

Navigating Today's Dynamic Job Market

Strategies for the Job Seeker: From Digital Presence to Final Interview

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Today's Agenda

What does the Job Market Look Like?

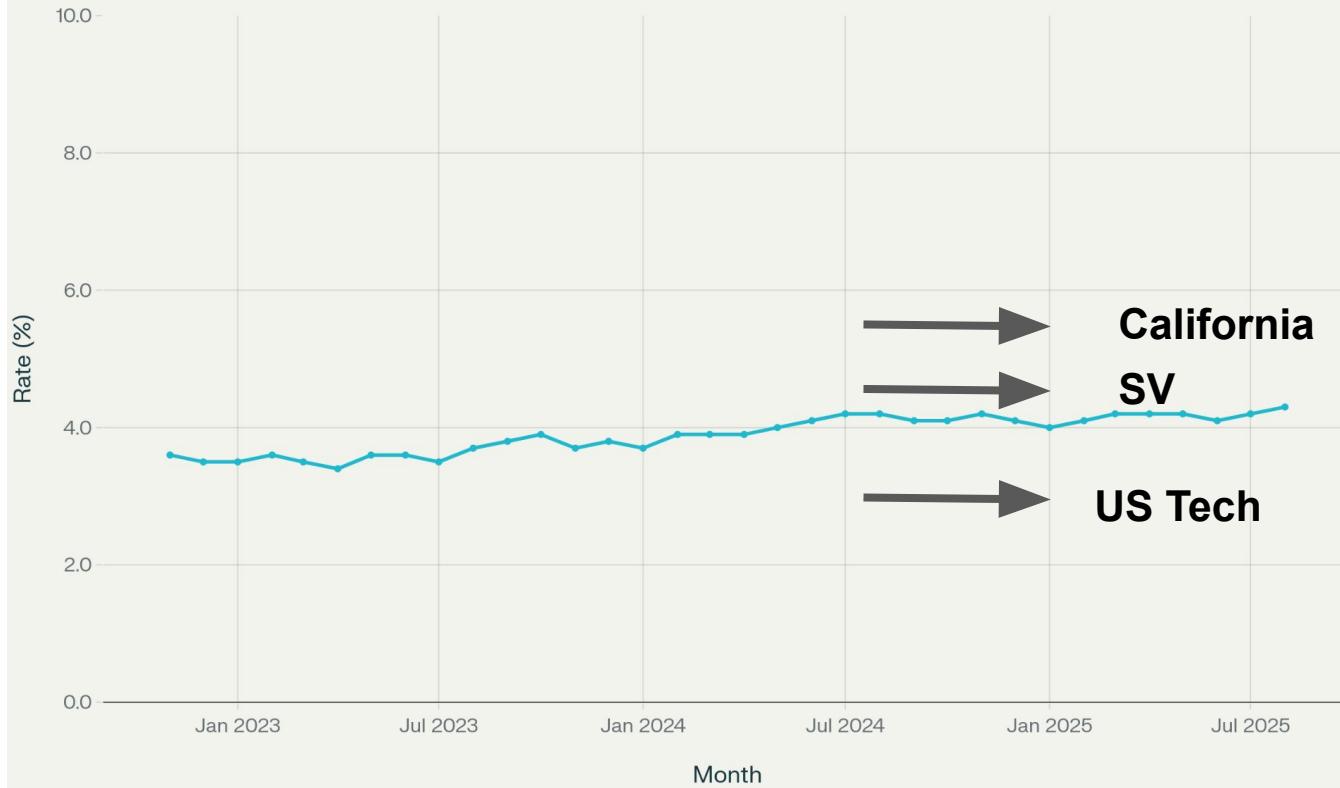
-  **The New Job Mindset:** Crisis to Opportunity
-  **Your Digital Brand:** LinkedIn, Portfolios, & AI
-  **Smart Networking:** Building Connections
-  **Nailing the Interview:** Screen, Final, & Follow-Up
-  **The Offer:** Navigating Negotiation
-  **Starting Strong:** Success from Day 1



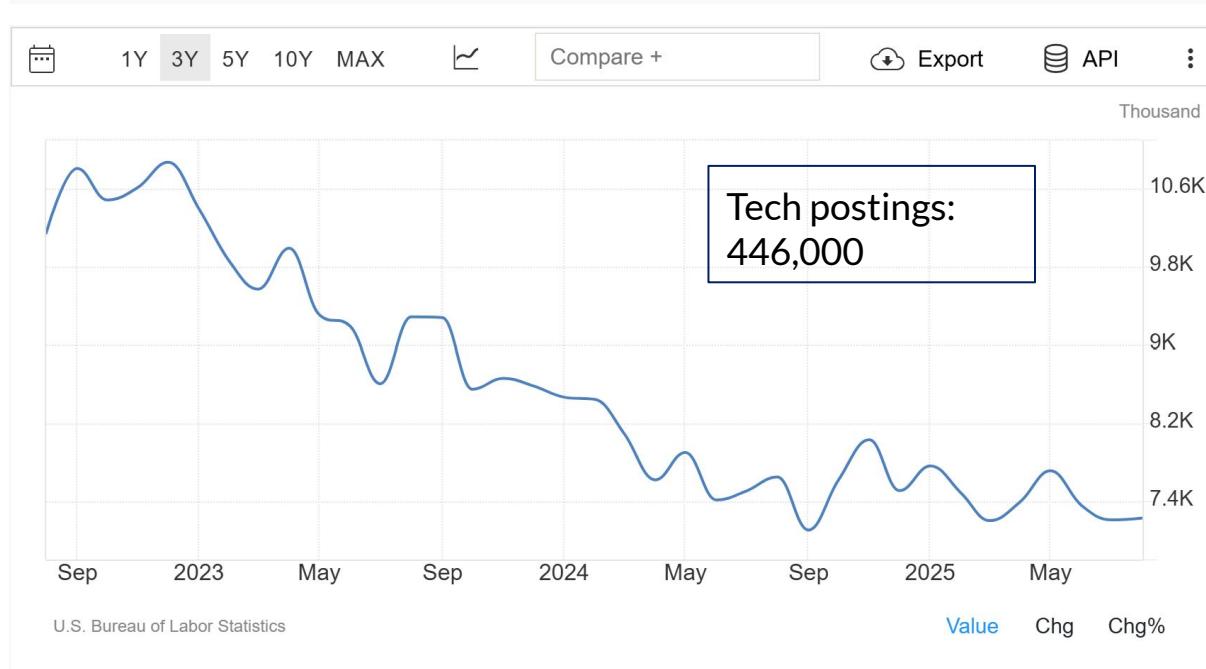


Shape of the Job Market

US Unemployment Rate Nov 2022 - Aug 2025



Job Postings



Company / Sector	Job Cuts Announced	Notes
Technology Companies	107,878	Includes 5,639 in September; informed by AI impacts, training demands
Retail	86,233	203% increase YoY, cautious holiday hiring forecast
Amazon	14,000	Largest workforce cuts ever
UPS	48,000	
Intel	25,000	
Microsoft	15,000	
Accenture	11,000	
Government Agencies	~300,000	Reductions especially in Washington, D.C. area
Other Sectors	Remaining ~433,889	Various sectors including manufacturing, logistics, finance

**2025 AI related reductions:
30,000
at Salesforce, Klarna, and
Duolingo.**

- Total announced job cuts: ~946,426 (Jan-Sep 2025)

Thru Oct. 1.1M

What is Going On?

- Hangover from post COVID hiring
- General restructuring (eg. Amazon)
- General Caution with the current environment
- Anticipation of AI
- Overall the job market is a lot more competitive than it used to be
 - Problem more pronounced for fresh grads.

The AI Wave

- Roughly 46% of jobs could see at least 50% of their tasks impacted or automated by AI.
- AI is changing every profession – from coding to customer service to design.
- Over 40% of workers already use AI in some form.
- It isn't if AI will affect your job, but how soon and how deeply.
- AI won't take your job – someone using AI will.

What Jobs are Most at Risk?

- **High Risk:**
 - Routine or repetitive tasks (data entry, accounting support, scheduling).
 - Predictable physical work (assembly lines, basic logistics).
- **Medium Risk:**
 - Analytical or technical roles that rely on pattern recognition (radiology, finance).
- **Low Risk (AI-Resilient):**
 - Roles requiring human judgment, empathy, creativity, leadership, or ethical decision-making.

What Makes a Job AI Safe

- Human Connection: Communication, empathy, storytelling, teamwork.
- Strategic Thinking: Framing problems, managing ambiguity, decision-making.
- AI Collaboration: Using AI as a co-pilot, not a competitor.
- Continuous Learning: Adapting faster than automation evolves.

Upskilling is the New Job Security

- **AI Fluency:** Commit to mastering at least one generative AI tool (e.g., Gemini, Co-Pilot) for a core job function.
- **The Multiplier Effect:** Leverage AI to increase your productivity (10x) and reduce routine work, freeing time for high-value tasks.
- **Continuous Reinvention:** Job security is no longer about stability; it's about the speed of your personal evolution.
- **Upskill Continuously:** Courses, microcredentials, experimentation.

Call to Action

- Automate: List 3 tasks in your current job that AI could handle better than you within 6 months.
- Amplify: Which 3 human-centered skills will you actively practice to add non-automatable value?
- Redesign: How can you restructure your week to dedicate the newly freed-up time to mastering those human skills and new responsibilities?
- Network Smartly: Join communities where humans + AI collaborate (e.g., AI-in-Marketing, AI-in-Education).

Human Centered Skills AI Cannot Replace

- Critical Judgment: Asking the right questions, not just getting answers.
- Emotional Intelligence: Building authentic trust.
- Creative Vision: Generating original ideas and strategic concepts (not just remixes).
- Ethical Oversight: Interpreting consequences and assuming moral accountability.
- Adaptability (Learning Velocity): Rapidly acquiring new tools and pivoting your role.

Does the Future Belong to You?

- The AI-safe job isn't a job title – it's a mindset.
- Curiosity - Stay human - Let AI amplify your strengths.
- “In times of change, learners inherit the earth.”
- Changing definition of expertise

The New Job Mindset

A layoff or job change isn't an end. This is a rebirth. It's a powerful opportunity to reassess, pivot, and find a role that truly fits.



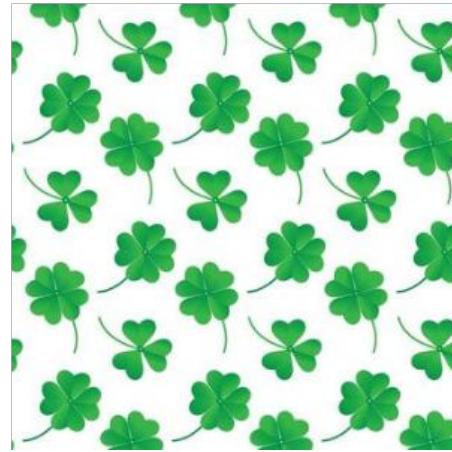
Make Your Own Luck

Be Strategic, Not Desperate

The worst strategy is mass-mailing an old resume.
"Luck" is where preparation meets opportunity. Stop reacting and start planning.

Define Your "Sweet Spot"

Look at your total experience. What is the job that allows you to hit the ground running? This focus helps you build a target list.



You have a
full time job!

Building Your Digital Brand

How to Stand Out to Recruiters and Hiring
Managers

Your Digital Presence is Your New Resume

Optimize Your LinkedIn

- Your profile is your professional story. Use a professional photo and custom URL.
- Create an eye-catching headline and an interesting, short summary.
- Use the right keywords so recruiters can find *you*.

Show, Don't Tell: Portfolios

- Essential for tech, creative, and marketing roles.
- Link to your GitHub, Behance, or personal website to showcase your work.

LinkedIn and Portfolio

Getting Your Foot in the Door

Quality Over Quantity



A tailored effort on a few good-fit roles is more successful.

Beat the Applicant Tracking System

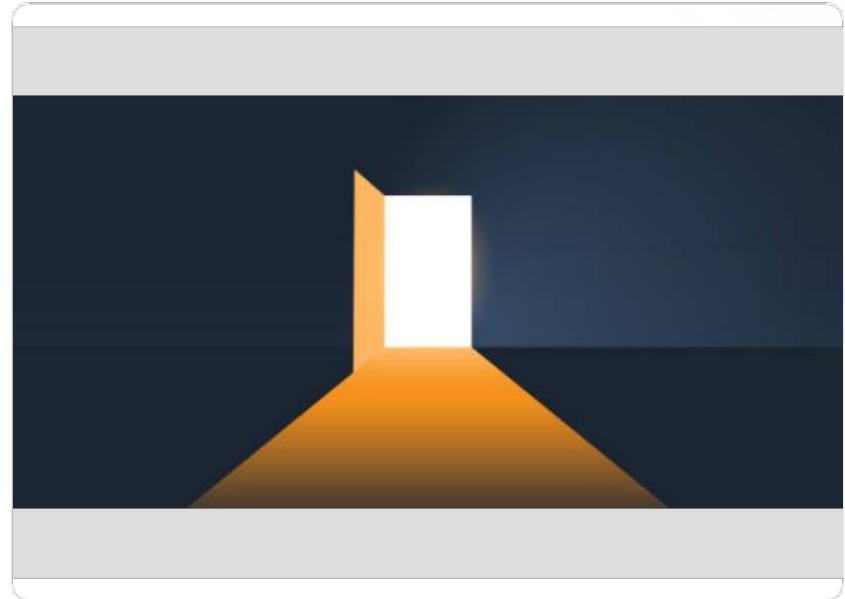


Tailor your resume with keywords from the job description.

Use a Warm Introduction



A referral is the fastest way to get your resume seen.



AI as Your Job Search Co-Pilot

Use AI to Accelerate, Not Replace

- **Drafting:** Brainstorm resume bullets and cover letters.
Always personalize with your unique voice.
- **Research:** Ask AI to summarize a company's recent news, competitors, or cultural values.
- **Practice:** Use tools to practice common interview questions for your *specific* role.
- **Caution:** Use it as a co-pilot, not an auto-pilot. Never paste confidential information.



Networking & Connections

Building Relationships That

Last

How to Network (Without Being Awkward)

Ask for 15 Minutes



Ask for an informational interview. Be curious and listen.

Personalize the Request

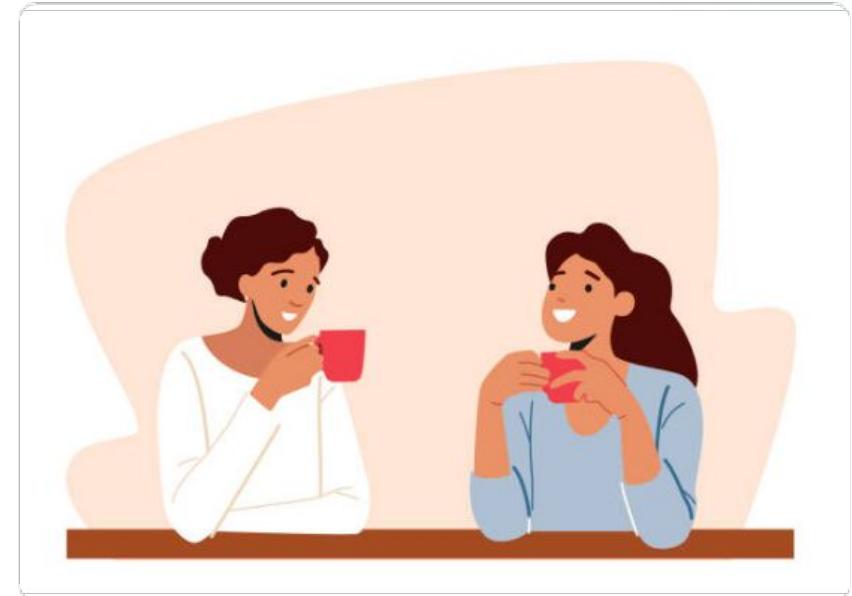


Never send a generic request. Reference a shared connection.

Give First



Focus on strengthening relationships, not just asking for a job.



The Interview Process

From Phone Screen to Final

Offer

The 10-Minute Phone Screen



Your Goal: Get to Round 2

This is a screening step, not the full interview. Your voice matters!
Sound energetic and professional.

- Prepare your 2-minute "elevator pitch."
- Keep answers concise and aligned with their culture.
- Ask one smart question about the role or team.

Acing the Final Interview

 **Differentiate Yourself:** It's about competency, cultural fit, and *enthusiasm*.

 **Do Deep Research:** Go beyond the homepage. Check the interviewer's LinkedIn.

 **Refine Your Answers:** Move from general statements to specific examples of value.

 **Ask Smart Questions:** This is your chance to interview them.



Answer like a pro: The STAR Method



Situation

Set the scene. Briefly describe the context and the challenge.

Task

What was your responsibility? Explain the goal you needed to accomplish.

Action

Describe the specific steps *you* took to address the situation.

Result

Share the positive outcome. Quantify it if possible.

After the Interview: The Follow-Up

A Simple Step Most People Get Wrong

-  **Send a Thank-You (24 Hours):** A prompt, personalized email to **each** interviewer is non-negotiable.
-  **Reiterate Value:** Briefly mention a specific, positive point from your conversation.
-  **Connect on LinkedIn:** A great way to stay on their radar, even if you don't get this role.



The Offer: Navigating Negotiation

It's a Conversation, Not a Fight

-  **Know Your Value:** Research the market rate for your role, location, and experience *before* the offer.
-  **Be Enthusiastic:** Always express gratitude and excitement for the offer first.
-  **Ask, Don't Demand:** "Is there any flexibility in the base salary?" works better than "I need X."
-  **Consider Total Comp:** Remember the full package: bonus, equity, vacation, and remote work.

Graphic Rating Scale Examples



You're Hired! Now What?

Take the Helm from Day 1

Don't just wait to be directed. Be proactive.

- **Define Your Brand:** Do you want to be known as the problem-solver? The communicator? The visionary?
- **Make a Game Plan:** Reach out to your boss. Create a 30-day plan to align on goals and expectations.
- **Volunteer:** Step up for assignments. It's the fastest way to learn, build relationships, and be seen as a leader.

First 90 Days Plan

Questions?

Thank you for your time.

Connect on LinkedIn

Image Sources



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