

Ask Professor John



helping-Brands.com 

Career Advisor

Successful Job Search Strategies, Tactics, Techniques and Skills for Career Advancement into Leadership in a “New Globalized, Accelerating, Ever-Changing, Techno-Centric, Economy”.

John R. Fugazzie

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www.linkedin.com/in/johnrfugazzie

John R. Fugazzie - Introduction



- 46 plus years business executive in food, publishing, in marketing leadership
- Founder of Neighbors-helping-Neighbors USA Jan 2011
- Founder of helping-Brands.com and helping-Brands.org
- Corporate Workforce Development for RWJBarnabas Health 38,500 employees since 2019
- 9 years as Adjunct Professor at Hispanic Center at Becton School of Arts & Sciences at Fairleigh Dickinson University, teaching master level business and leadership classes
- Founder of Ask Professor John workshops and Career Advisor John
- Nationally recognized subject matter expert in this area John is continuously sought after for input by the media and labor officials for articles and coverage about policy input about the national unemployment and jobs situation.
- Subject Matter Expert for USDOL
- Invited to meetings at White House and USDOL 2013-2018.
- <https://www.nhnusa.org/jrf-recommendations.html>

46 years of management /leadership experience

25 years in Food Industry

Garden State Farms
Universal Foods
Anco Fine Cheese
Schratter Imports
EPPA Association

12 years in Non Profit & Community Efforts

Neighbors-helping-Neighbors
Bergen Dog / The Dog Park at Van Saun
helping-Brands.com | helping-brands.org

9 years College Adjunct

Fairleigh Dickinson University
Becton College Arts & Sciences
Hispanic Center
Puerta al Futuro
Master level classes

3 years Health Care

RWJBarnabas Health

17 years in Retailing Food

Shop Rite Supermarkets
Wakefern Food Corporation
Great Atlantic & Pacific Tea Co.
C&S Wholesalers Grocers

12 years Economic/Workforce

RWJBarnabas Health
Neighbors-helping-Neighbors
NJMEP
Hudson/Jersey City WDB
NJCCC Ready To Work Federal Grant
helping-Veterans
helping-Women
helping-Latinos

10 years in Publishing

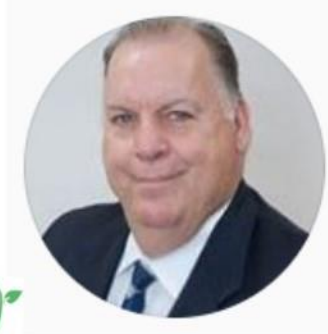
EVP Globe Communications
Ziff-Davis Inc.

8 years in Manufacturing

NJMEP Manufacturing Extension
Consulting
NJCCC Manufacturing Training
Universal Foods
Garden State Farms

Ask Professor John's Advice

Ask Professor John



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1 on 1 Sessions

Corporate, Education, Government and Non-Profit

[1 on 1 \(nhnusa.org\)](http://1on1(nhnusa.org))

John's Career Advice

- Do something you love
- Do something you are good at
- Have Passion and Purpose
- Be a Leader
- Invest time in your community
- Volunteer to create social change
- Have work-life balance

What is Your Ideal Career/Dream Job

Ask yourself these questions:

What you love to do (activities that give you a feeling of joy and fulfillment)

Your unique gifts and talents, your aptitudes

Skills that you have and wish to use (or further develop) in your next job

Fields of interest or industries in which you want to work

Work values (what is most important to you in your workplace?)

Your essence, your natural qualities

Life mission, vision, spiritual path

What kind of people do you prefer to work with or for?

Salary, benefits, schedule and other factors

Working conditions, work environment, location

A Job Search Campaign

no matter what your job was before now you are in sales and marketing

Prepare Yourself

- Career Planning
- Managing Change
- Stress Management
- Consider being a contractor
- Prepare a Resume
- Assessments
- Elevator Pitch
- Networking Business Cards

Marketing Yourself

- Prepare Marketing Plan
- Target Characteristics
- Create Company Target List
- Candidate Networking Profile
- Networking
- Prepare “STAR” 6-10 list
- LinkedIn Profile
- Set up Search Alerts

Job Search 2024 Links to site pages

<https://www.nhnusa.org/helping-careers.html>

[1. Job Search 2023 Overview](#)

[2. Job Search Grouping](#)

[3. Job Search Tools](#)

[4. Leadership](#)

[5. Community Volunteerism](#)

[6. Alternative Employment](#)

[7. Career Transition](#)

[8. Mental Attitude](#)

[9. Assessment](#)

[10. Education | Training|Skills](#)

[11. Research | Planning](#)

[12. Resumes | Covers | LI](#)

[13. Networking](#)

[14. LinkedIn.com](#)

[15. Branding | Marketing U](#)

[16. Interviewing](#)

[17. Social Media](#)

[18. Change | Culture](#)

[19. Salary Negotiation](#)

[20. Employment Barriers | Challenges](#)

Understand the Economy Structural Change

Successful Job Search Strategies, Tactics, Techniques and Skills for Career Advancement into Leadership in a “New Globalized, Accelerating, Ever-Changing, Techno-Centric, Economy”.

- The economy is now global
- Technology has changed everything and advanced rate of change
- More Employers/Companies are bottom-line short term focused

Prepare Your Marketing Plan

Your Marketing Plan Should Include:

- Professional Objective
- Preferred Functions
- Positioning Statement
- Areas of Expertise
- Representative Accomplishments

Create Company Target List

see candidate networking profile <https://www.nhnusa.org/job-search-tools.html>

- To implement marketing and networking need targets
- Efforts in all areas will focus on your company targets
- More you are focused more change for success
- Be flexible, the economy has changed
- Think out of the box
- Consider new areas that can utilize your acquired skills and talents
- Include geography and relocation options

Your Marketing Package

- Professional Resume
- LinkedIn Profile
- Candidate networking profile
- Blogs and Publishing you have done
- Personal web sites, blogs and published articles
- Portfolio/ examples of your work

Networking

- Networking is how you get a job today
- Use your Candidate Networking Profile
- Set up informational interviews
- Attend industry and trade association events
- Use LinkedIn for the powerful networking tool it is
- Network, Network, Network

Networking Events

- Attend local networking events
- Join a local job search support group or job club
- Focus on contacting and networking your target list of companies
- Couple events a week is enough
- Spend your time during day to be networking to employers
- Be prepared to work the networking event
- Attend chamber, industry events
- Give out your networking/business card and get others cards
- Follow up on all contacts made

Job Searches and Job Alerts

- Set up Job Search alerts with all the key search engines
- Set up industry specific ones based on your field
- Use Google for anything you need to know/learn
- Google alerts to follow target companies and industries
- Google yourself to know your digital footprint
- Employers will look at your LinkedIn profile and google you

Professionally use LinkedIn - Promote it's use

- Needs to be part of your Personal/Professional Branding
- Being on LinkedIn and having proper profile says you understand the new social media world.
- Demonstrates leadership in current new global/techno economy.
- To teach it you need to understand it, and use it yourself
- Recommendations from key people are powerful
- Share posts that RWJBH posts in LinkedIn and other social media

Using LinkedIn is Important for Job Seekers

- Important and effective networking tool and career advancement.
- 97 % of all recruiters use LinkedIn to find candidates
- Hiring managers use LinkedIn to source candidates
- Access to posted jobs and find “hidden jobs”
- Your profile needs to be complete and properly represent you
- Being on LinkedIn and having proper profile says you understand the new social media world.
- Helps establish and build upon job seekers Personal Branding

Importance of getting command of English Language

- Economic Impact and Inequity
- Education
- Workplace/Employment
- Entrepreneurship



Emir Liguori

helpful Articles

[The highest-earning Latinas face the largest wage gaps](#)

[Drivers of Opportunity: How Will Latinos Shape the Future of the American Dream?](#)

[Hispanics will make up nearly 20 percent of the labor force in 2024](#)

Improve your English this can be a barrier to your advancement

Business/corporate English course [Download File](#)

I am sharing Emir's project with his permission that he created as his class project for my summer relational leadership class in 2015. Emir has taught ESL in the FDU Puerta al Futuro program in Dover, and has been taking classes to get his masters degree.

He took my leadership class and I discussed with him my thoughts on the need for a business level ESL program to help all these masters students that still have a barrier to management in their abilities in English.

Despite their knowledge and academic accomplishments they are held back from holding manager and higher positions in the companies they work at. He decided to make creating a course to address this need his project.

Please see list below of free resources to learn and practice English. Amira who is a long time volunteer leader with NhN put this together. Online learning is the best way to immerse yourself in the language.



Amira D. Paluskiewicz

1. <https://www.usalearns.org/>
2. <https://www.duolingo.com>
3. <https://www.spokenenglishpractice.com/learn-english-speaking-online>
4. <https://www.Youtube.com>
(Just type "English Tutorial Speaking" as keywords)
5. <https://www.coursera.org/learn/business>
(mutple english courses, search for keywords free english course for professional development)
6. <https://www.udemy.com/courses/search/>
(look for keywords like free english courses for international business, entrepreneurs etc)
7. <https://www.usalearns.org/free-online-english-courses> (Good to prepare for citizenship)
8. Local Libraries: Most libraries offer Rosetta Stone online classes for free and by signing up with the Library Member ID.
9. <https://www.worldenglishinstitute.org/>
10. <https://alison.com/courses>
11. <https://www.edx.org/course?subject=Language> (English for work, interviews, business etc)
12. <https://www.saylor.org/>
13. <https://www.openlearning.com/search/?q=english>
14. <https://www.futurelearn.com/courses/workplace-english>
15. <http://www.bbc.co.uk/learningenglish>

Getting started with LinkedIn.com

- Sign up for **Free** version is all we recommend paid versions are designed for recruiters and others who use this as a search tool for their business.
- Build a good profile complete all sections, If needed use professional resume writer to help many offer this as part of resume package.
- There are many ways you can participate on LinkedIn that increases your chances of getting noticed.

Job Search Tools

<http://nhnusa.org/job-search-tools.html>

- Job Search Self Assessment Checklist
- Job Search Tracking Excel Spread Sheet Template
- Create Networking Business Cards
- Networking Your Elevator Pitch (Builder)
- Candidate Networking Profile (Company Targets)
- Career Research
 - O*NetOnline.org
 - BLS Occupational Handbook
- Action Verbs for Resumes and LI Profiles
- Transferrable Skills Lists

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Neighbors-*helping*-Neighbors USA Inc.

www.nhnusa.org

www.johnrfugazzie.com

helping-Brands.com 

Join Neighbors-helping-Neighbors USA



LinkedIn Group all are Welcome

<https://www.linkedin.com/groups/3892534/>

Facebook group

<https://www.facebook.com/groups/144420372286477>

See Web site for up to date virtual meeting
information www.nhnusa.org

Questions

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Search Tools - Assessment Checklist

- Self Assessment Checklist
- Its important to be honest with yourself
- You need to know what you need to improve
- How to better present yourself
- <https://www.nhnusa.org/job-search-checklist.html>
- <https://www.nhnusa.org/job-search-tools.html>

Search Tools - Tracking Excel Spread Sheet

- Job_search_log_template_2016-97-2003-version.xls
- Adjust spread sheet to your needs
- Tracking your activity is important
- Set goals for week for job search activities
- For career advancement set timing goals for your advancement
- Keep info for tax purposes

- <https://www.nhnusa.org/job-search-tools.html>

Search Tools - Networking Business Cards

- Card needs to have all your contact info
- Networking events are overwhelming for all
- Goal is to be able to get networking contact to reach you afterward
- Easy to hand card when people are busy with others
- Try to get a card exchange, come home and connect on LI

Search Tools - Elevator Pitches

- Prepare a 30 second and 2 minute version
- Practice it often, change it as needed
- Networking is how you get a job this is a tool
- Practice with family, friends, job search group members
- Adjust it as you learn more about your goals

Search Tools- Networking Profile

- This is your target list for all job search activities
- You adjust this list continuously it's a living document
- Keeps candidate focused on job/career/employer goals
- A document you can distribute to people who will help you
- Format as you feel best presents yourself

Search Tools – Research is your best tool

- Google anything you want to learn/know
- Google You - see what your digital footprint looks like
- Your LinkedIn profile comes up top due to their SEO work
- Career Research

[O*NetOnline.org](https://www.o*netonline.org)

[BLS Occupational Handbook](https://www.bls.gov/publications/occupational-handbook)

Areas Covered

<https://www.nhnusa.org/helping-careers.html>

- Job Search Overview
- Job Search Grouping
- Job Search Tools
- Leadership
- Community | Volunteerism
- Alternative Employment
- Career Transition
- Mental Attitude
- Assessment
- Education Training Skill
- Research | Planning
- Resumes | Covers | LI
- Networking
- LinkedIn.com
- Branding | Marketing U
- Interviewing
- Social Media
- Change and Culture
- Salary Negotiation
- Challenges to Employment

Career Planning

- Emphasize “ Who I Am, not what I am”
- “What Can I do” to incorporate “What I did”
- Assessing interests, values, and preferences
- Personal assessment /taking stock
- Evaluate Career options
- Understand the changing market
- Assessing the job market, targeting jobs, employers or industries
- Geography (where is the growth)

Career Transition

- What are my transferable skills <http://nhnusa.org/job-search-tools.html>
- How has technology impacted my industry, job and career ?
- What Industries are growing and accepting of my experience
- Nonprofits
- Education
- Health Care
- Government

Mental Attitude

Confidence, Positive Thinking and Motivation

Maintaining your confidence and keeping a positive approach while staying motivated in your job search is essential for success.

- **Stress Management**
- **Mental Toughness**
- **Procrastination - Manage Your Time. Get It All Done.**

Stress Management

- Uncertainty is stressful
- Human body wants predictability
- Prepare for Emotional Rollercoaster
- Change can stimulate creativity and growth
- Stress Management is under control of the job seeker
- Accept Responsibility for self management
- Network and share with others in same situation

Personal and Career Assessment

- Career Assessment tools help individuals understand themselves
- The more You know about You will make you a better fit to jobs
- Various types of assessment testing, some employers use in hiring process

Types of Assessment Tests

- Self-Directed Search—measures Interests and favorite activities
www.self-directed-search.com
- Highlands Ability Battery—measures abilities and aptitudes,
www.highlandSCO.com
- Hogan's Motives, Values and Preferences—measures values & preferences,
www.hoganassessments.com
- Myers-Briggs Type Indicator—measures temperament and work style.
www.mbticomplete.com or www.16personalities.com
- The DiSC Sorter, offered online at www.disctests.com
- Birkman Method. www.birkman.com

Prepare a Resume

- A resume is working if you are getting interviews
- Recruiters and Employers spend 6 seconds looking at it
- Top Third of resume needs to capture their attention
- Larger companies are using Applicant Tracking Systems (ATS)
- Need to know your goal and targets before you create resume
- Use skills boxes to address your transferable skills
- What do I offer to an employer

Purpose of Resume is to get Interviews

- Recruiters spend 6 seconds looking at a resume
- Top third of resume gets most exposure - Capture their Attention!
- There are facts and opinions on resumes
- Use a professional if you can afford it
- Most Professionals agree on what not to do
- But resumes are very personal to you and experts vary on advice
- Beware of self appointed “resume experts” not all are effective
- Get references from people who have used a professional

Resume Facts not Opinions

- Recruiters spend 6 seconds looking at a resume
- Top third of resume gets most exposure - Capture their Attention!
- There are facts and opinions on resumes
- Use a professional who is current with market if you can afford it

Keywords Resumes matched Job Descriptions

- Job Scan have job seekers enter a job description and their resume
Jobscan www.jobscan.co

Jobscan.co is a site run by an applicant tracking software company where you can put your resume and a job description into it to see what the keyword match % comes up for your resume.

The screenshot shows the Jobscan.co interface with two main input areas:

- Step 1: Paste Resume**: A large text area with the placeholder text "Paste your resume".
- Step 2: Paste Job Description**: A large text area with the placeholder text "Paste job description in here - EXCLUDING the 'About the company' section".

Below the input areas is a blue button labeled "Compare". At the bottom of the interface is a checkbox with the text "Make my resume searchable to recruiters".

Sync your Resume with LinkedIn Profile

- Your LI profile must be completely in sync with your resume
- Increase Your LinkedIn Visitor Traffic with proper Keywords
- LinkedIn is a very large database of profiles that uses key fields to order (or "index") the entire collection of data.
- LinkedIn's revenue is generated by recruiters using LinkedIn to find candidates,
- LinkedIn knows the best keywords for personal SEO.

Real people may not see your Resume

- Companies are overwhelmed with numbers of resumes
- Too easy to electronically send system is flooded
- Using Applicant Tracking Systems (ATS)
- Estimates are 50-70% of Medium to Large size companies use it

Purpose of Cover Letter

- Show the match between you and the position for which you are applying for
- Show how you are unique in your ability to add value to the organization.
- Focus on your qualifications for the position.
- Provide an example of your writing abilities.
- Convey interest in the company and position and an eagerness to be considered
- Convey your passion for the work you do.

Cover Letters

- Cover letters should be tailored specifically for the position to which you are applying. At some organizations they are indicated as being "Optional," take it upon yourself to make it mandatory.
- Keep in mind that the letters you write not only convey your interest and qualifications, but also give the employer an opportunity to observe your attentiveness to detail, spelling, grammar and the overall quality of your written communication.

What YOU Bring to the Employer put in Cover Letter

- Your Contact Information
- Date
- Employer Contact Information
- Salutation
- Body
- First Paragraph
- Middle Paragraph Passion for Company Industry
- Final Paragraph
- Complimentary Close

Networking is a Necessity

- Networking is the smart way to land a job in today's difficult job market where there are too few jobs for too many job candidates.
- Research shows that 80 percent of jobs are found through networking, compared with 5 percent through advertisements, 10 percent through recruiters, 5 percent at job fairs.

What is Professional Networking

- Professional networking is leveraging your business and personal connections to bring you new business or job opportunities.
- The concept involves sharpening Relationship Building Skills.
- There's no doubt that both the Social Media form of networking and personal Face-to-Face networking are increasing.
- It's the most important job hunting skill you must develop.

Questions

Ask Professor John



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Legal : Intellectual Property Statement

Course Developer: John R. Fugazzie

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