



**CAREER
CONNECTION**
WEBINAR SERIES

5 Ways to Re-Energize Your Job Search

Tricia Scalzo

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The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit

Q&A

Asking Questions



Help



CPE Credit

CPE Credit

 0 min(s)

Criteria for Full Credit

- Minutes to Watch: 50
- Number of completed Poll(s) required: 3

Moderator



Terry Mormile, CPA, CAE
**Director, Educational Initiatives &
Career Services**
IMA

Featured Presenter



Tricia Scalzo
Executive Recruiter
BayWorks Recruiting

Tricia Scalzo's Biography

- Tricia is an Executive Recruiter with BayWorks Recruiting. In this role she focuses on direct hire Accounting and Finance recruitment for Managers/Executives in the San Francisco Bay Area.
- Tricia has her BS Degree in Accounting from San Francisco State University and worked as a Regional Controller for National Car Rental before transitioning into recruiting.
- She has been involved with IMA over 20 years and manages the continuing professional education program for her local chapter.
- Tricia has a passion for helping people and loves the Los Angeles Chargers and San Francisco Giants.



Learning Objectives

Upon completing this webinar, you will be able to:

1. Describe the key components of a job search strategy.
2. Explain how to effectively plan your job search by establishing daily activities.
3. Assess the components of your current job search to increase effectiveness.
4. Apply techniques to maximize your well-being during your job search.

Job Search Roadblock

- Have you found yourself searching endlessly on Indeed.com or LinkedIn jobs? Do you see the same job postings over and over?
- Have you reached out to people in your network and obtained no job leads?
- Are the recruiters you know saying they do not have anything right now but will call you when they do?

Stop. Reset. Re-Energize.



Mindset (The Difference)



LinkedIn (Magnify)



Contacts/Network (Hiring Key)



Target Companies (Proactive)



Daily Schedule (Productivity)

Why Can I Help?

BS Degree in
Accounting

Last Accounting
Role: Controller

20+ in Recruiting

IMA
Member/Education
Board Member

Passion for
Helping Others

Polling Question 1

Who are you?

- a) I am unemployed.
- b) I am working but actively seeking a new role.
- c) I am working but passively looking for a new job opportunities.
- d) Other

Polling Question 1 Results (Placeholder)



Step 1 - Mindset

- Mindset drives your motivation.
- Motivation drives your activity.
- Activity drives your outcome.



Move Your Mindset



PAST
SUCCESS



TIME IN
JOY

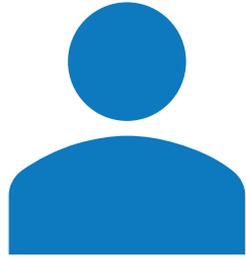


TIME
AWAY



“YOU”

Step 2 – LinkedIn Updates



Profile Changes



Activity Changes

LinkedIn Updates /Adjustments

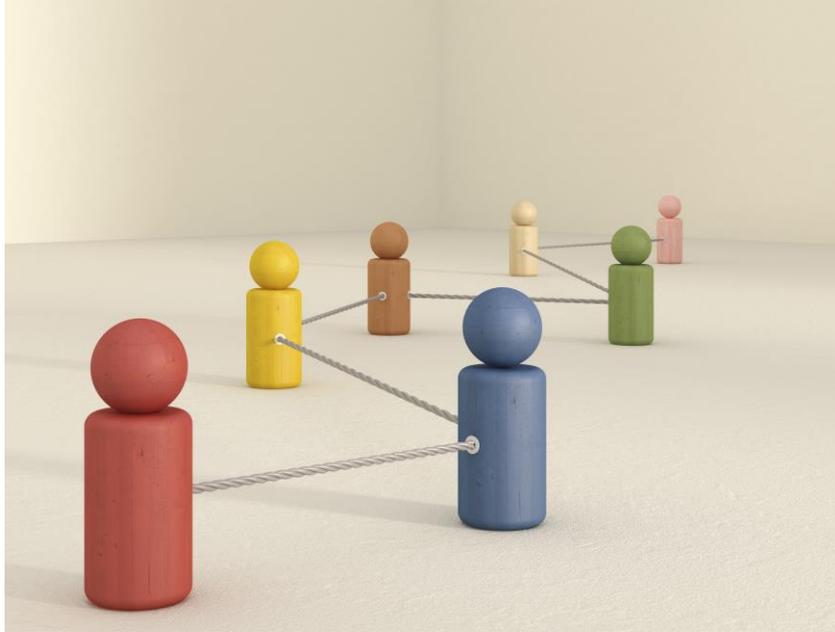
Profile Changes

- Job Title
- About Section
- Experience

Activity Changes

- Follow Companies/Industries/Groups
- Like and Comment
- Connections

Step 3 – Contacts/Network



How to Approach Your Contacts/Network

- Direct Approach
- Two-Pronged Approach
- Indirect Approach

Polling Question 2

What percentage of people found their job through networking?

- a) 10%
- b) 27%
- c) 46%
- d) 78%

Polling Question 2 Results (Placeholder)



Step 4 – Target Companies

“Don’t Follow the Job ... Follow the Company.”

Steps to Target Companies

- “Follow” on LinkedIn
- Indeed.com – Search Agents
- Company Websites
- Who is at the Company?



Step 5 – Daily Schedule

- Critical Activities
- General Activities
- Development Activities
- Miscellaneous Activities

Polling Question 3

How are you spending your job search time?

- a) I am treating it like a job; spending 8+ hours on my job search.
- b) I go through job search activities in a few hours and then just get stuck on the internet the rest of the day.
- c) I cover job search activities and move on with my day.
- d) Other

Polling Question 3 Results (Placeholder)



Where Do I Spend Job Search Time?

- Critical Activities 20%
- General Activities 50%
- Development Activities 20%
- Miscellaneous Activities 10%



Critical Activities – 20%



- Contacting Your Network
- Applying for Jobs
- Interviewing
- Etc.

General Activities – 50%

- Research Target Companies
- Resume/Cover Letter Update
- Interview Preparation
- Update Reference List
- Recruiter Relationship
- Etc.

Development Activities – 20%

- Webinars, Courses, Certificates
- Certifications (i.e., CMA, CSCA)
- Associations (IMA)
- Career Coach
- Accountability Partner
- Other



Miscellaneous Activities – 10%



THANK YOU
NOTES/EMAILS



PREPARING TO
GIVE NOTICE



ETC.

Job Search – Day in the Life

8:00am – 9:00am	Read Development Book, Review Daily Goals, and Check Emails
9:00am – 9:30am	Check Indeed.com, LinkedIn Jobs, etc. for new job postings
9:30am – 10:00am	LinkedIn activities
10:00am – 11:00am	Reach out to 3 people from your network
11:00am – 12:00pm	Prepare for 3 interview questions
12:00pm – 1:00pm	Lunch break/Walk
1:00pm – 2:00pm	Review Target Company Websites
2:00pm – 3:00pm	Accountability Call/Mentor Call/Career Coach/Recruiter Call
3:00pm – 4:00pm	Review/Update Reference List
4:00pm – 4:30pm	Sign Up for Webinar, Check Associations Updates, etc.
4:30pm – 5:00pm	Plan for the next day; reflect on wins/losses of the day

Polling Question 4

What did you find most useful in re-energizing your job search?

- a) Mindset (The Difference)
- b) LinkedIn (Magnify)
- c) Contacts/Network (Hiring Key)
- d) Target Companies (Proactive)
- e) Daily Schedule (Productivity)

Polling Question 4 Results (Placeholder)



5 Ways to Re-Energize Your Job Search - Recap



Mindset (The Difference)

LinkedIn (Magnify)

Contacts/Network (Hiring Key)

Target Companies (Proactive)

Daily Schedule (Productivity)

Don't Forget!



“YOU”

Knowing your value as an individual/employee



Consistency

Job search activities over time

Thank You

Thank you for letting me share ways to re-energize your job search and all the best with your job changes!



Questions & Answers

Use the Q & A Panel to send your questions to our panelists.



Tricia Scalzo
Executive Recruiter
BayWorks Recruiting



Terry Mormile, CPA, CAE
Director, Educational Initiatives &
Career Services
IMA

Thank You to Our Featured Presenter!



Tricia Scalzo
Executive Recruiter
BayWorks Recruiting

Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.



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Thank You!





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For nearly 50 years, the CMA certification has been the global benchmark for accounting and finance professionals. It demonstrates mastery in 12 critical practice areas in business, including technology, analytics, financial planning and analysis, performance, and control. Professionals who earn the CMA can gain greater credibility, career advancement opportunities, and higher earning potential.

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