

WEBINAR & WORKSHOP

PERSONAL BRANDING

RARE APPROACHES



iridium
RECRUITING



CALEY VAN CLEAVE

Vice President, Business Development & Recruiting

Prior to co-founding Iridium Staffing, Caley Van Cleave served as the Vice President in two previous award-winning staffing agencies. In both entities, she supported companies in oil and gas and energy sectors with sourcing and landing top industry talent for their organizations.

As the fourth generation of her family in oil and gas, she has worked hands-on in the energy industry for most of her career.

Denver Business Journal's Top 40 Women in Energy 2020

President-Elect Women's Energy Network of Colorado (WENCO)





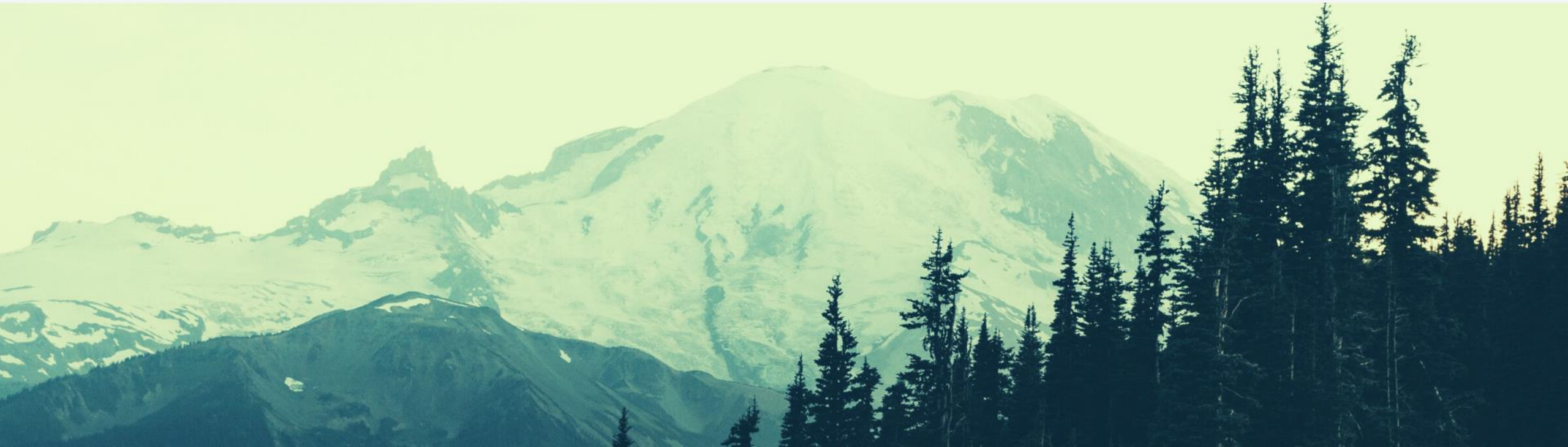
How is branding tied to your job search?

Thoughts....

They are looking...

"52% of employers use social networking sites to research job candidates."

BUSINESS INSIDER



What are hiring managers looking for?

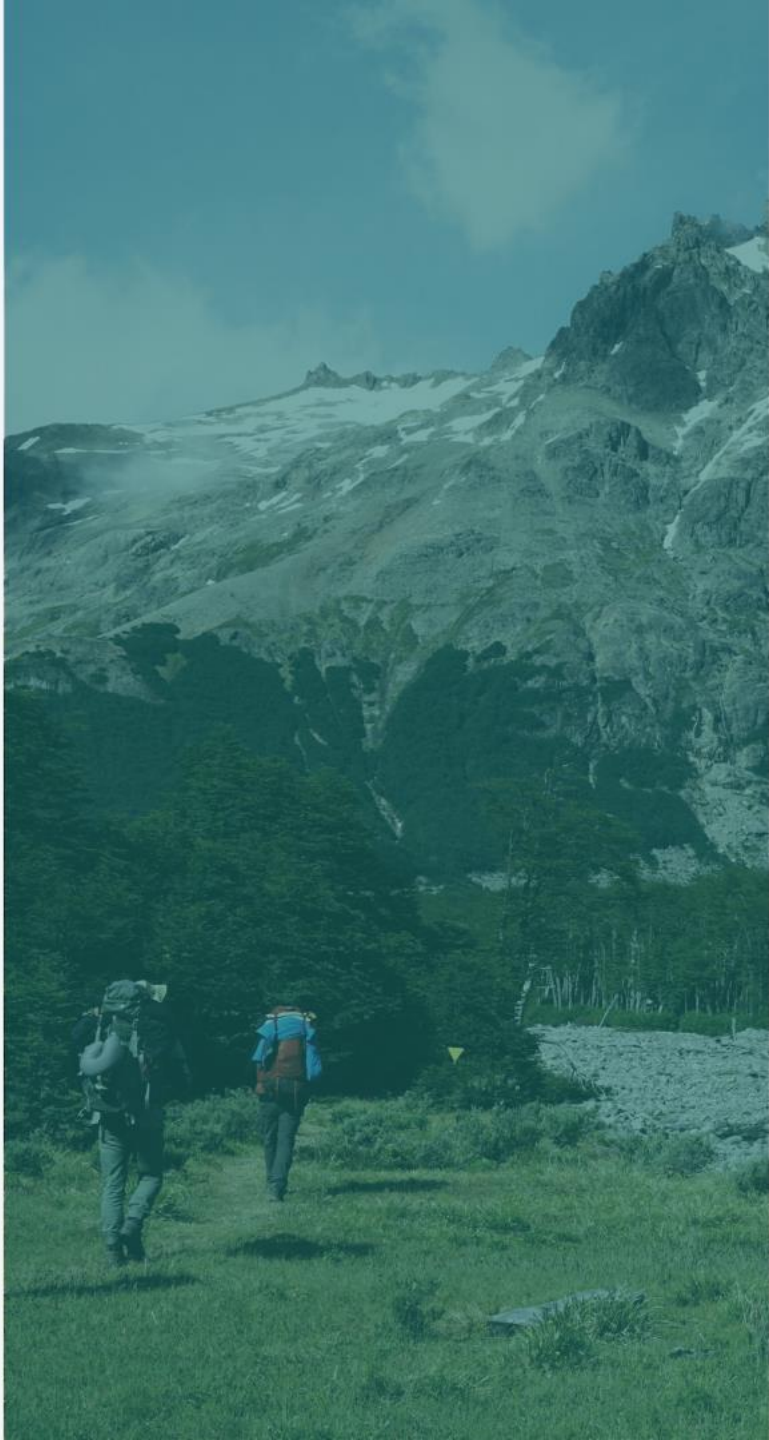
Professional image
Skills alignment
Personality
Engagement



60%

of hiring managers search for evidence that supports an applicant's qualification for the job.





What is your brand?

Fundamentals that comprise your brand.

PLANNING YOUR APPROACH

Brand Fundamentals

» Professional Image

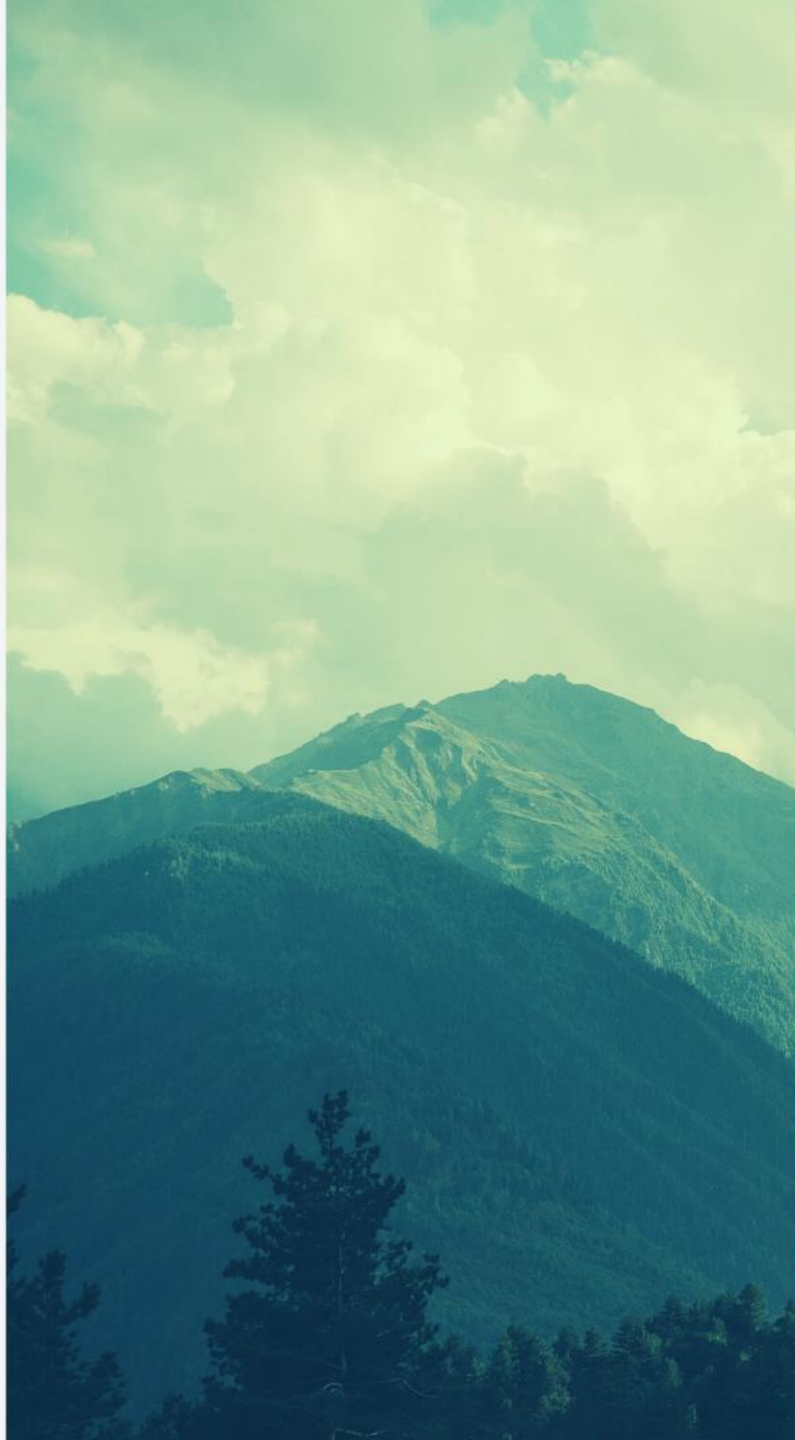
» Message

Information tied to your targeted job search.

» Engagement

Comments, posts, & likes....





How does your current brand stack up?

The Good. The Bad..

MESSAGING DEVELOPMENT

Where do you see your career going?

We start with the end in mind...

Write down a brief statement that outlines your career goals.



MESSAGING
DEVELOPMENT

How would your clients or colleagues describe you?

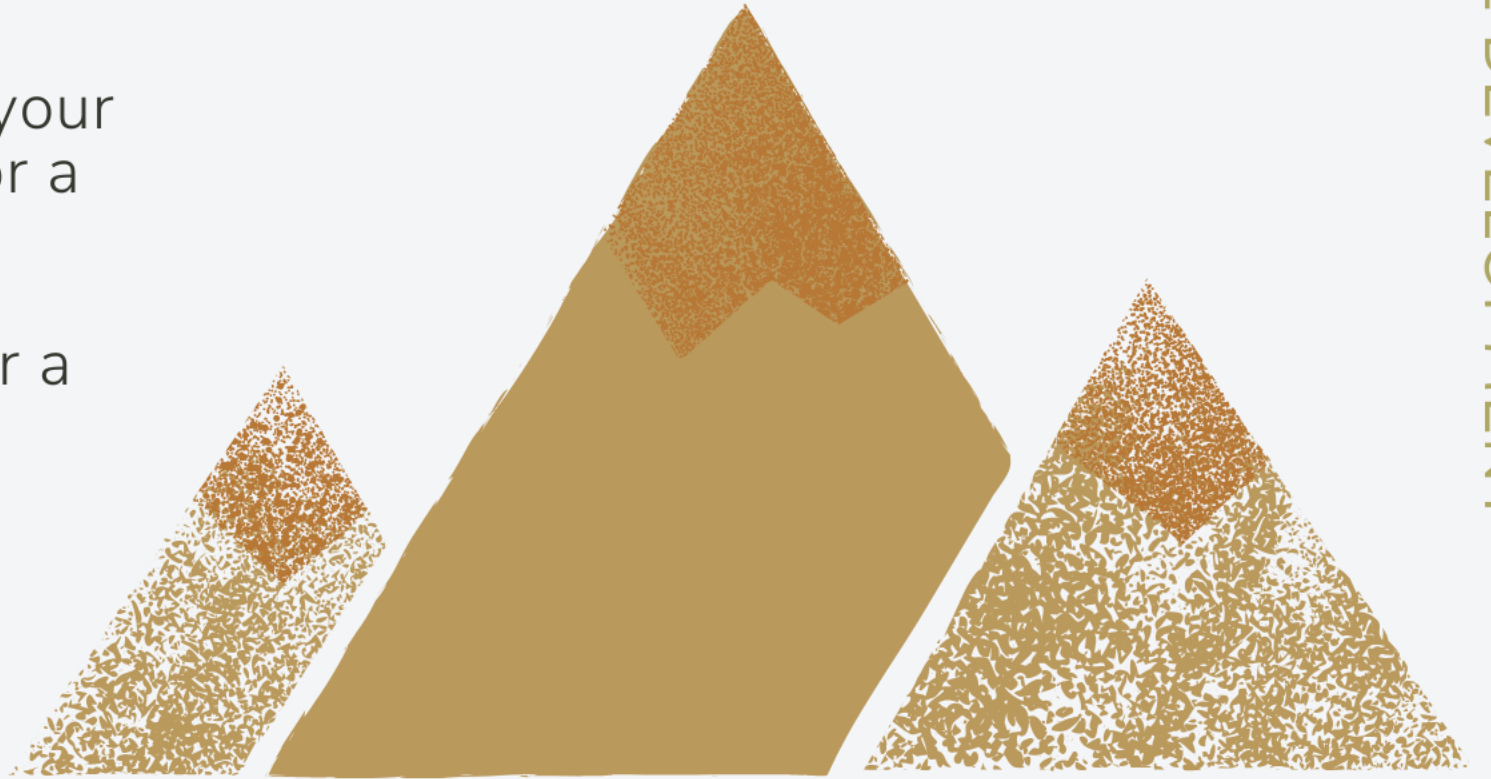


Write down three
descriptors. Be specific.

State your unique value.

Explain the problems that your unique descriptors solve for a company.

3 most important things for a hiring manager to know.



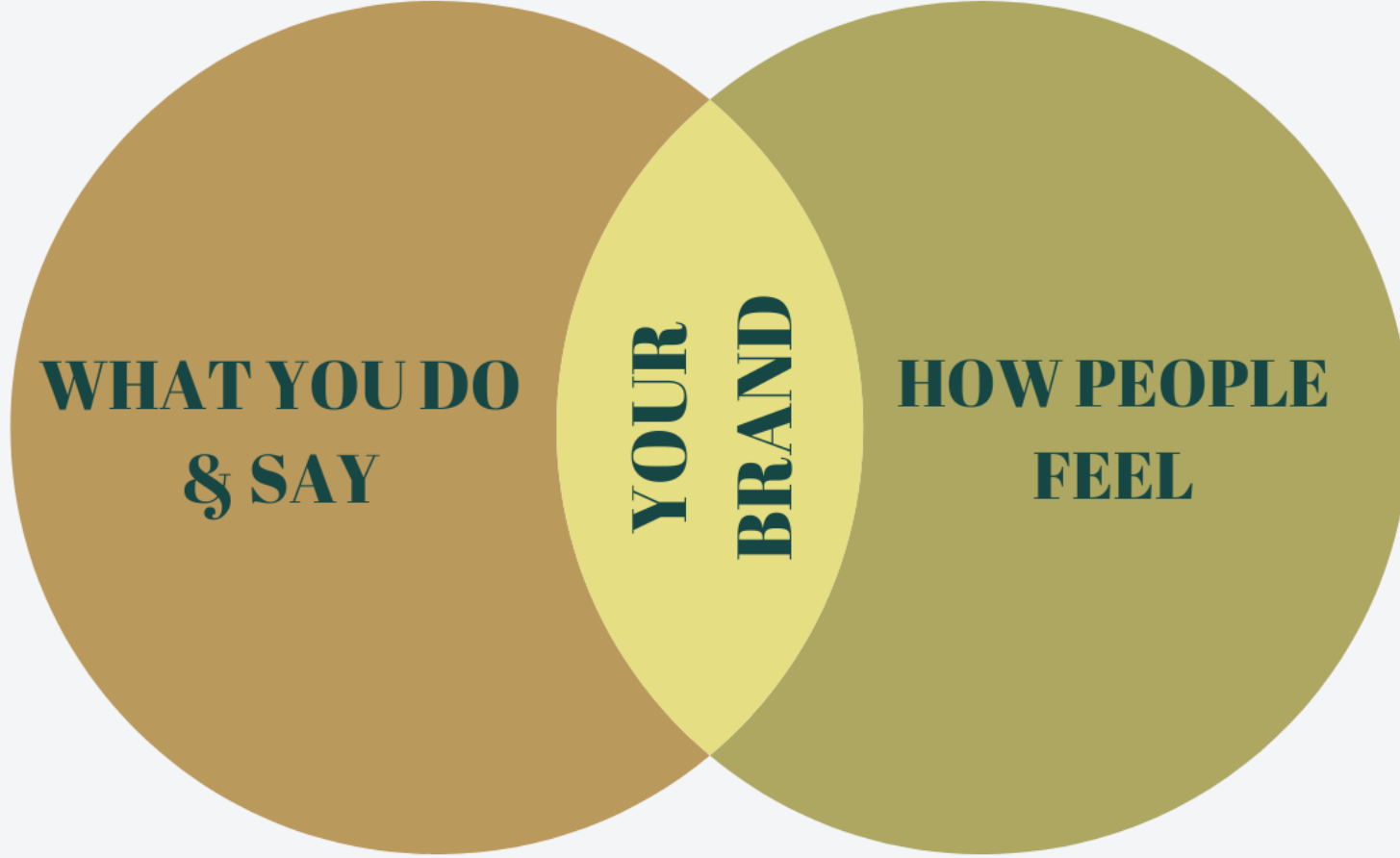
Your Story

MESSAGE DEVELOPMENT

Filling in the narrative of your past experience is crucial.

Rich, vibrant wording can make you stand out.





Your Character

How do you present yourself?

Do you have a sense of humor or are you honest to a fault?

Are you casual? Are you more refined and professional?



How can you engage on LinkedIn?



Using these descriptors...

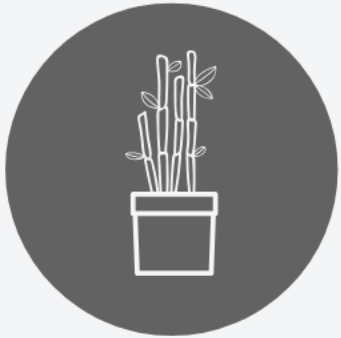
What type of communication would highlight these?

For example: Killer A&D skills.

Sharing insights & commentary on new A&D projects with your network.

Be...

Focused



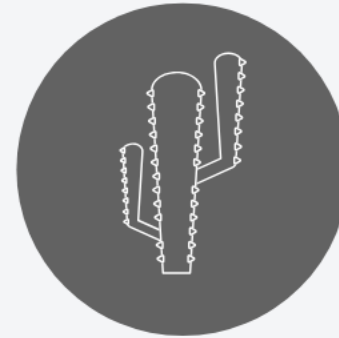
Have a targeted message & story.

Geniune



Convey your personality & ethos.

Engaged



Participate in your community.

Consistent



Have alignment across LinkedIn & Resume.

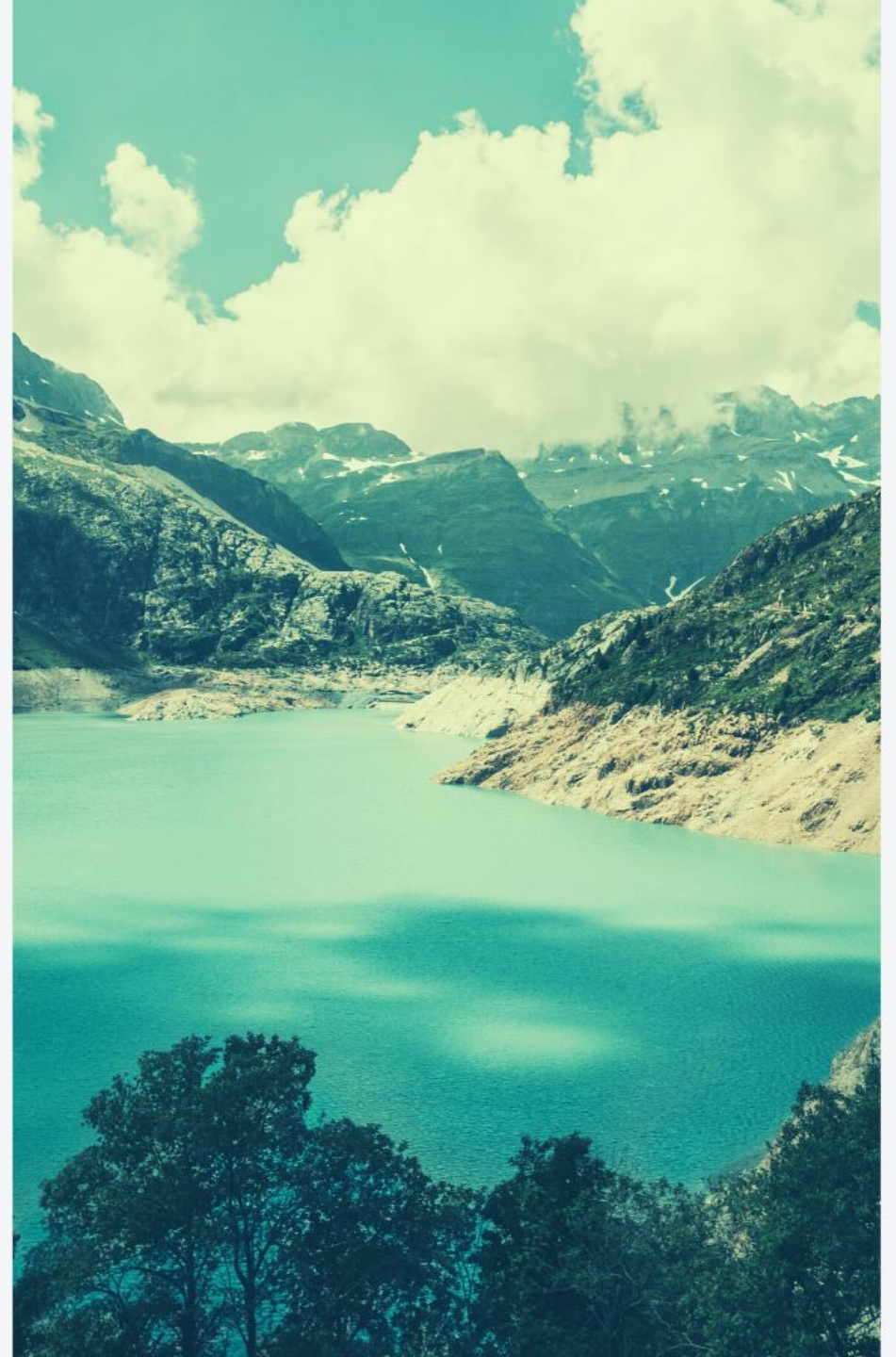
The Essentials

Professional Image

Background supports job qualifications

Personality comes across as a good fit
with company culture

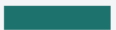
Communication is consistent with brand





Inappropriate photos
Unprofessional communication
Aggressive engagement
Inconsistent content & messaging
Limited visibility or participation

The No-No's





PRIVATE COACHING

Over the years, we have helped hundreds of professionals in the energy sector talk through difficult departures, tough cultures, job hopping, life-changing events, and just about anything else you can imagine.

We developed our career coaching service and workshops to do just that, help you put your best foot forward. This is our way to of supporting energy professionals through the challenges they encounter while looking for a promotion, job change, or even a transition to a different part of the energy sector.

The concept is simple: we are here to help you do the self-work to succeed at your work.

Looking for more help?



GPA RESOURCES AROUND THE CORNER

TRAINING TOPIC:

Natural Gas and Renewables - What are the options?

Kindra McGregor, PetroSkills | John M Campbell



Speaker: Kindra Snow-McGregor, PE

Mrs. Kindra Snow-McGregor is the Technical Director of Oil and Gas Processing with PetroSkills | John M Campbell. She has a master's and bachelor's degree in Chemical Engineering and Petroleum Refining from the Colorado School of Mines, and over 23 years of experience in the oil and gas industry. Before joining John M Campbell, she served as the technical lead on several significant projects in the industry for BP, ExxonMobil, ConocoPhillips, Occidental, QatarGas, and XTO. Mrs. Snow-McGregor has been active in the gas processing/midstream industry for many years. She currently serves on the GPS Board of Directors, and the GPSA Engineering Data Book Editorial Review Board. She has published 10 technical papers at international conferences and is a co-inventor on two technology patents in the gas processing industry.

This training session will investigate the three primary topics:

- Where are we today and Energy Parity with Renewables?
- If Renewables won't get us there, What will?
- Planes, Trains, and Automobiles?
- Lastly, what to do with the skeleton in the closet - Petrochem....

Cost: Free!

Date: 05/28/2020

Time: 8:00 am - 12:00 pm

Location: The comfort of your own home! PetroSkills will provide the hosting platform WebEx. The week of the training those who have registered will be sent the link and login info.
