

Career Search during Recession

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BESTTOP CONSULTING

24 SEPTEMBER 2020



**PROGRAM
DIRECTOR**

- Career Coaching
- Programme Management
- Operational efficiency
- People Management



**PRIORITY
BANKER**



Daphne Ong
ICF Certified Coach



Impact of COVID-19

Total Employment



Global growth is projected at **-4.9 percent in 2020**, 1.9 percentage points below the April 2020 **World Economic Outlook (WEO) forecast**. The COVID-19 pandemic has had a more negative impact on activity in the first half of 2020 than anticipated, and the recovery is projected to be more gradual than previously



11 August 2020. The Ministry of Trade and Industry (MTI) today narrowed Singapore's GDP growth forecast for 2020 to **"-7.0 to -5.0 per cent"** from "-7.0 to -4.0 per cent".

Source: World Economic Outlook (WEO) ; Ministry of Trade and Industry

Impact of COVID-19

Impacted industries

Industries Most Impacted By Circuit Breaker Suffered Biggest Employment Contraction



**Food & Beverage
Services**



**Arts, Entertainment
& Recreation**



Education



Construction

Source: Ministry of Manpower

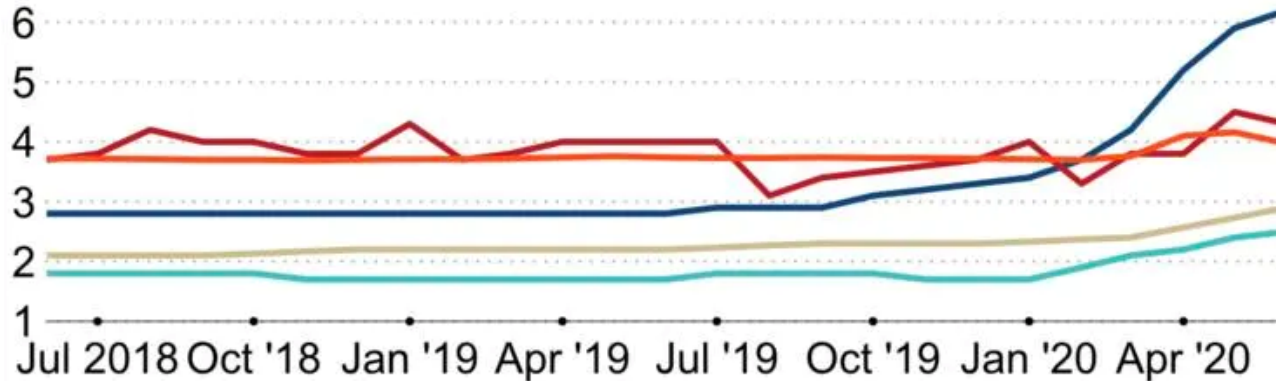
Impact of COVID-19

Unemployment Rates

Unemployment rates in Asia

(in percent)

■ Hong Kong ■ Macao ■ Singapore ■ South Korea ■ Taiwan



Seasonally adjusted; quarterly data for Singapore

Source: CEIC, governments

Most effective way to get a job:

THROUGH REFERRALS !!



Referral

1

Professional Branding – Your Profile, Your Story

2

Reaching out for Job Referrals

1

Your Profile, Your Story

Refining your resume & LinkedIn

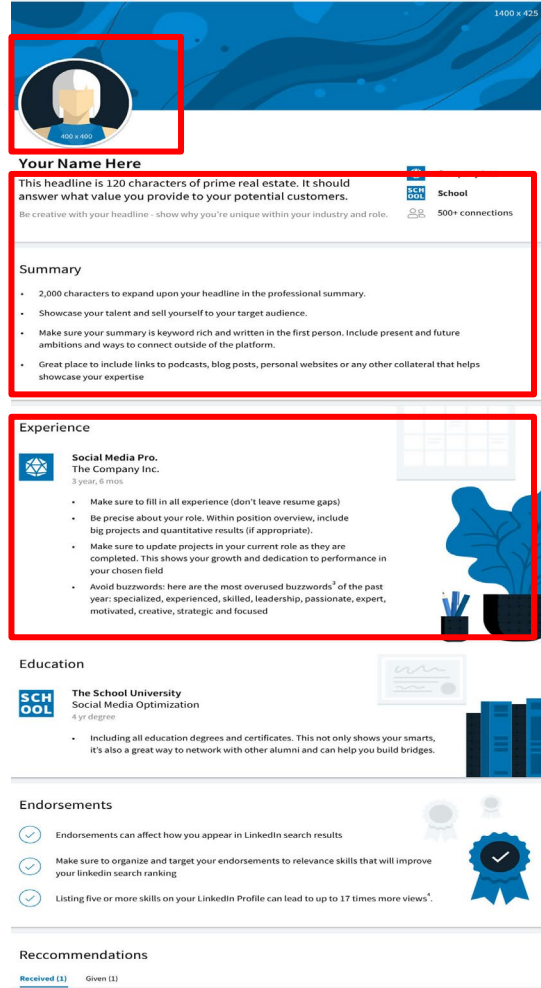
Build your professional branding



“Read the newsfeed it helps you learn about the economy, the job market, the top skills. You can look through your newsfeed a few times a day just as a way to learn.

*How many times do you look through your social media? **This is the social media that will help you get your job.”***





1. Professional Image

2. Headline & Summary

3. Experience

4. Licenses and Certifications

5. Volunteer Experience

1

Your Profile, Your Story

1. Professional Image

21x more profile views and 9x more connection requests

- Profile Picture - Professional
- Background Image (Banner)

You don't necessarily have to hire a **professional photographer** for your picture. But it should be a photo of you **looking professional**.

Attire – typical of your chosen industry.

Background – your usual work environment.

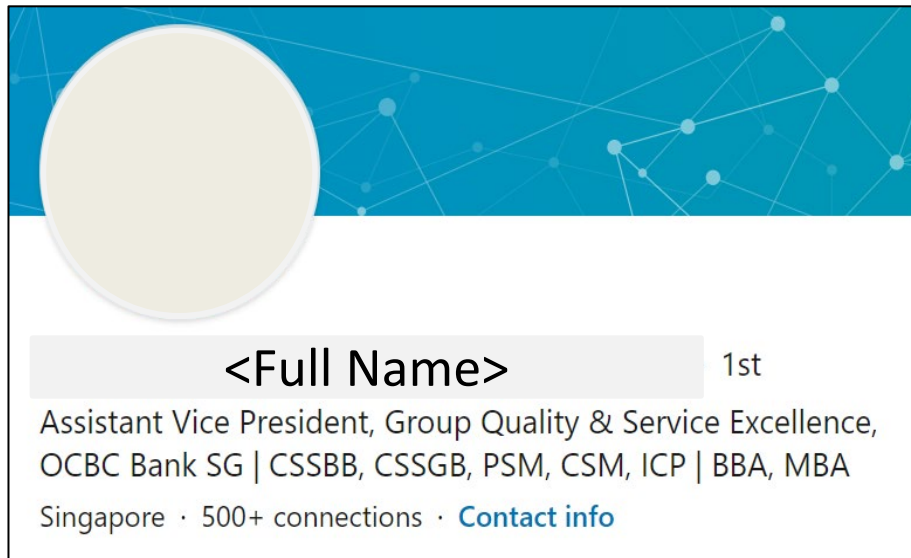


1

Your Profile, Your Story

2. Headline

8x more profile views and 5x more connection requests



Summary

What do you write for the *Summary*?

1. My Mission Statement

A Trusted Educator, Leader with Empathy and Growth Mindset

2. My Career Story

- Your passion
- Your key career achievements
- Your greatest challenge and the positive trait you want to highlight (eg. Resilience).
- Your work values – think about the traits/values the employers are looking out for.

3. Experience

- **Short Term role** - highlight that it is a short-term posting, for example: awaiting admission into University
- **Long Term role** - highlight key achievements, impacts, and the skills demonstrated

Key Technique: C.A.R (**C**ontext, **A**ction, **R**esult)

Before	After
Performed valuation analyses and prepared positioning materials for companies.	Performed valuation analyses for companies from 9 industries <Action> to maximize market valuation and evaluate viability of IPOs <Context>, resulting in 6 IPO mandates worth US\$5.8Bn total <Result>.

4. Licenses and Certifications

- Key credentials
- Certification ID/URL

Licenses & Certifications



Certificate of Completion- Accenture Discovery Program

InsideSherpa

Issued Dec 2019 · No Expiration Date



Certificate of Attendance in Awareness Training on ISO

AeX Consulting & Training Pte Ltd

Issued Mar 2019 · No Expiration Date

InsideSherpa - Virtual Experience Programs move your career ...

Do company sponsored virtual internships and learn skills from industries like investment banking, management consulting, product management & more.



Goldman Sachs

**Goldman Sachs
Engineering Virtual
Experience**

New!

Microsoft

Go-To-Market

Asia Virtual Experience Program
MBA

New!

Microsoft

Go-To-Market

Asia Virtual Experience Program
Undergraduate & Masters

New!

Deloitte.

**Technology
Consulting**

Virtual Internship

New!

accenture

**ACCENTURE
DISCOVERY
PROGRAM**

Future innovator in training

New!

JPMORGAN CHASE & CO.

**Software
Engineering
Virtual
Experience**

New!

4. Client Communication

1

Fix the errors

Work against the clock to spot the issues and errors in an urgent email to send to the client.

Practical skills you will gain from working on this module:

Attention to detail

Error spotting

Compare your work with real model solutions created by the Accenture team.

2

Choose your language

Think carefully about how to phrase some difficult messages about a sensitive subject.

Practical skills you will gain from working on this module:

Email communication

Compare your work with real model solutions created by the Accenture team.

5. Prioritisation & Impact Assessment

1

Prioritisation & Impact Assessment

Assign scores to potential initiatives based on their ease and impact, and use this to identify which ones to prioritise

Practical skills you will gain from working on this module:

Strategic thinking

Compare your work with real model solutions created by the Accenture team.

This program is self-paced. It takes approximately 5-6 hours to complete.

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FUTURE INNOVATOR
IN TRAINING

Are you passionate about making a difference? Build the

KPMG

insidesherpa

Inspiring and empowering
future professionals

Chris Zhang Data Analytics Consulting Virtual Internship

Certificate of Completion
July 4th, 2019

Over the period of February 20 2019 to July 2019, Chris Zhang has completed practical task modules in:

Data Insights
Data Insights and Presentation
Data Quality Assessment

Deborah Yates
Deborah Yates
National Managing
Partner People
Performance and
Culture

Tom Brunskill
Tom Brunskill
CEO, Co-founder of
insidesherpa

Blockchain Verification Code: wq8W0R05d9p4d6 | QR Verification Code: K003dP0r0p0w0r0K | Issued by insidesherpa



5. Volunteer Experience

6x more profile views

- Highlight your **initiative to take part** in activities that are relevant to your field
- Highlight your **contribution** in the volunteering aspect
 - How do you want to make a difference to others?
 - Social service? Economic Empowerment?

Volunteer Experience



Lead Coordinator

People's Association

Aug 2018 – Dec 2018 • 5 mos

Social Services

Mobilised a team of 25 to engage in a local community service project engaging lower-income families under Whampoa Community Centre.

YOUNG
WOMEN'S
LEADERSHIP
CONNECTION

Marketing Communications team

Young Women's Leadership Connection

Jan 2020 – Present • 8 mos

Economic Empowerment

YWLC x Milelion: Miles Hacking for the Modern Woman

- Designed marketing collaterals.

YWLC Mentorship Mentorship Prog 2020:

- Churned out social media collaterals posted on Instagram.

- Interview write-up about mentor/mentee 9-month mentorship experience.

YWLC Website revamp (2020)

- Design and structure

2

Ask directly for referrals

- **Step 1: Identify the High Quality Connections?**
 - Alumni from university, people who are in the ideal companies / roles that you want to go for
- **Step 2: Personalise your message**
 - Based on your personal experience with the person (eg alumni, intern, job fair, school event). Point out the key similarities, draw on common experiences
- **Step 3: Send a thank you note to the person who connects with you and keep the relationship warm**
 - Pay attention to them: check their newsfeed, comment on posts, hit the like button to acknowledge them so you can get their attention and stay visible. You don't have to post, but it helps to interact with them constantly.
- **Step 4: Just ask directly, and politely for job referrals.**
 - Learn about job opportunities, interviews tips from them
 - Ask: I am interested in xx role, can you help me share my profile with them?

2

Ask directly for referrals

State your name and share your background

Hi, my name is Alice Maniam. Please call me Alice.

I'm a BBA student at NUS and a real tech geek

Share what you noticed, liked or are interested in about the person (attention hook)

I'm really intrigued by what your annual report mentioned about the impact of technology

Supporting evidence

I happen to be the VP in the NUS Computing Club and we once profiled Goldman Sachs as an employer of choice.

Ask your question

Could you give me your own first-hand insights having been in the company for 6 years?

**Ask for a referral**

Sending Zachary a message. Zachary will receive a link to the job to refer you. 

Hi Zachary,

Hope all is well with you! I came across the Senior Project Manager role at Freshing and am interested in applying. Would you be open to sharing my LinkedIn profile with the hiring team so they know about my interest in this role?

Happy to chat more if you have the time as well.
Looking forward to hearing from you.

Send message

2 Ask directly for referrals

- **Be comfortable with reaching out to people whom you don't know.**
- **Identify the key things which you can offer to others.**
"I am connecting with you so that I can learn from you and I can also share what I can value add – eg fresh perspectives from millennials, what new things I learnt from school."
- **Do you recognise the value of using LinkedIn for personal branding, networking, and searching for jobs?**

“You may get nervous or shy about connecting with strangers. If people do not want to network, they will not be on LinkedIn.”

