

NEW START CAREER NETWORK

NSCN Success Story: Mary

After hearing about the New Start Career Network (NSCN) through a talent solutions organization, Mary became an NSCN member and worked with an NSCN Volunteer Career Coach.

For Mary, “having a career coach was key, holding me accountable for doing what I said I would do. Not only did I meet with a great coach, my coach helped me to meet other people.”

In addition to working with an NSCN Volunteer Career Coach, Mary used the following strategies to secure her current position:

1. “Get LinkedIn Search Appearances over 100 and then make friends with the recruiters that call.
2. Apply to as many jobs as possible-it’s a numbers game. I usually did 5-10 per week. I prioritized “1-Click Apply” jobs over all others. I did not submit a cover letter and I did not tweak my resume. My goal was to get as many applications out as I could.
3. I took all interviews and practiced my interviewing skills
4. I networked every day with multiple people a day. I didn’t just connect on LinkedIn, I had coffee meetings with them and I learned a lot. COVID-19 made it harder because the virtual meeting organizers didn’t want to encourage networking. They just wanted their speaker(s) to talk. I often would go through the attendance list and find folks on LinkedIn to network with them.”

Mary was unemployed for 11 months. She shares that the most challenging part of her job search was that the “ways of working changed significantly. In the past I went to a local

recruiter and had a job in no time. Now, the recruitment industry has changed and they work on filling the job, not getting the person into a role. Also, I learned that it is a numbers game and put my efforts into LinkedIn and prioritizing 'One Click Apply' jobs over the jobs that took hours to apply for."

Mary recently landed a job as an Organizational Change Management Director. Her new job is a different occupation and in a different industry than she worked in previously. Previously, Mary was in Project Management and her new role is in consulting. To prepare for this new role, she "went to training, blogged, created a video and showed how my past was relevant."

As Mary returns to work, she offers this advice to other individuals who are searching for work:

- "Think of your job search as a numbers game too: Numbers in LinkedIn, Applications and Networking helps a lot.
- Don't pause or give up (no Christmas holiday, no Covid-19 news).
- Be bold and do bold things:
 - create a video
 - blog
 - create a website
 - start a company
 - go to training (I paid for my training and it was worth it)
 - volunteer (I volunteer for 3 groups)
 - invest in yourself, pay money for the training you need, pay for the video, pay for the new company (and you can write off the expenses). This is not the area to cut spending in. In the end, I made significantly more money vs. my last job
- Take care of your health. I focused on sleep and exercise."