do What You Was Doing **Between 6-12 Years**
- X** Just Follow the **Best Paying Jobs**
- X** Listen to **What Your Parents Told You**
- X** Do **What Your Parents Did**
- X** Do What **Everybody Else Does**
- X** Find a Job That Is **Now on a High Demand**

Simple 7 Step Dream Job Formula



Step 1: Make a List of the **Industries You Absolutely Want To Avoid**

Step 2: Make a List of **Trending Industries in Your Areas of Interest**

Step 3: Choose **1-2 Departments** in Which You Want To Work in

Step 4: Find **Jobs That Fit Your Personality** With MBTI Personality Test

Step 5: Search for **Job Ads That Describe Your Future Dream Job**

Step 6: Find a **Entry Job That Can Lead You to Your Dream Job**

Step 7: Gather **Skills & Experience** Then Choose To Pivot or Persevere



- **Market Trends From LinkedIn During Corona:** <https://business.linkedin.com/de-de/talent-solutions/resources/talent-acquisition/jobs-on-the-rise-cont-fact>
- **Market Trends From Munich Re:** <https://www.munichre.com/en/company/innovation/playing-fields.html>
- **Free MBTI Personality Test:** <https://www.16personalities.com/>
- **Careers That Fit Your Personality:** <https://www.truity.com/page/16-personality-types-myers-briggs> (Choose Your MBTI Type → Go on Careers → Seek the Job Titles Fitting Your Personality)



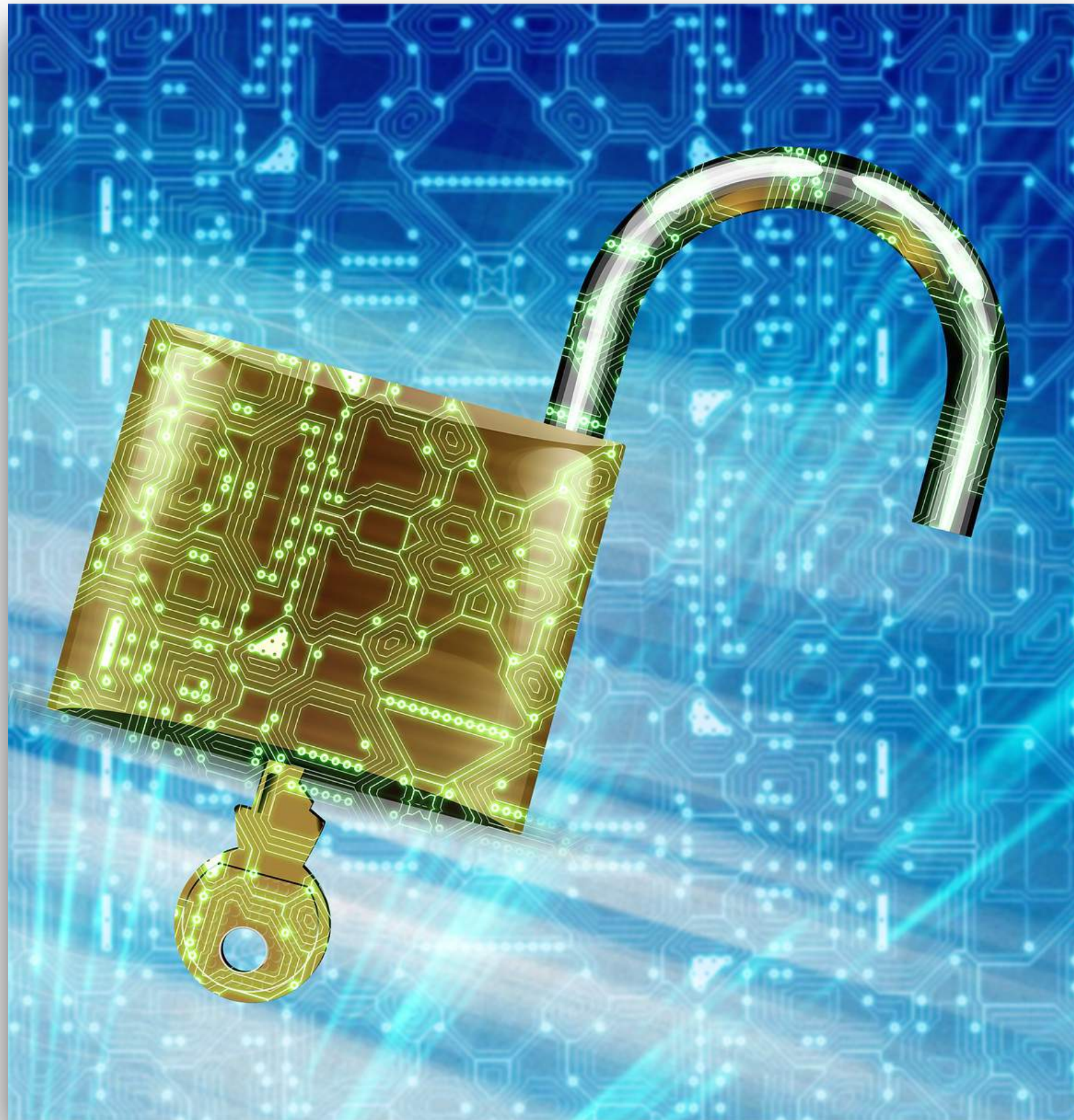
Where Can You Find Job Opportunities?

Typical Platforms You've Heard of



- Indeed
- Stepstone
- LinkedIn Jobs
- Xing Jobs
- Google Jobs
- Facebook Jobs
- Monster Jobs

Secret Paths To Find More Jobs



- Job Board Directories
- Using the Google Search Bar
- Registering for Career Groups
- Registering for Career Events
- Lookalike Company Search
- Reaching out Headhunters
- Career Status on Social Media



- **Job Board Directory:** https://crosswater-job-guide.com/jobboards_best_de/jobboersen_search.php
- **Google Search Bar:** "JOBTITLE" Jobs
- **Career Events & Groups:** Xing, LinkedIn, Facebook
- **Lookalike Companies:** Search similar companies via LinkedIn
- **Headhunter Approach:** Improve LinkedIn Profile then reach out

"Dear XYZ, I can see your company is looking for XYZ and I have a couple of questions. Do you know who is responsible for this position? I look forward to connect. Best regards, XYZ"



– *Your CV* –

Why Do We Need It?



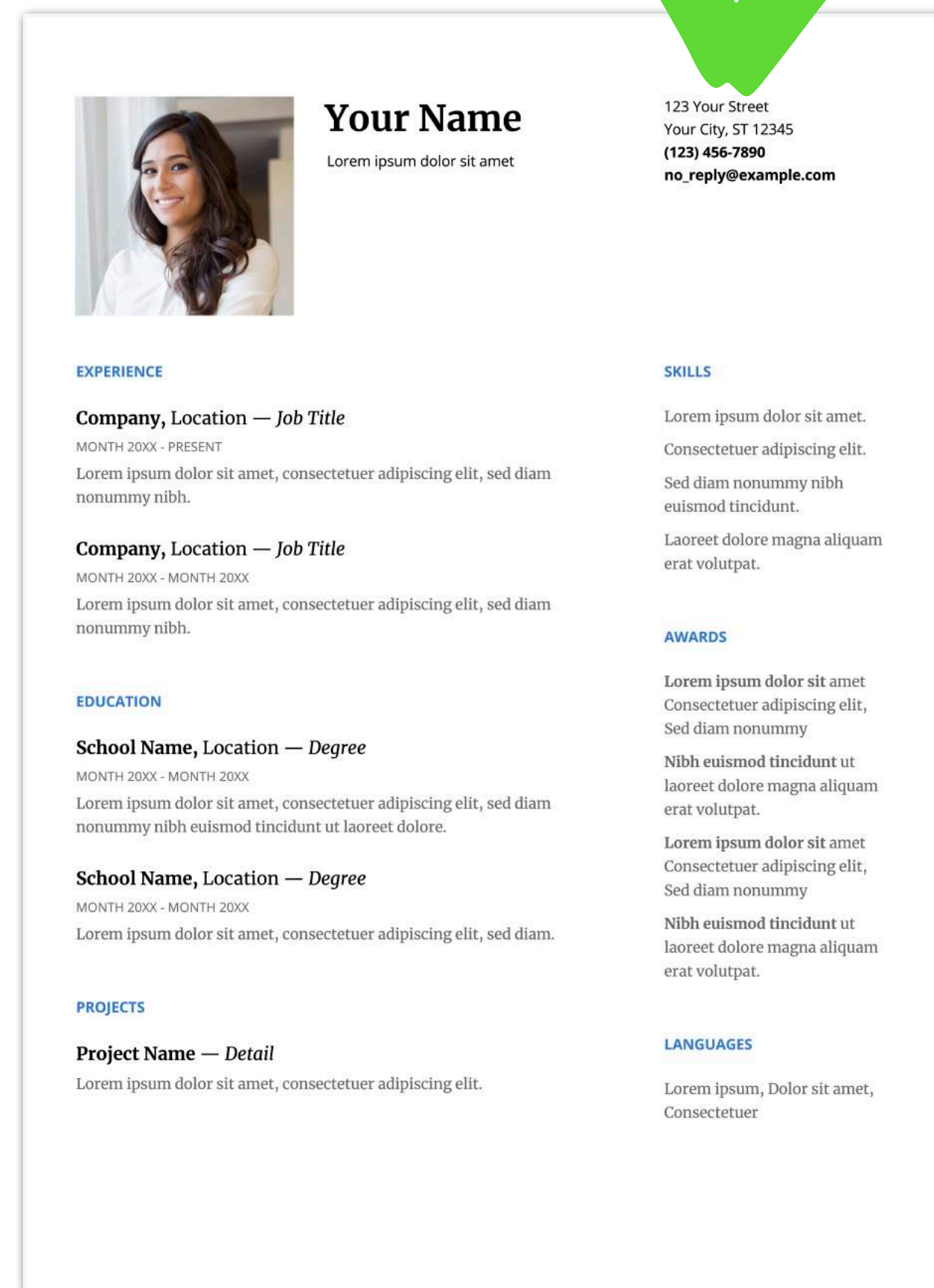
One Single Goal:

“Get a Job Interview”



7 Secrets of a CV To Get More Job Interviews

#1 Avoid Too Much Fancy Formatting



Recommendations:

- You can use **Bold, Italics, Underline, Colours and Bullets**
- Use readable fonts e.g. **Arial (10+ pt)**
- Avoid creative graphics or designs and instead just keep it **Clean & Simple**

#2 Keep It at Maximum 3 Pages



- Recruiters have little time
- Entry level: 1 page
- Experienced level: 2-3 pages

Recommendation: Reduce or add **professional experience** to hit the right amount of pages

#3 Apply for Only 1 Job per Company



- ATS (Applicant tracking system) checks if you applied more than once for a job position
- Recruiter is confused

Recommendation: Document your job search journey via **Excel or a folder system** to avoid applying for more than 1 jobs at the company

#4 Include the Right Keywords



- Jobtitle(s) e.g. Software Engineer
- Industry e.g. IT
- Technical Skills e.g. Python
- Soft Skills e.g. Leadership
- Certifications e.g. AGILE

Recommendation: Use Keywords from **Job Advertisements** and more is better

#5 Pay Attention to Spelling



- The right spelling is not for Recruiters, but it is for the ATS software
- Make sure your keywords are spelled correctly

Recommendation: A spell check is worthwhile - online tools such as [Grammarly \(English\)](#) or [Duden \(German\)](#) can help here

#6 Choose the Right File Type



- To pass a ATS use a .docx file
- If a posting says PDF, then use PDF

Recommendation: If you don't have Microsoft Word or another program that can convert your resume to .docx or .pdf, you can use [Google Docs to create your resume](https://www.themuse.com/advice/beat-the-robots-how-to-get-your-resume-past-the-system-into-human-hands), then download it in either format for free

#7 Formulate Precisely



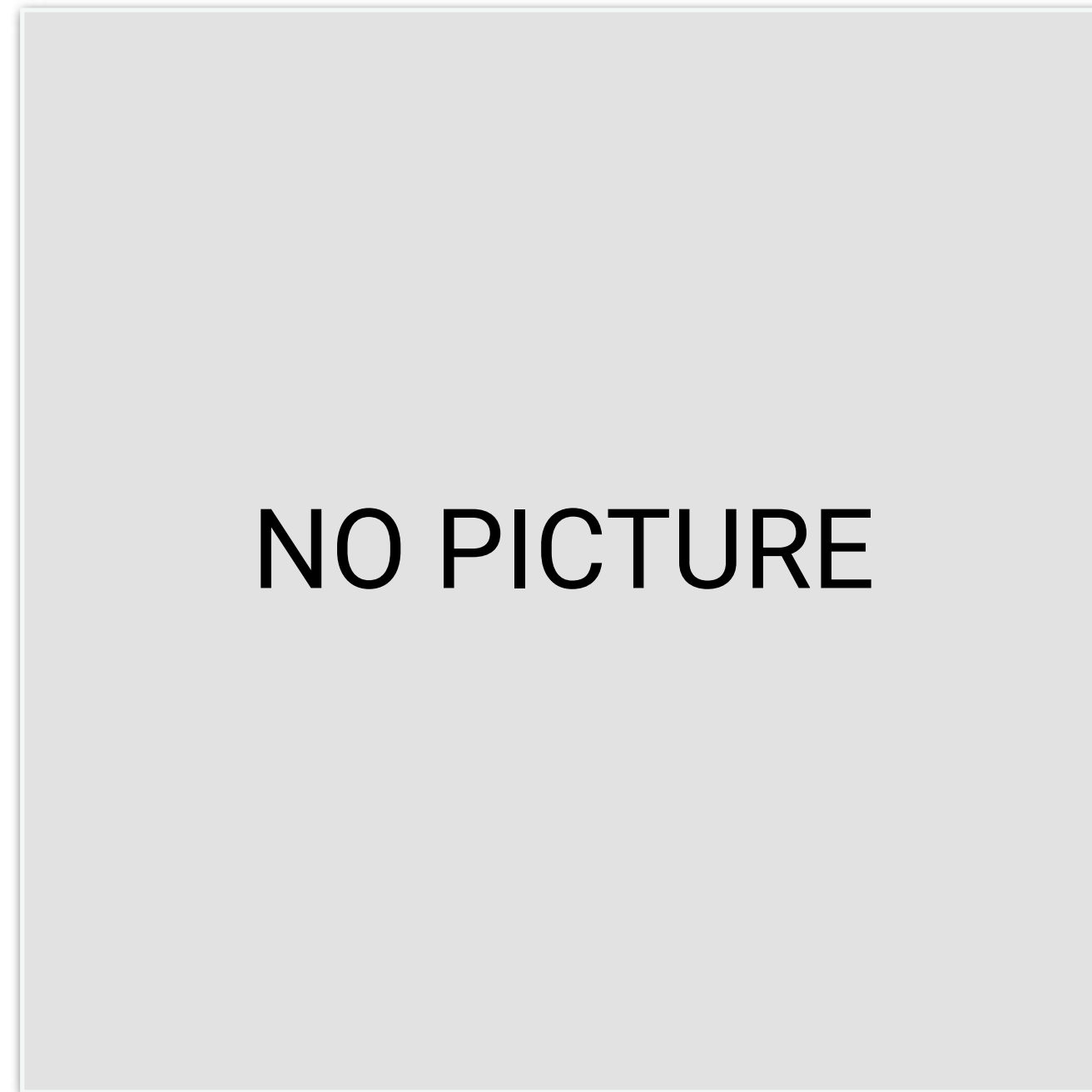
- Avoid using fancy titles e.g. “Director of First Impressions” if you are a receptionist
- This might have a sympathy effect, but it doesn't work with ATS
- Even a recruiter probably won't be looking for this title

Recommendation: Take a look at **recruiters' job ads and base your resume on them in terms of language**

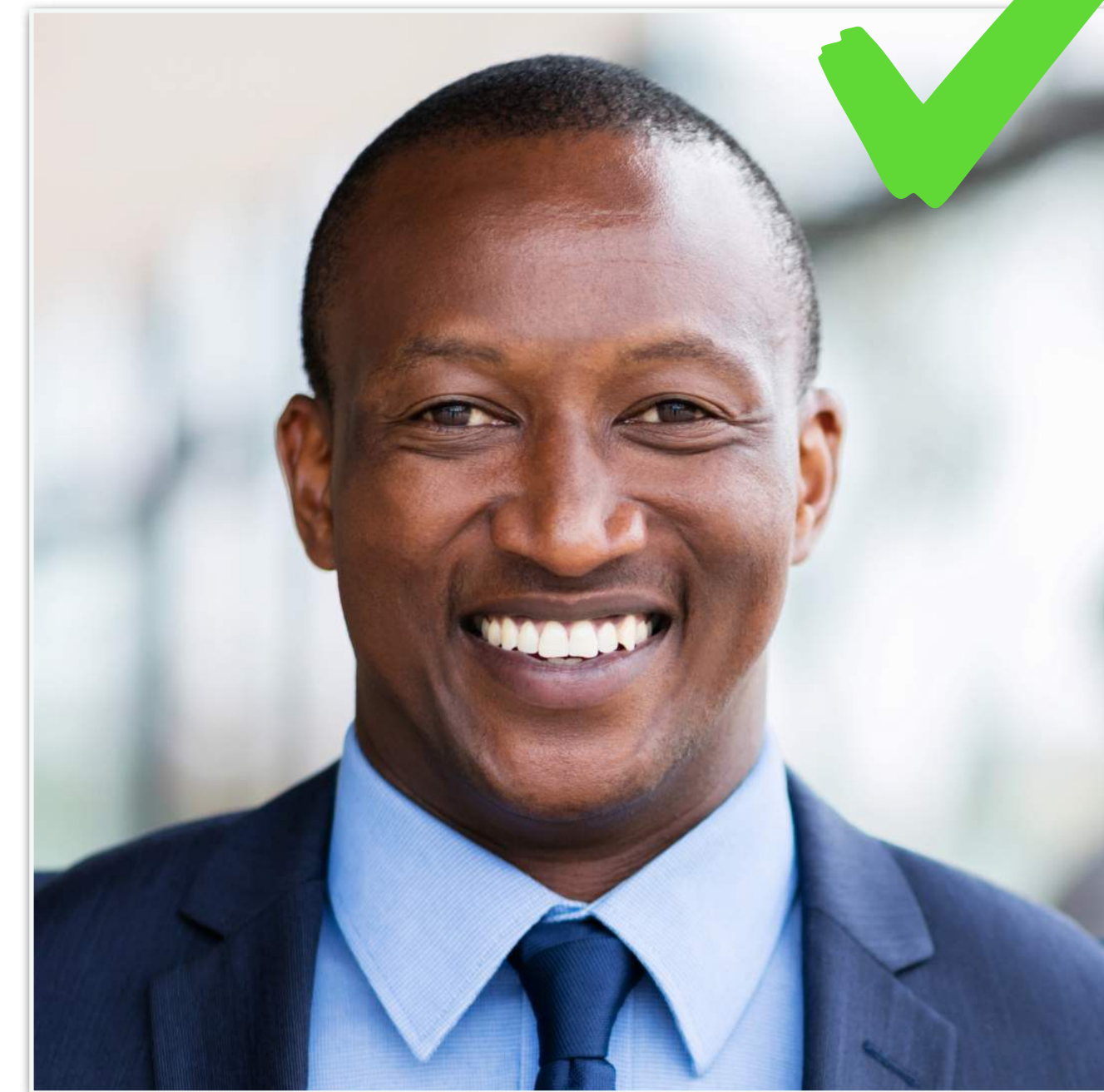
Bonus Secret: Your Profile Picture



Negative CV Perception



Neutral CV Perception



Positive CV Perception



Is Your CV Optimised for ATS?

Get a Free CV Review



TopCV

CV Services About Testimonials Career Advice

Getting a great job starts with a great CV.

Upload your CV for a *free expert review*.

Get a free CV review

SCROLL

<https://www.topcv.com/>



- **Beat the Robots: How To Get Your Resume Past the System and Into Human Hands:** <https://www.themuse.com/advice/beat-the-robots-how-to-get-your-resume-past-the-system-into-human-hands>
- **Lebenslauf für ATS Optimieren: 5 Geniale Tipps:** <https://www.topcv.de/karriereberatung/lebenslauf-fr-ats-optimieren-5-geniale-tipps>
- **Tool for Creating ATS Optimized CV's:** <https://lebenslauf.com/>
- **Free CV Template From the Muse:** <https://docs.google.com/document/d/1ARVyybC5qQEiCzUOLElwAdPpKOK0Qf88srr682eHdCQ/edit>
- **More Infos:** <https://www.themuse.com/advice/top-google-docs-resume-templates-how-to-use-them>



How Can You Use Social Media to Your Advantage?

Conventional Wisdom



- X** Show That You Are **Actively Looking** for a Job
- X** Ask Your **Friends if They Have a Job Offer**
- X** Tell You **Are Looking for a New Challenge**
- X** Ask **Recruiters** if They Have a Job
- X** Ask **Business Owners** if They Have a Job
- X** Ask **Headhunters** if They Have a Job
- X** Ask **Managers** if They Have a Job



Level 1: Optimise Your **Social Media Profile Tailored to the Job Title**

Level 2: Update Status **“Not Actively Looking, but Interested for Jobs”**

Level 3: Join **Industry and Career Groups**

Level 4: Network With **Multipliers E.G. Organizers, Recruiters, Recruiters**

Level 5: Register for **Career Online Events E.G. InnoTalent Career Events**

Level 6: Connect With Former **Contacts, Peers & Colleagues**

Level 7: Connect With **New Contacts From Your Industry**



YouTube DE Suchen

LINKED in
DREAMJOB APPLICATION
Alle wiedergeben

How To Use LinkedIn To Find A Job

14 Videos • 1 Aufruf • Zuletzt am 20.08.2021 aktualisiert
Öffentlich

Keine Beschreibung

Miguel Miranda

SORTIEREN

- LINKED in JOB SEARCH 5 PROFILE HACKS 7:42 Miguel Miranda
- LINKED in JOB SEARCH TURN THIS OFF!!! 6:43 Miguel Miranda
- LINKED in JOB SEARCH HEADLINE TEXT 5:41 Miguel Miranda
- LINKED in JOB SEARCH 500+ CONTACTS 7:54 Miguel Miranda
- LINKED in JOB SEARCH CONTACT-INFO 5:09 Miguel Miranda

All Episodes: https://youtube.com/playlist?list=PLetJDz4mF1mtk9avE_0yNeZurs7eG7EIW



What's Next?

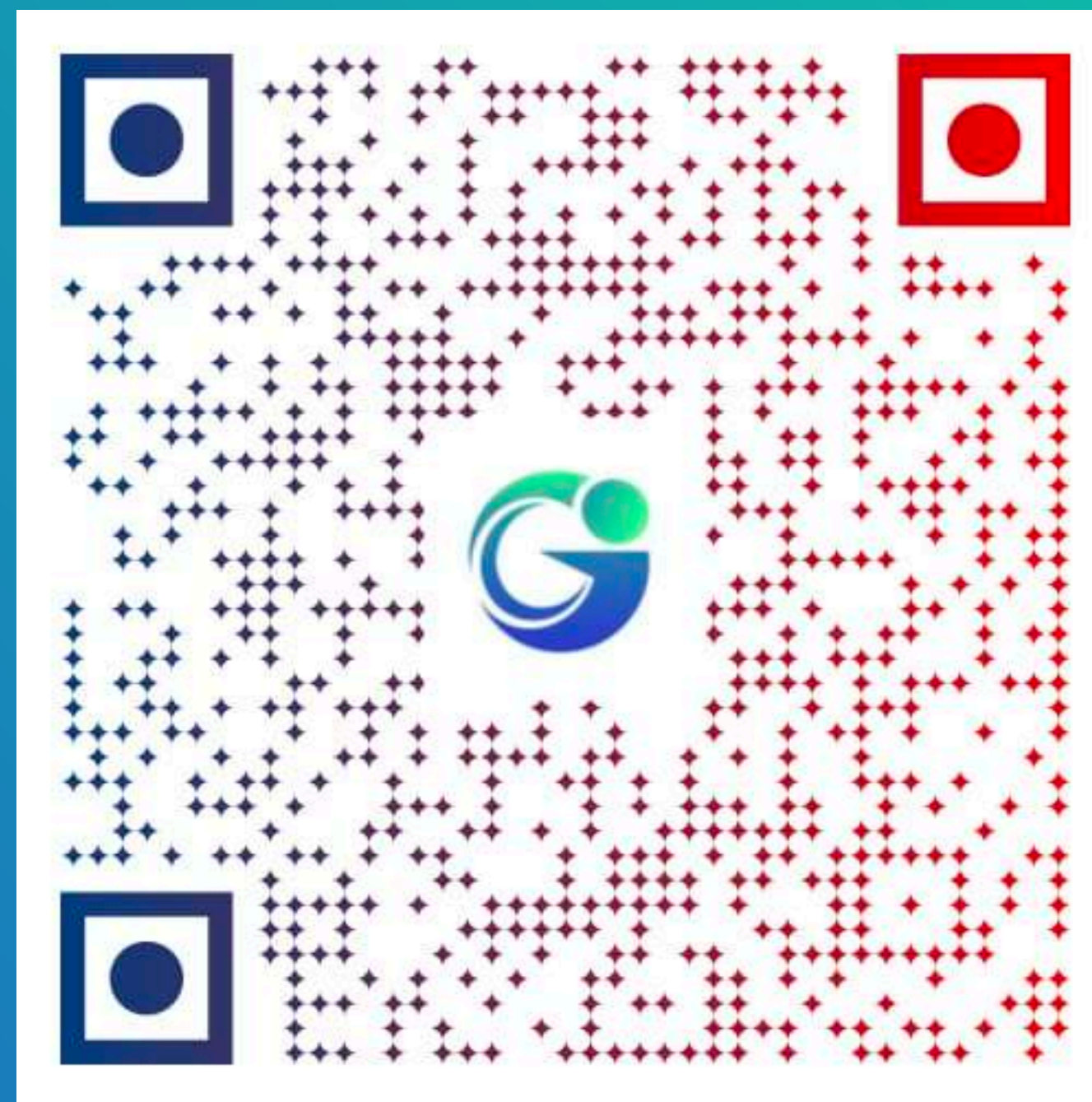


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Q & A

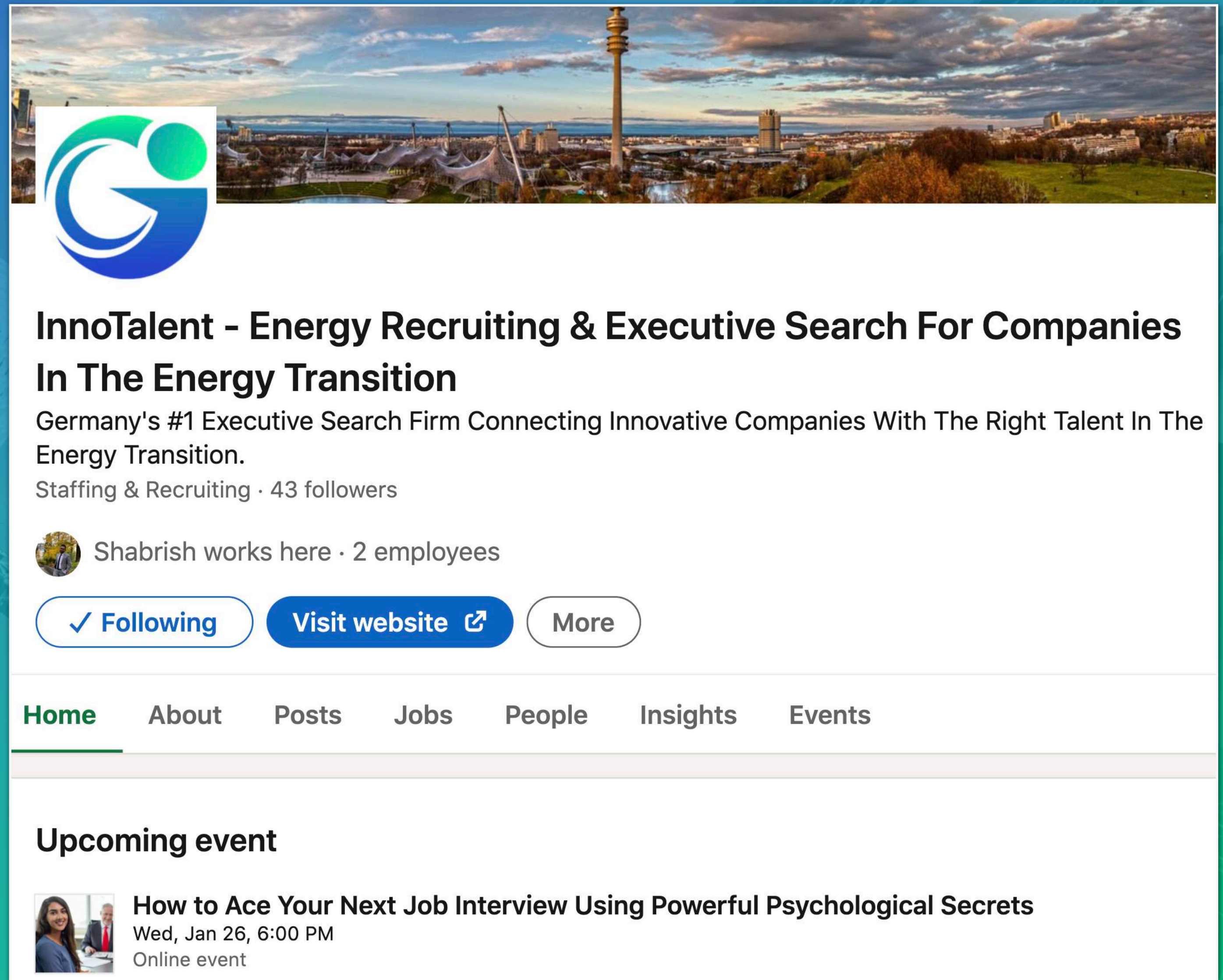


Career Handout Survey: <https://innotalent-germany.com/feedback-cv-event-q4-2021>

*“Shaping Together the
World to a Better Place
With InnoTalent!”*

**STAY
UPDATED**

[FOLLOW US ON LINKEDIN](#) >



The image shows a LinkedIn profile page for InnoTalent. At the top is a banner image of a city skyline with a prominent tower. Below the banner is the InnoTalent logo, a stylized 'G' in green and blue. The profile name is "InnoTalent - Energy Recruiting & Executive Search For Companies In The Energy Transition". The bio states: "Germany's #1 Executive Search Firm Connecting Innovative Companies With The Right Talent In The Energy Transition." It also shows "Staffing & Recruiting · 43 followers" and "Shabrish works here · 2 employees". There are three buttons: "Following" (with a checkmark), "Visit website" (with an external link icon), and "More". Below the buttons is a navigation menu with "Home" (selected), "About", "Posts", "Jobs", "People", "Insights", and "Events". Underneath is a section for "Upcoming event" with a small image of a woman and a man, the title "How to Ace Your Next Job Interview Using Powerful Psychological Secrets", and the date and time "Wed, Jan 26, 6:00 PM" and "Online event".

InnoTalent - Energy Recruiting & Executive Search For Companies In The Energy Transition

Germany's #1 Executive Search Firm Connecting Innovative Companies With The Right Talent In The Energy Transition.


Staffing & Recruiting · 43 followers

Shabrish works here · 2 employees

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