

# Securing a job in the Digital Age: Don't just Hit Apply

Emma Feneley

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The Association of  
Accountants and  
Financial Professionals  
in Business

# Webinar Features and CPE Credit

Q&A

Asking Questions




Help



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 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



**Emma Feneley**  
**Senior Recruitment Consultant**  
**EMEA Recruitment**

# Emma Feneley's Biography

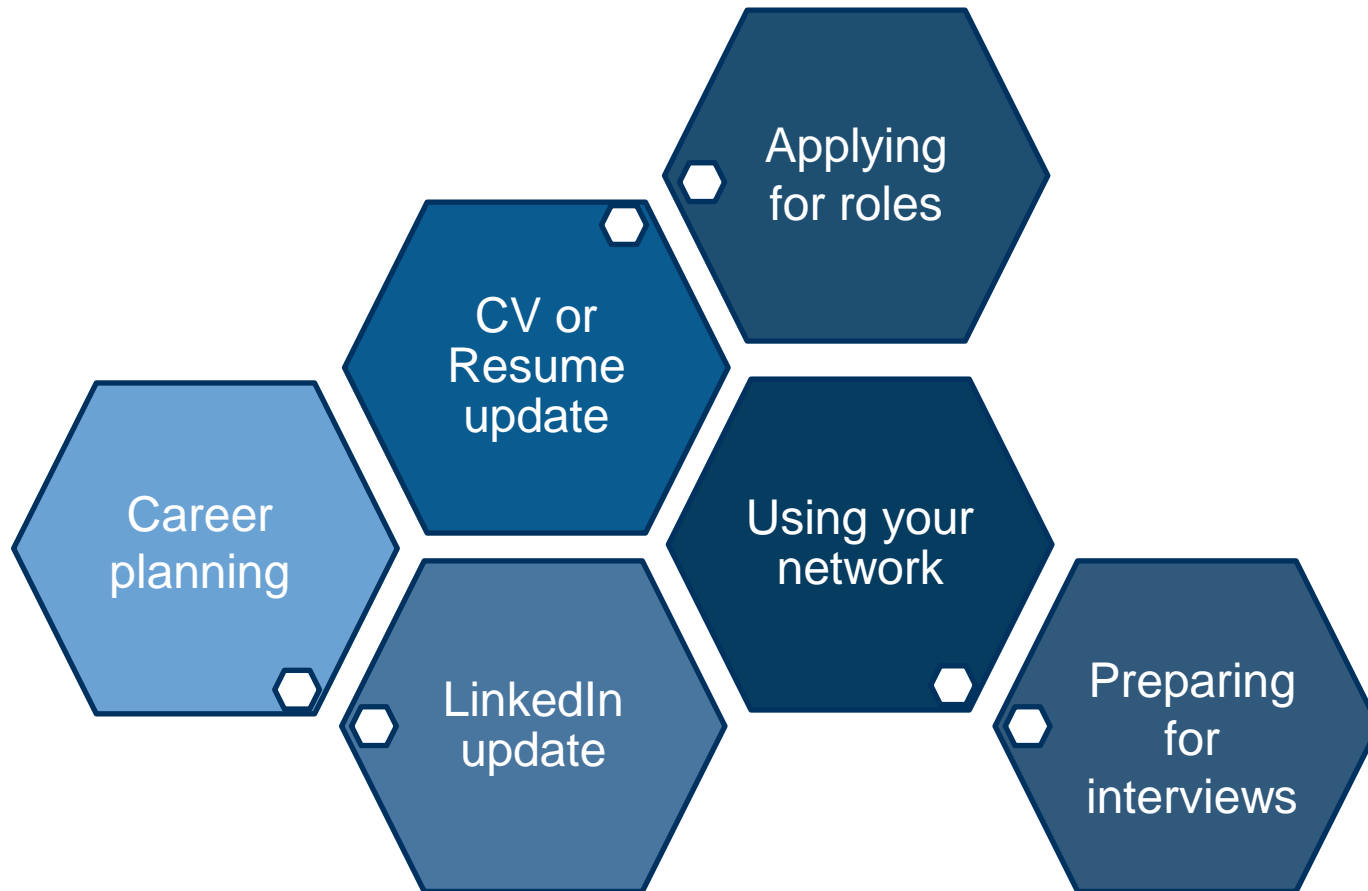
- Emma is a Senior Consultant at EMEA Recruitment, a boutique agency focusing on the recruitment of mid-senior professionals across Switzerland, the Netherlands and the wider EMEA region in Finance, HR, Procurement & Supply Chain, BI & Data positions.
- Emma started with the business 4 years ago when she joined the Finance team. With experience of working across both the German and French speaking sides of Switzerland, she aims to combine good market knowledge with excellent customer service and rapport-building.
- When not at work, Emma can be found travelling (although not so much recently!), practicing yoga or spending time outdoors.

# Learning Objectives

*Upon completing this webinar, you will be able to:*

1. Complete an exercise to help you establish your career goals.
2. Give examples of ways to boost your LinkedIn profile.
3. Identify the steps to confidently prepare for an interview.
4. Describe how to answer some “typical” interview questions.

# Introduction



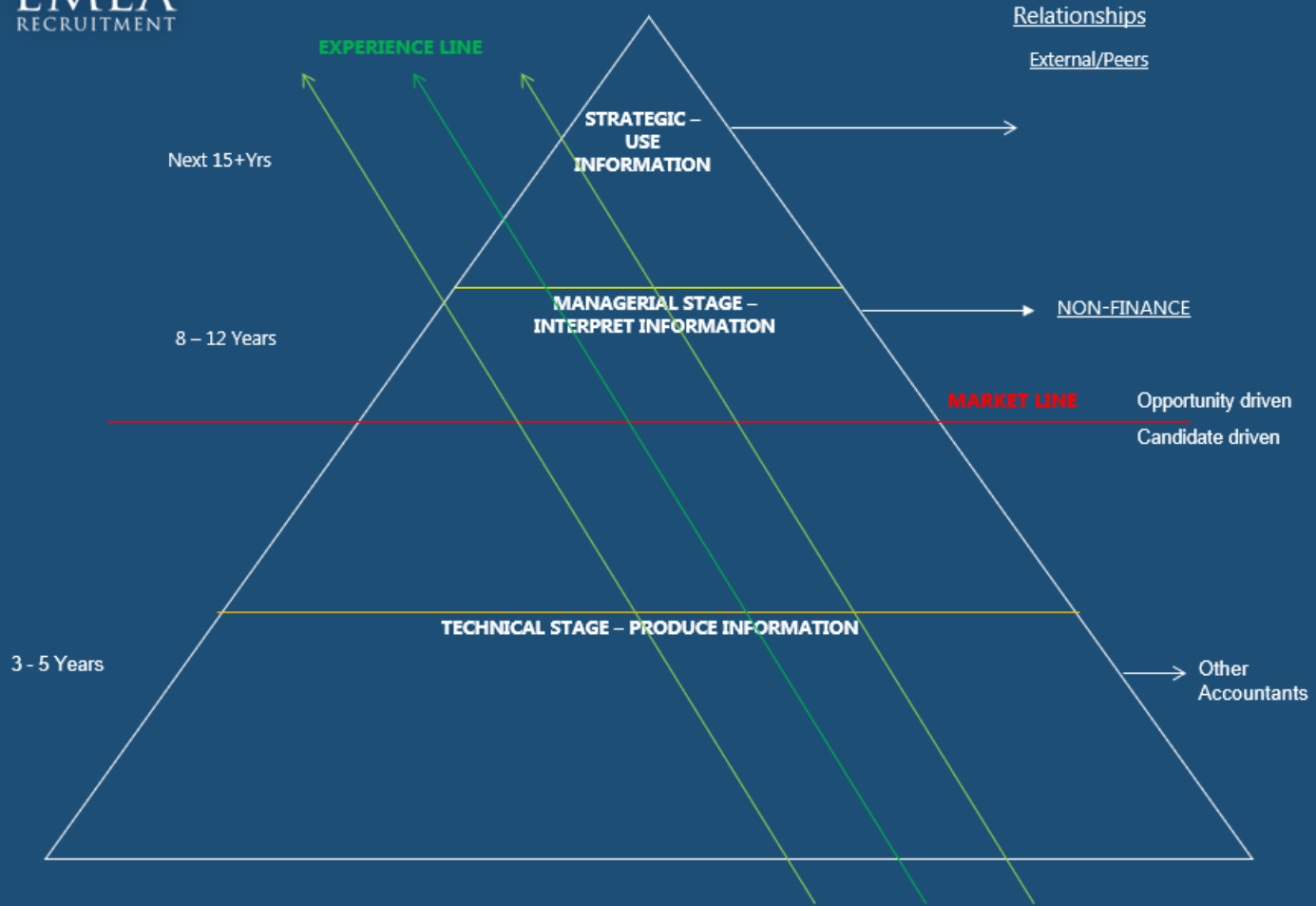
# Commonly heard

“I’m not actively looking, but I’m open to the market...”



# Career planning

EMEA  
RECRUITMENT



# Career planning

- 4 main responsibilities
- 4 outstanding tangible achievements
- Company culture
- Define the personality of your future manager who can get the best from you
- “Why statement”

# Updating your CV or Resume

- Tailoring to the opportunity, not your current role
- Tangible achievements
- Transparency – include years and months, explain gaps
- Bullet points, not paragraphs
- Reverse chronological order, ALWAYS!
- The truth!

# Updating LinkedIn

[No title] | Emma Feneley | LinkedIn | linkedin.com

Home My Network Jobs Messaging Notifications Me Work Recruiter

We have launched our new website! Visit [emearecruitment.eu](http://emearecruitment.eu)

Emma Feneley  
Recruiting Finance talent across Suisse Romande  
Geneva, Canton of Geneva, Switzerland · 500+ connections ·

Contact info

Show recruiters you're open to job opportunities—you control who sees this. [Get started](#)

Edit public profile & URL

Add profile in another language

Your dream job is closer than you think. [See jobs](#)

Add new skills with these courses

Nail Your C++ Interview

Messaging

Type here to search

19:11 02/03/2020

# Updating LinkedIn

- Ensure your profile is up to date
- Include some details – job titles can be misleading
- Consider your headline
- Connect with the right people
- List relevant skills

# Polling Question 1

Have you applied for a job using the 'Easy Apply' button on LinkedIn?

- a) Yes
- b) No
- c) I don't use LinkedIn

# Polling Question 1 Results (Placeholder)

# Applying to roles: LinkedIn

logitech

## GCO Category Finance Analyst ↪ ...

Logitech · Lausanne, Vaud, Suisse

Publié il y a 1 semaine · 1 171 vues

Postuler ↗
Enregistrer

Découvrez comment vous vous positionnez par rapport à 205 candidats

■ [Essai Premium gratuit 1 mois](#)

Poste	Entreprise	Relations
<ul style="list-style-type: none"> <li>205 candidats</li> <li>Temps plein</li> </ul>	<ul style="list-style-type: none"> <li>5 001-10 000 employés</li> <li>Produits électroniques gr...</li> </ul>	<ul style="list-style-type: none"> <li> 1 relation</li> <li> 2 anciens élèves</li> </ul>

**LUKOIL**  
OIL COMPANY

## Structured Finance Officer ↪ ...

LITASCO SA · Geneva, Switzerland

Posted 1 week ago · 1,339 views

Save

 Easy Apply

■ See how you compare to 194 applicants.  
[Try Premium Free for 1 Month](#)

Job	Company	Connections
<ul style="list-style-type: none"> <li>4/10 skills match</li> <li>194 applicants</li> </ul>	<ul style="list-style-type: none"> <li>201-500 employees</li> <li>Oil &amp; Energy</li> </ul>	<ul style="list-style-type: none"> <li> 5 connections</li> </ul>

PEPSICO

## Strategy and M&A Consultant / Analyst ↪ ...

PepsiCo · Genève, CH

Posted 1 week ago · 1,553 views

Save
Apply

■ See how you compare to 322 applicants.  
[Try Premium Free for 1 Month](#)

**RÉMY COINTREAU**

## EMEA GTR Junior Financial Controller ↪ ...

Rémy Cointreau · Genève, Suisse

Posted 4 days ago · 1,254 views

Save

 Easy Apply

■ See how you compare to 272 applicants.  
[Try Premium Free for 1 Month](#)



# Before you click, think...

- Who do I know?
- Is this person in the right function?
- Is this person in a senior role?
- Can they recommend me?

# If you've exhausted those options...

Do you know a recruiter who could help?

# Polling Question 2

How did you get your last job?

- a) Applied on LinkedIn
- b) Applied on company website
- c) Applied on a job board
- d) Via a recruiter
- e) Through my network
- f) Other

# Polling Question 2 Results (Placeholder)

# “Your network is your net worth”

## Networking via LinkedIn

- Connecting with the right people
- Engaging – likes, comments and shares are key
- Posting at the right time
- Images vs. videos vs. text
- Considering your audience
- Groups

# “Your network is your net worth”

## Networking in person

- Professional bodies
- Recruiter events
- Industry/function specific events
- Meetup
- Ex-colleagues
- Local events



# Polling Question 3

How long do you spend preparing for interviews?

- a) I don't prepare for interviews
- b) 30 minutes- 1 hour
- c) 1-2 hours
- d) 3 hours+
- e) A whole day

# Polling Question 3 Results (Placeholder)



# Preparing for interviews

- Research is key
- Use questions to help you stand out
- Be ready to talk about your key achievements
- Be as **specific and diverse** as possible in your examples
- STAR technique
  - **S**ituation
  - **T**ask
  - **A**ction
  - **R**esult

# Polling Question 4

Can you confidently answer the question “what is one of your weaknesses” in an interview situation?

- a) Yes
- b) No
- c) I don't know

# Polling Question 4 Results (Placeholder)

# “What is one of your weaknesses?”

Also disguised as...

- Tell me one of your development areas
- What won't I like about you?
- What would your team say you need to improve on?
- What would your boss say you need to improve on?

# “What is one of your weaknesses?”

- 1) Acknowledge the ‘weakness’
- 2) Explain the steps you have taken to address the issue.
- 3) Describe the steps you would like to take in the future.

# Video interviews

- Make sure your technology works!
- *Still* dress smartly
- *Still* try to make time for small talk
- Ensure you have an appropriate background
- Consider your camera angle

# Most important of all...

## Be enthusiastic!



# Checklist / takeaway points

- ✓ Plan ahead
- ✓ Think before you click 'easy-apply'
- ✓ Network, network, network!
- ✓ Be patient and be kind to yourself – **finding a new job can be a job in itself!**



# Questions & Answers

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



**Emma Feneley**  
**Senior Recruitment Consultant**  
EMEA Recruitment



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

# Thank You to Our Presenter!



**Emma Feneley**  
**Senior Recruitment Consultant**  
**EMEA Recruitment**

# Final Reminders

- ▶ **Complete the Evaluation poll – 2 Options**
  - On your screen
  - Click the “Evaluation Survey” icon
- ▶ **Access to your CPE Certificate – 2 Options**
  - Click the “CPE” icon at the bottom of your console  
or
  - Click the “CPE Credit” link in your post-event email
- ▶ 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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