Digital reputation
Online networking
Social recruiting

Obiettivi generali

- Migliorare la capacità di identificare e comunicare in maniera efficace gli aspetti dalla propria storia professionale
- Favorire la consapevolezza della crescente importanza della presenza online
- Rafforzare la capacità di impostare una strategia individuale funzionale ai propri obiettivi professionali

Presentazione

Paolo Fieni

www.trovareunlavoro.it

paolo.fieni@trovareunlavoro.it

it.linkedin.com/in/paolofieni/

Download

www.trovareunlavoro.it/INFN.pdf

Presentazione

- Laureato in Sociologia, Master in Direzione del Personale
- Consulente nella ricerca e selezione di middle management
- HR manager
- Consulenza in materia di carriera e comunicazione

***

- Ho notato che i profili che mi trovavo a valutare richiedevano quasi sempre un grande sforzo al fine di comprendere chiaramente caratteristiche e potenziale di chi avevo davanti

***

Processo di selezione

- Analisi del contesto organizzativo
- Definizione del profilo del candidato ideale
- Pianificazione e la attuazione del programma di ricerca delle candidature attraverso una pluralità di canali di reclutamento
- Valutazione delle candidature
- Formazione della rosa di candidature maggiormente idonee
- Progettazione ed erogazione di attività formative finalizzate all'inserimento nell'organizzazione
- Monitoraggio della fase di inserimento dei candidati

Processo di selezione

Valuto ciò che ricevo in funzione di ciò di cui necessito

Dal lato del candidato…

?

Obiettivi generali

- Migliorare la capacità di identificare e comunicare in maniera efficace gli aspetti dalla propria storia professionale
- Favorire la consapevolezza della crescente importanza della presenza online
- Rafforzare la capacità di impostare una strategia individuale funzionale ai propri obiettivi professionali

Seminar Sections

- Definizioni
- Career path studies
- I contenuti del «curriculum»
- Professional networks
- Social recruiting

Definizioni
Digital reputation

- La **reputazione digitale** è l'immagine (di una persona, un gruppo o un'organizzazione) che si ricava dall'**analisi** delle **informazioni pubbliche** (e delle **opinioni**) presenti sul web
- Poiché le informazioni presenti on line, e accessibili a chiunque, costituiscono spesso la prima forma di contatto e la **prima fonte** informativa, esse hanno una rilevanza significativa nel **determinare l'opinione** che gli utenti si formano del soggetto, gruppo o organizzazione
- **Dimensioni** della digital reputation:
  - Informazioni «ufficiali»
  - Commenti e opinioni personali
  - Commenti e opinioni di altri
  - Coerenza delle informazioni con le nostre aspettative

Definizioni
Online networking

- **Networking** è un'attività attraverso cui persone, gruppi e organizzazioni stringono relazioni e riconoscono, creano e colgono **circostanze** ad essi **favorevoli**
  - Reputazione
  - Promozione personale
  - Opportunità di carriera
  - Best practice
  - Acquisizione di informazioni (trend, ecc.)
- Sebbene le tradizionali pratiche di networking si dimostrino efficaci nel catalizzare benefici, ora persone, gruppi e organizzazioni ora si concentrano maggiormente **sull'online networking**

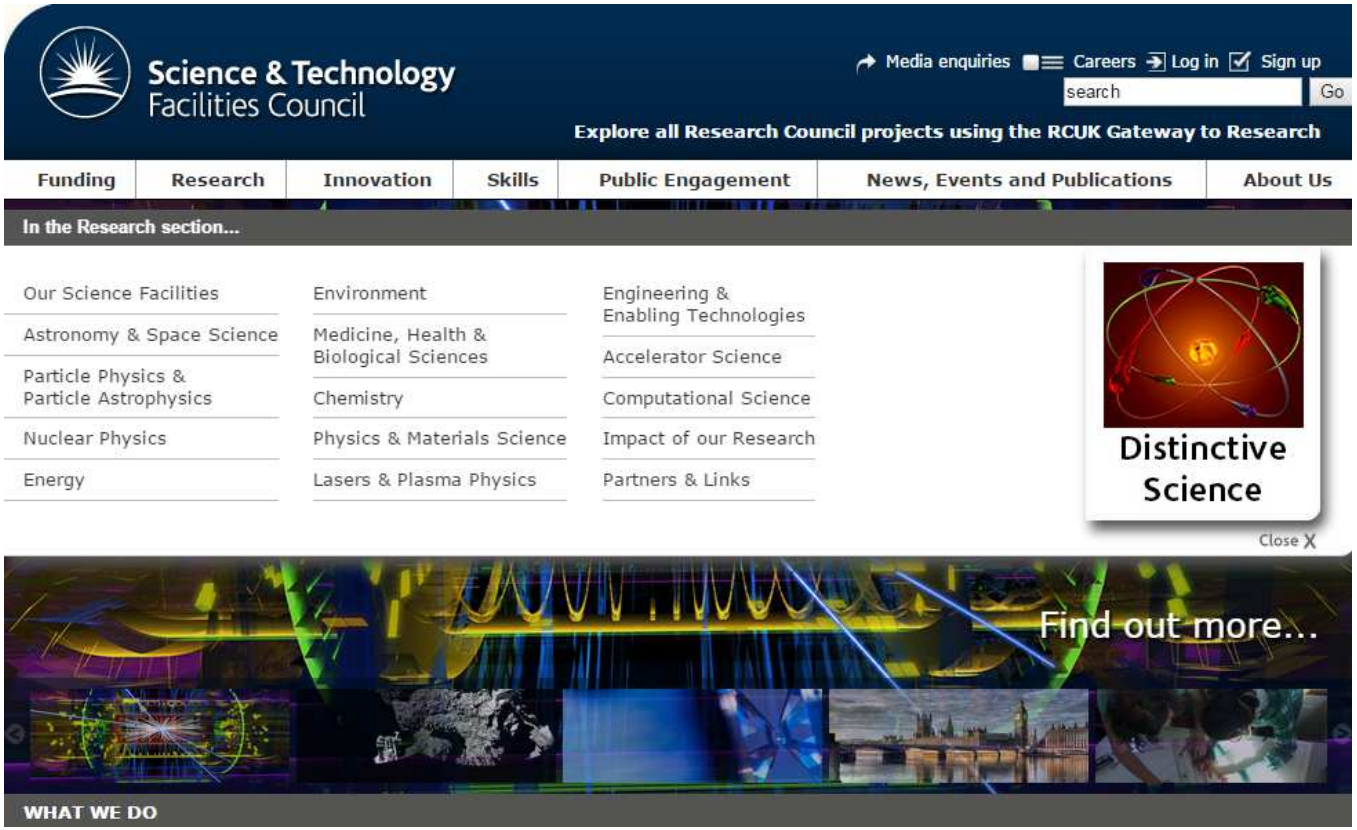
Definizioni
Social recruiting

- Il **social recruiting** consiste nell'attività di recruitment attraverso i social network
- Lo sviluppo del **web** ha avviato un profondo cambiamento nel **mercato del lavoro** e molte organizzazioni hanno già iniziato a sfruttare le **innovazioni tecnologiche** sostituendo gradualmente i metodi tradizionali di **reclutamento**
- Le forme di reclutamento on-line presentano notevoli vantaggi:
  - Reclutamento più veloce
  - Costi inferiori rispetto alle tradizionali forme di reclutamento
  - Nessun grosso intervento per essere messe in atto

Introduzione

- Nel corso degli ultimi anni numerose indagini hanno confermano che **social media** e **digital reputation** sono in grado di condizionare in modo significativo le **prospettive di carriera**
- Da un lato, i nuovi strumenti a disposizione amplificano le possibilità di **sviluppare** il proprio **network** professionale
- Dall'altro, quello che un tempo era privilegio di pochi – ossia la possibilità di **promuovere** la propria storia, o produrre e **distribuire** proprie **idee** e creazioni – è ora a disposizione di tutti
- La rivoluzione in atto richiede di saper identificare e comunicare nella maniera più efficace i **contenuti** (competenze, punti di forza, esperienze, ...)
- Inoltre, la progressiva tendenza – per recruiter, aziende e potenziali partner in generale – di ricercare attivamente candidati attraverso il web, richiede a ciascuno di **costruire** una **presenza positiva online** facendo leva sugli **strumenti** più adeguati

Career Path Studies



Career Path Studies

Ricerca STFC, 2009

- La ricerca ha indagato i **percorsi** intrapresi dagli studenti, le **competenze** sviluppate nell'ambito del loro dottorato e l'**impatto** sulle loro carriere
- Gli intervistati sono stati inoltre invitati a fornire materiale utile a esplorare in modo più approfondito i loro percorsi professionali, l'impatto delle competenze acquisite e ciò che il loro attuare ruolo richiede
- Il campione è costituto da 658 persone provenienti da 20 università, corrispondenti al 86% di coloro che hanno concluso la formazione negli anni dal 2000 al 2003

Career Path Studies

Ricerca STFC, 2009

- La ricerca ha coinvolto anche un campione di 86 persone intervistate nel 2003, che hanno completato la formazione tra il 1995 e il 1999.
- Questa parte del lavoro si è focalizzata in particolare su coloro che nel 2003 lavoravano nel settore privato, ciò in ragione del fatto che la **conoscenza dei percorsi di carriera al di fuori del mondo accademico è meno sviluppata**.

Career Path Studies

Ricerca STFC, 2009

- **Genere**:
  - 21% donne
  - 79% uomini
- **Area disciplinare**:
  - 49% astronomy, astrophysics & cosmology
  - 33% particle physics
  - 18 % planetary science & solar research including space physics
- **Esperienza internazionale**:
  - 29% ha lavorato al di fuori del Regno Unito

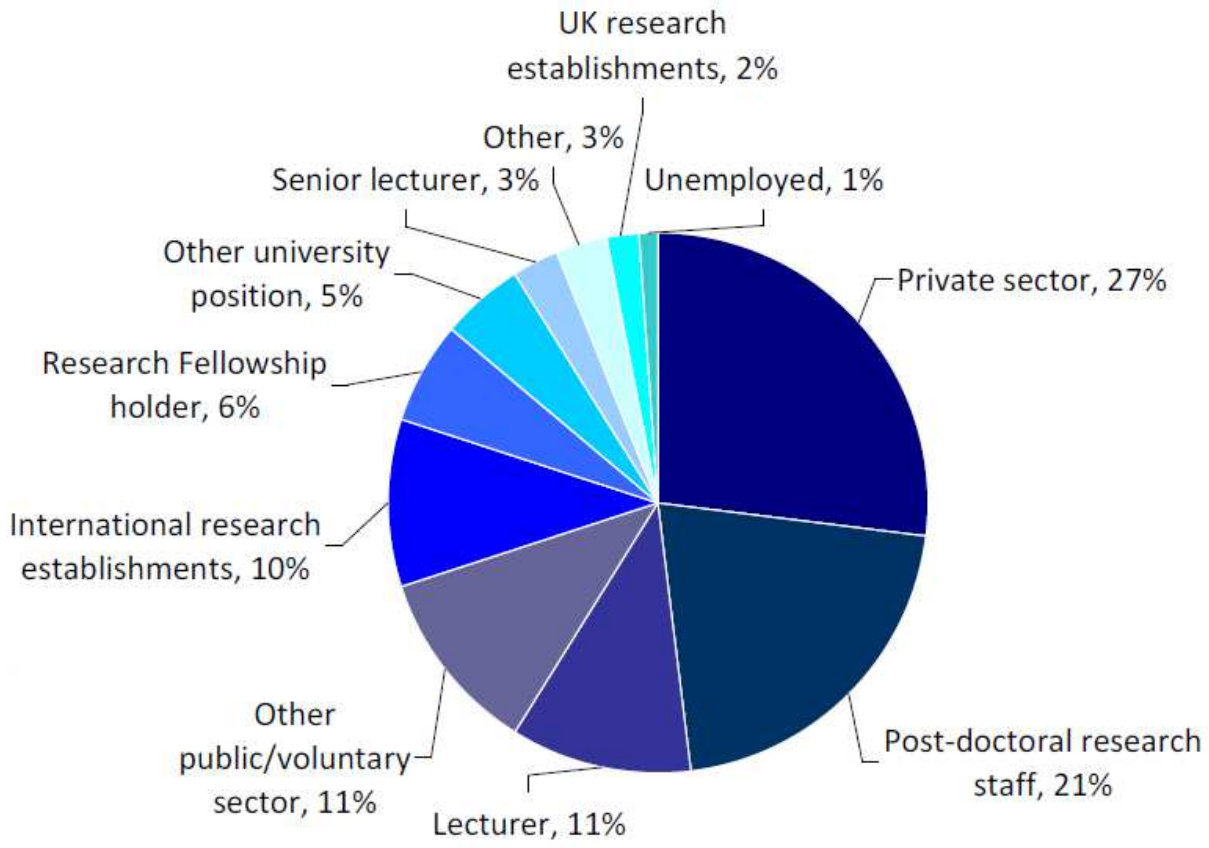
Career Path Studies
Ricerca STFC, 2009

- Nel **2009,** a distanza di 6-9 anni dalla conclusione del PhD, i settori in cui lavorano gli ex PhD students sono così distribuiti:
  - 46% nelle **università**
  - 27% nel **settore privato**
  - 23% in altre organizzazioni o **enti**

  - 71% è ancora impegnato nella **ricerca scientifica**
  - 54% tratta un **argomento di competenza del STFC**

Career Path Studies

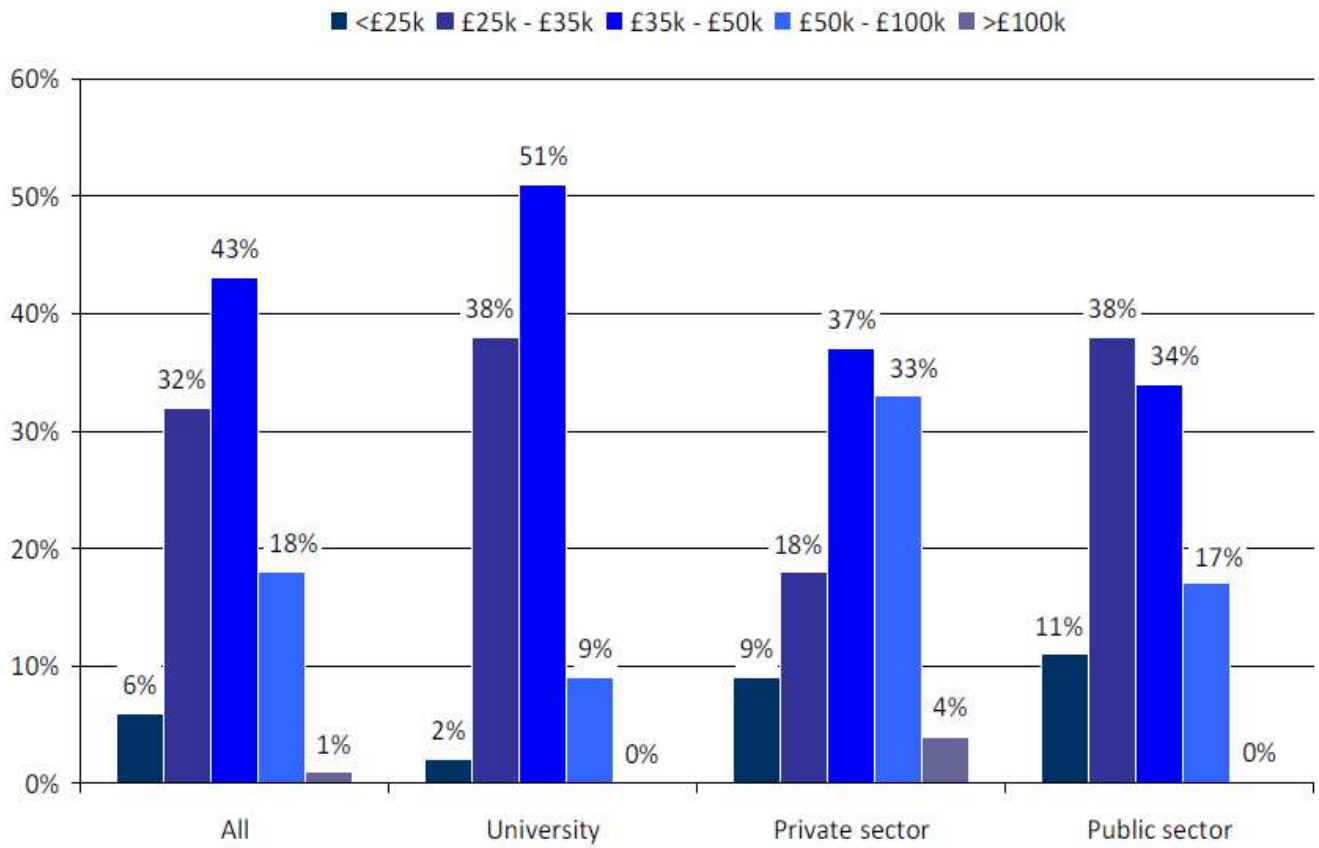
Ricerca STFC, 2009



Overview of employment patterns

Career Path Studies

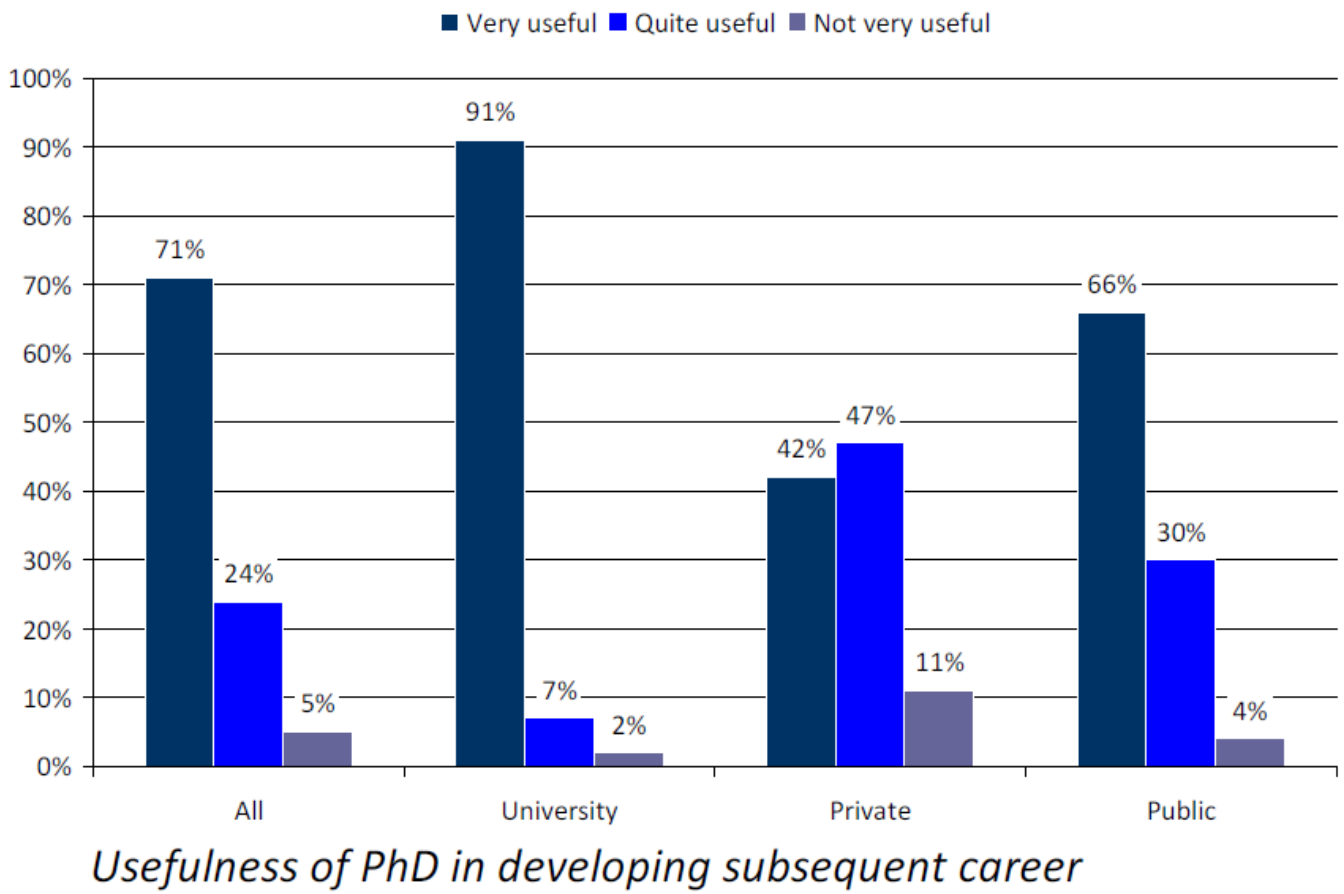
Ricerca STFC, 2009



Salary levels by employment sector

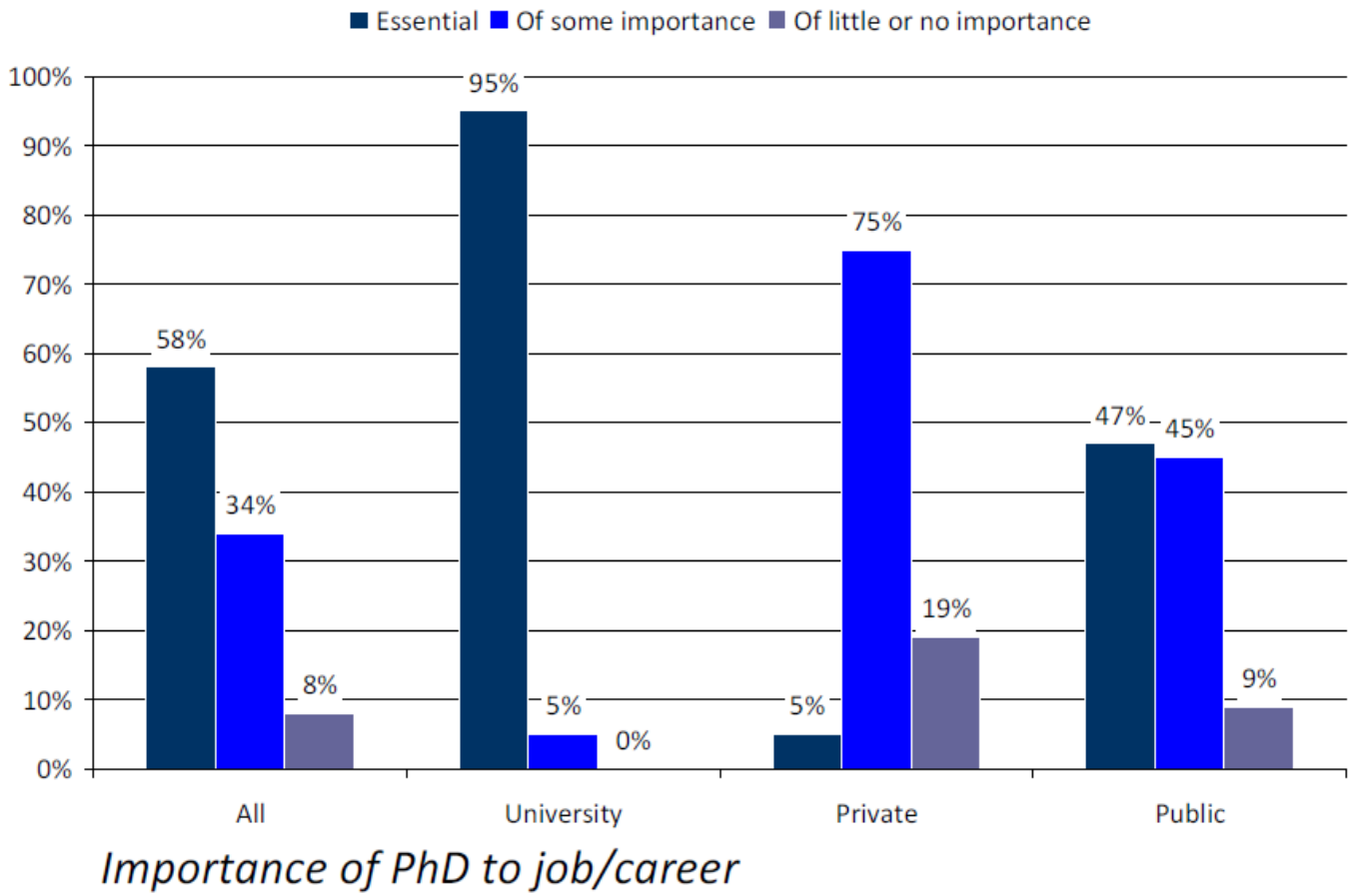
Career Path Studies

Ricerca STFC, 2009



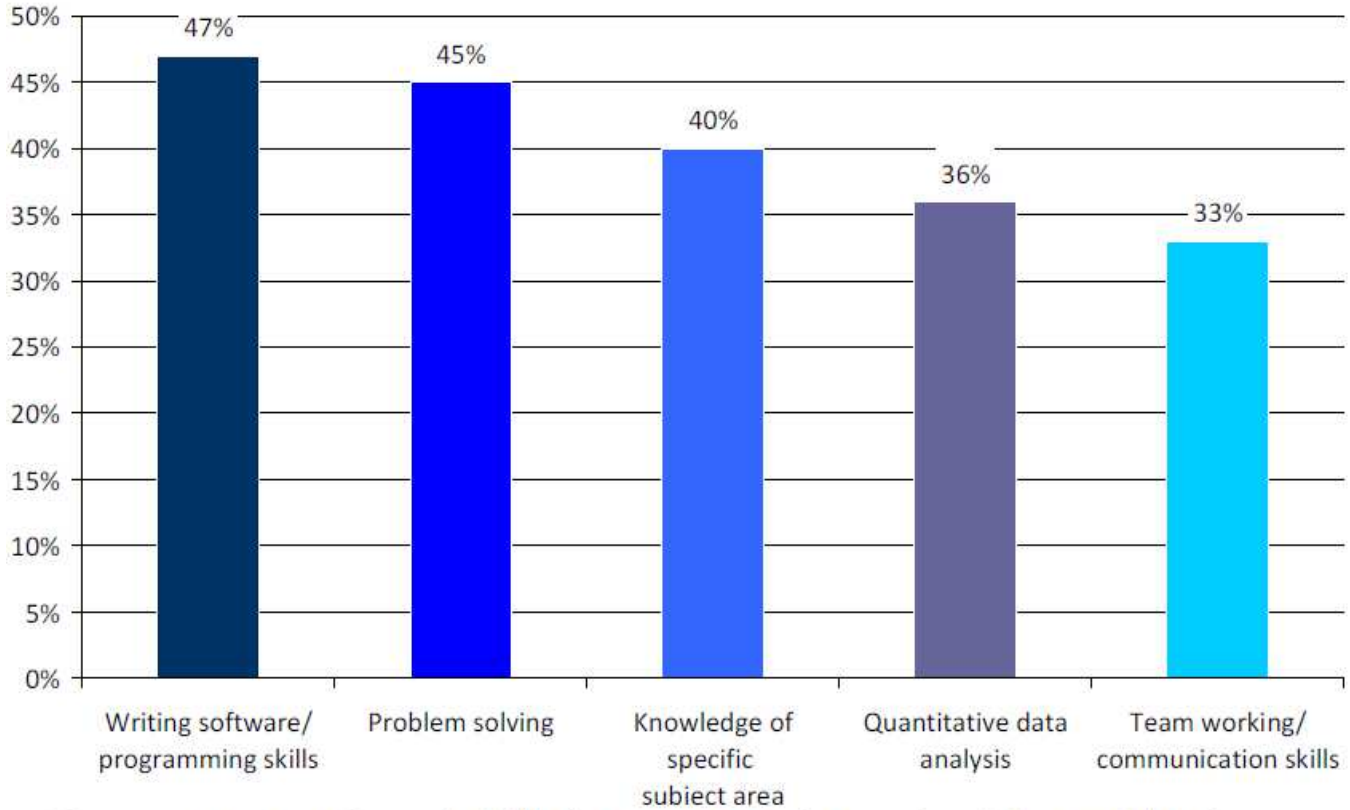
Career Path Studies

Ricerca STFC, 2009



Career Path Studies

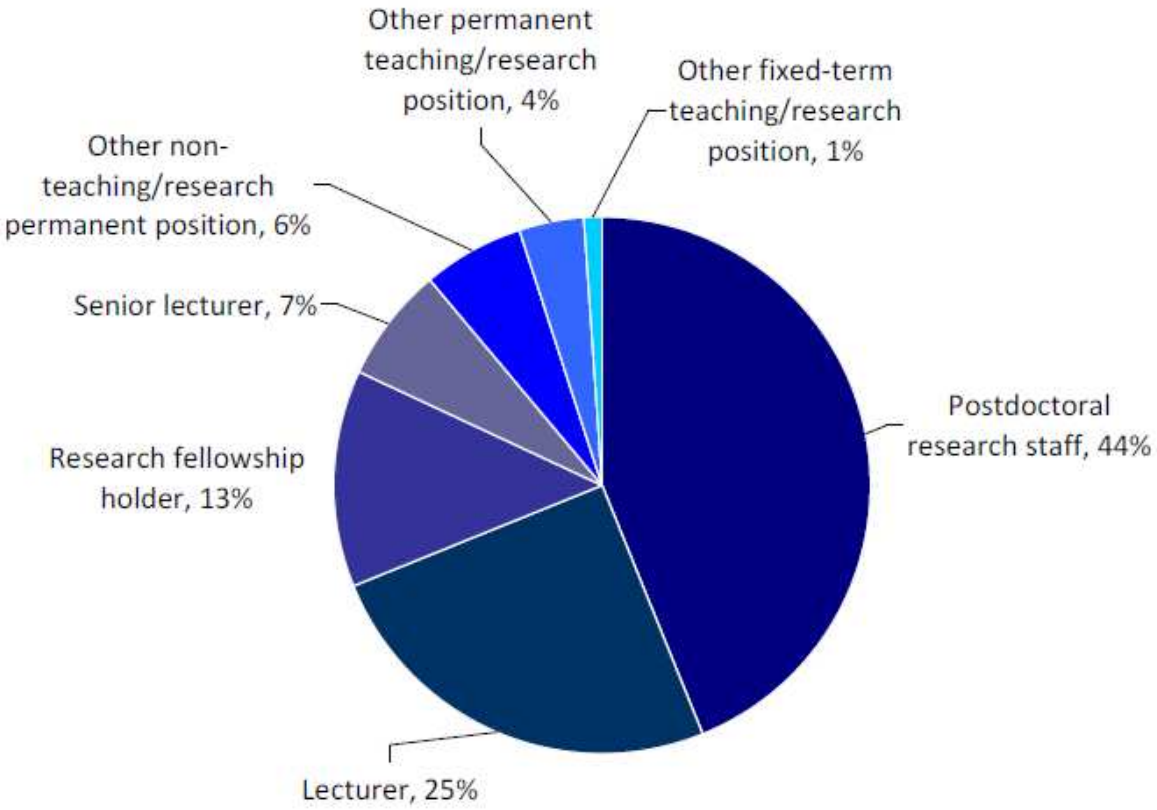
Ricerca STFC, 2009



Five most mentioned skills/competencies gained from PhD in relation to current job

Career Path Studies

Ricerca STFC, 2009



Employment in higher education

Career Path Studies

Ricerca STFC, 2009

EWAN O'SULLIVAN: PhD in Astronomy, University of Birmingham, 1998 to 2002

Now: Marie Curie Fellow, University of Birmingham

After my PhD, I took a postdoctoral fellowship at the Harvard-Smithsonian Center for Astrophysics in Cambridge, Massachusetts, working on X-ray observations of galaxies and groups of galaxies. The Chandra X-ray Observatory is largely operated from the Center for Astrophysics, so it is one of the main centres for X-ray astronomy worldwide. After three years as a post-doctoral research fellow, I had built up enough NASA funding to support myself in a full staff position for another four years, during which time I broadened the reach of my research to include some optical and radio work.

I have now moved back to the UK, taking up a Marie-Curie Fellowship at the University of Birmingham to work on feedback processes in galaxy groups, using a combination of radio and X-ray data. I am still working closely with my collaborators in the USA, and I expect to travel out to the Giant Metrewave Radio Telescope in Pune, India, to work with colleagues there who are helping with the radio side of the project. The fellowship lasts for two years, after which I hope to move to a permanent (or at least long-term) position either at a UK university, or perhaps in the USA or Canada.

As I'm working as an astrophysicist full time, many of the skills I acquired through my PhD are still directly applicable to my job. Over time the technical side of the job changes, with different observing capabilities and new analysis techniques becoming available. However, the underlying approach remains the same. The skills I gained in critical thinking, making presentations, communicating ideas clearly and working with or leading a team are all core skills that I continue to use in my job today.

Career Path Studies

Ricerca STFC, 2009

RACHEL STREET: PhD in Astronomy, University of St Andrews, 1998 to 2001

Now: Project Scientist, Las Cumbres Observatory, USA

My PhD research linked to the Wide Angle Search for Planets (WASP) consortium. Afterwards, I found a post-doctoral position with Queen's University Belfast, which was also involved with the WASP project. A year later I was awarded a PPARC Post-Doctoral Fellowship to continue my work on WASP. After this, I was successful in getting a position as a post-doctoral scholar with Las Cumbres Observatory in affiliation with University of California, Santa Barbara. I moved to the USA and worked at Las Cumbres Observatory since then.

Las Cumbres Observatory is a private operating foundation, building a global network of telescopes for scientific research and research-based education. My position allows me to spend 100% of my time on research into exoplanets, using the observational facilities provided by the Observatory and contributing to the monitoring, quality control and calibration of the data coming from the telescope network.

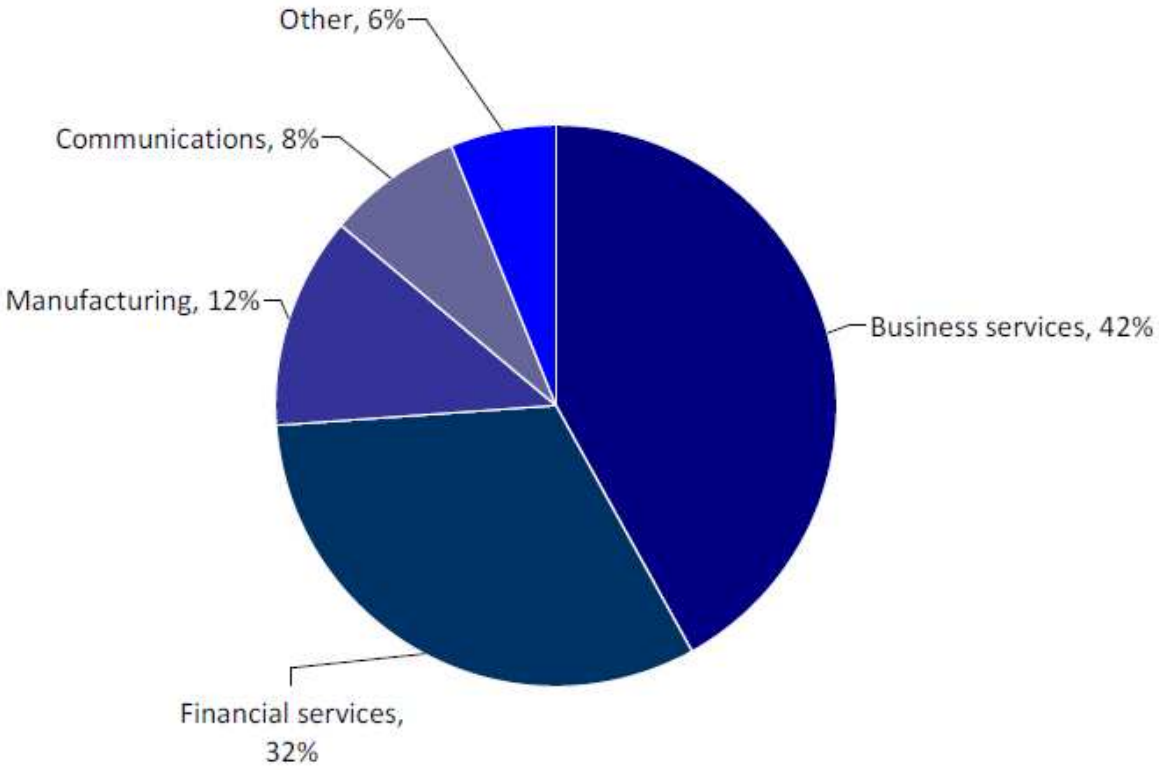
My current position is a fixed term contract, and any future extensions will depend on my US visa status. I would like to continue working at Las Cumbres Observatory, but the recent drastic funding cuts to UK astronomy make remaining aboard particularly attractive at the moment.

The skills I acquired during my PhD are essential in my daily work, since I am active in the same field of research. I have gradually diversified my research and the skills I gained through my PhD have helped me to do this. Since I am primarily an observer, the experience I gained in conducting observations and in data reduction techniques during my PhD have been essential.

The importance of good programming skills is perhaps somewhat less obvious, but I have found the skills I developed in this area during my PhD to be invaluable. I have had to develop custom software for a variety of data handling and analysis, and these skills have come in particularly useful in an era where telescopes are becoming more robotic, and data volumes are increasing dramatically.

Career Path Studies

Ricerca STFC, 2009



Private sector employment

Career Path Studies

Ricerca STFC, 2009

Accenture Business Services

Accenture Business Services combine our capabilities across management consulting, technology and business process outsourcing to provide flexible and scalable end-to-end services. Business Services address the most pressing needs of our clients by industry and by enterprise function. Industry Business Services address the business and performance issues that are unique to a given industry. Function Business Services address issues and processes in specific enterprise functions, such as procurement or human resources, which are applicable across industries. Accenture Business Services span all four of our growth platforms—Strategy, Digital, Technology and Operations. Learn more about specific Accenture Business Services below.

Accenture Industry Business Services

Automotive, Industrial, Infrastructure and Travel
Connected Vehicle Services
Hospitality Services
Navitaire (airline reservation services)
Product Lifecycle Services

Banking
Core Banking Services
Credit Services
Payment Services

Capital Markets
Trading Services
Wealth and Asset Management Services

Chemicals
Capital Project Services
Enterprise Services
Plant and Commercial Services

Communications
Digital Customer Interaction Services
Digital Video Services
Enterprise Acceleration Services
Network Services

Consumer Goods
Route to Market Services

Electronics and High Tech
Sales and Channel Incentive Services
Subscription Services

Energy
Capital Project Services
Enterprise Services
Plant and Commercial Services

Financial Services
Distribution and Marketing Services
Finance and Risk Services
Technology and Infrastructure Services

Health
Clinical Services
Health Administration Services
Health Management Services

Insurance
Life Insurance Services
Property and Casualty Services

Life Sciences
Accelerated R&D Services

Media and Entertainment
Digital Advertising Services
Digital Video Services

Metals and Mining
Capital Project Services
Enterprise Services for Metals
Enterprise Services for Mining

Public Service and Government
Defense Services
Digital Government Services
Enterprise Services
Integrated Social Services
Intelligent Processing Services
Pension Transformation Services
Public Safety Services

Utilities
Energy Consumer Services
Enterprise Services
Plant and Commercial Services
Smart Grid Services

Accenture Function Business Services

Finance and Enterprise Services

Sales and Customer Services

Sourcing and Procurement Services

Supply Chain Services

Talent and HR Services

Career Path Studies

Ricerca STFC, 2009

COREENA LOFTING: PhD in Space Physics, Imperial College London, 1994 to 1997

Now: Senior Patent Attorney, British Telecom (BT)

After my PhD I trained as a patent attorney. I worked in small private practices for 2-3 years before joining Nortel Networks where I stayed for another 2-3 years. In 2003, I joined BT and qualified as a professional UK and European Patent Attorney. I am now a Senior Patent Attorney at BT. My job now involves leading a small team of attorneys who all liaise with research and technology teams to identify and protect patentable inventions. It is a mix of science and law.

The Patent Attorney profession certainly has a preference for people with a PhD because the skills you acquire through a PhD are highly relevant to the job. For example, I need to be able to understand complex technical information and research. Many of the people I deal with are global experts at the forefront of research and development in their field and I am able to do this through the high-level of training I received as part of my PhD. A key part of my job is analysing technical literature for a new invention and the experience I gained in reviewing academic papers during my PhD has been really useful for this, as have the general analytical skills I developed from working independently on assembling and distilling information as part of my PhD.

Career Path Studies

Ricerca STFC, 2009

MARTIN MILLMORE: PhD in Particle Physics, Imperial College London, 1992 to 1995

Now: Director, Oracle Corporation

After my PhD I got a job with Oracle Corporation and have remained there ever since, progressing from a junior developer to a Director. My current job involves running a team that is designing Oracle's next generation Human Resources applications. The kind of analysis in mining data and presenting it in an easy to understand and business-focused form involved is quite dauntingly difficult, but is exactly the kind of complex evaluation for which my PhD prepared me.

My job requires a great degree of innovation as this is a very competitive and fast moving part of the market. The ability to think laterally and to be creative is essential in being able to produce new products that are better than the competition. My PhD taught me a great deal about finding novel solutions to problems and instilled a mentality of always looking for opportunities to innovate. Thus, it provided an excellent training for what I do now. I also work with a large number of different people around the globe. Working with lots of international collaborators as part of my PhD was an excellent introduction to this - teaching me to work with people from different cultural backgrounds, in different locations around the world.

Career Path Studies

Ricerca STFC, 2009

BRUCE FAIRLEY: PhD in Observational Astronomy and Cosmology, University of Birmingham, 1997 to 2001

Now: Project Manager / Software Engineer, Tessella Plc

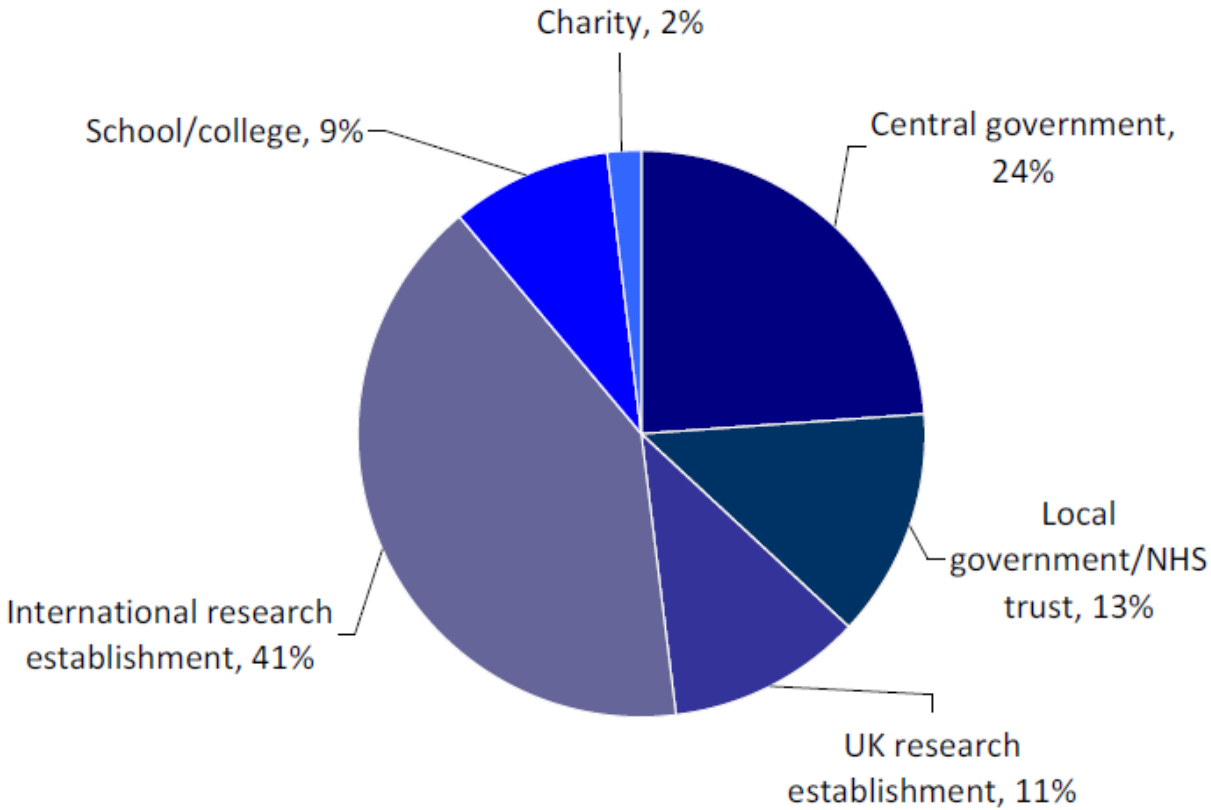
The company designs bespoke scientific software. We diagnose problems that clients in the scientific sector are experiencing and write bespoke software to address them. Thus, there is a consultancy role as well as a programming / delivery role. I joined the company as an associate analyst programmer and now I work as a project manager / software engineer taking greater responsibility for all aspects of client projects.

The technical side of my PhD training, such as analysing images from telescopes is of limited relevance to my current job. However, I still use many of the other more general skills I developed through my PhD, in particular, analytical, programming, proposal writing and presentation skills. As a cosmology PhD student you spend a lot of time writing proposals for telescope time. This type of experience is highly relevant in the private sector, where a lot of time is also spent writing tenders and proposals.

My experience is that there are interesting, rewarding jobs for STFC postgraduates in the private sector but you have to put time into finding them yourself.

Career Path Studies

Ricerca STFC, 2009



Public and voluntary sector employment

Career Path Studies

Ricerca STFC, 2009

HEIDI MUNN: DPhil in Particle Physics, University of Oxford, 1995 to 1998

Now: Civil Servant, Department for Business, Innovation and Skills

After my DPhil I spent two years as a post doctoral research fellow at Oxford University working on the same experiment as I had worked on for my DPhil – the Sudbury Neutrino Observatory in Canada.

While I was completing my DPhil I attended a graduate training course. It was excellent and opened my eyes to non-academic career options. In the end I applied to the Civil Service Fast Stream, more for the challenge of the application process than because I actively wanted the job (at that point I was still fairly committed to an academic career). However, the final stage of the process was an assessment centre and I absolutely loved the different exercises we were set. I decided that if the job was only half as interesting then I wanted it. And the rest, as they say, is history. I deferred entry for a year to complete my post doc but then, in 2000, I started my new career in what was then called the Department for Trade and Industry (now Department for Business, Innovation and Skills).

It is now almost 10 years since I left academia and I am convinced it was the right decision for me. Academic research can be rather narrow and I find as a civil servant in a Government department, I am stretched in far more ways and find opportunities to use and develop more of my skills. I have worked on science policy, environmental issues, international trade, digital television, better regulation and consumer policy.

Career Path Studies

Ricerca STFC, 2009

CHRIS LITTLEWOOD: PhD in Particle Physics, University of Cambridge, 1997 to 2000

Now: Investment Policy and Analysis Manager, Office of the Rail Regulator

I became a strategy consultant on completing my PhD, because I saw it as being based on problem solving, which is at the heart of my love for physics.

My current role is as an Investment Policy and Analysis Manager at the Office of the Rail Regulator. My job looks at how to set investment policy to produce a good outcome for rail users and taxpayers. Recently, I also co-founded a company that helps individuals and companies to develop effective business spread sheeting skills. It provides online training in Microsoft Excel, tailored to individual knowledge and ability.

My experience is that a PhD which develops high-level mathematical, computational and quantitative skills is highly valued by a range of non-academic employers. Besides these skills, my PhD gave me experience of communicating complex technical information to non-specialists. This is perhaps the most important skill I developed through my PhD as it is fundamental to my job.

Career Path Studies

Ricerca STFC, 2009

IAN BRAWN: PhD in Particle Physics, University of Birmingham, 1992 to 1996

Now: Electronics Design Engineer, Rutherford Appleton Laboratory

After finishing my PhD, I won a fellowship in Applied Physics at CERN, in Geneva, and I worked there for two years. I then moved back to the UK in 1998 and accepted a job at STFC Rutherford Appleton Laboratory, where I still work.Today I work as an electronics design engineer, designing data-acquisition systems for particle physics, nuclear, and medical experiments.

This work is in much the same field as my PhD and thus the skills I acquired in that period are crucial for my current job. Whilst much of the technical knowledge I acquired during my PhD is now dated, it provided the essential foundation of the knowledge I use today. In addition, the communication and organisational skills and self-sufficiency I developed during that period have proved invaluable.

The most important achievement in my career to date is my contribution to ATLAS, one of the Large Hadron Collider experiments at CERN. I developed a number of complex and technically challenging electronic systems that are essential to the operation of that important, high-profile experiment.

Career Path Studies

Ricerca STFC, 2009

- Molti intervistati hanno intrapreso la fase successiva della carriera accademica prima di decidere di abbandonarla, mentre altri si sono indirizzati immediatamente verso i settori privato e pubblico
- Per molti, il PhD non è strettamente necessario allo svolgimento del ruolo che ricoprono, ma le competenze sviluppate sono spesso risultate determinant nella costruzione delle loro carriere

Career Path Studies

Ricerca STFC, 2009

- Subject specific knowledge

****

- IT skills
- Problem solving
- Data analysis and manipulation
- Communication & Team working
- Original/innovative/creative thinking
- Written / report writing
- Teaching / mentoring
- Project management
- Research methodologies

Career Path Studies

Ricerca STFC, 2003

- Nel **2009**, a distanza di 6-9 anni dalla conclusione del PhD, i settori in cui lavorano gli ex PhD students sono così distribuiti:
  - 46% nelle **università**
  - 27% nel **settore privato**
  - 23% in altre organizzazioni o **enti**
- Nel **2003**, a distanza di 6-9 anni dalla conclusione del PhD, i settori in cui lavorano gli ex PhD students sono così distribuiti:
  - 35% nelle **università**
  - 50% nel **settore privato**
  - 12% in altre organizzazioni o **enti pubblici** (di ricerca e non)

Career Path Studies

Ricerca STFC, 2003

- Con riferimento al **2003,** se consideriamo il solo **settore privato**:
- 75% lavora nell'ambito dei business & financial services. In particolare per:
  - Banche d'investimento
  - Fondi monetari
  - Società di intermediazione mobiliare
  - Società di servizi di consulenza per la gestione finanziaria
- 25% lavora in altri ambiti
  - Solo una parte minoritaria di questo 25% lavora per il settore produttivo

Career Path Studies
Ricerca STFC, 2003

Perché?

Uno sguardo al mercato
Ricerca STFC, 2003

- I ruoli in ambito finanziario richiedono:
  - High-level mathematical skills
  - Computer modelling skills
  - IT skills

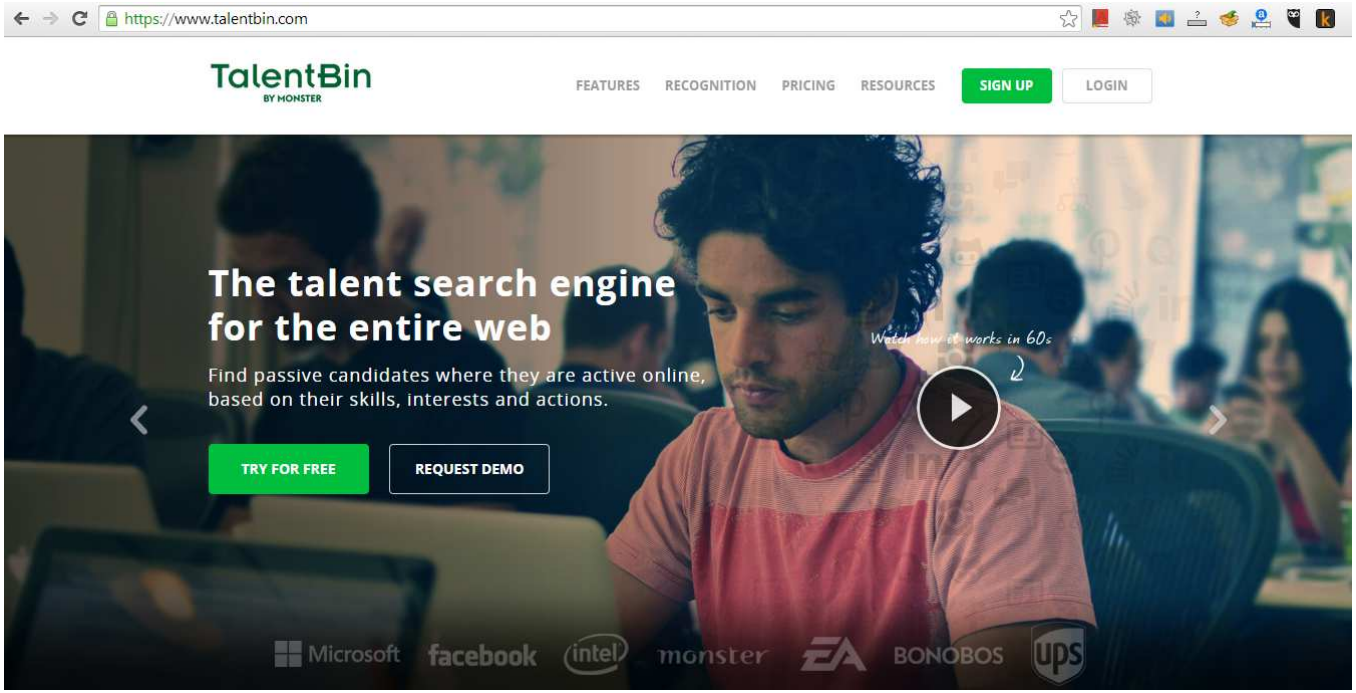
I contenuti del «curriculum»

- Un «curriculum» serve a:
  - Presentarsi
  - Ottenere un colloquio
  - Prepararsi al colloquio
  - Impostare le basi della propria digital reputation

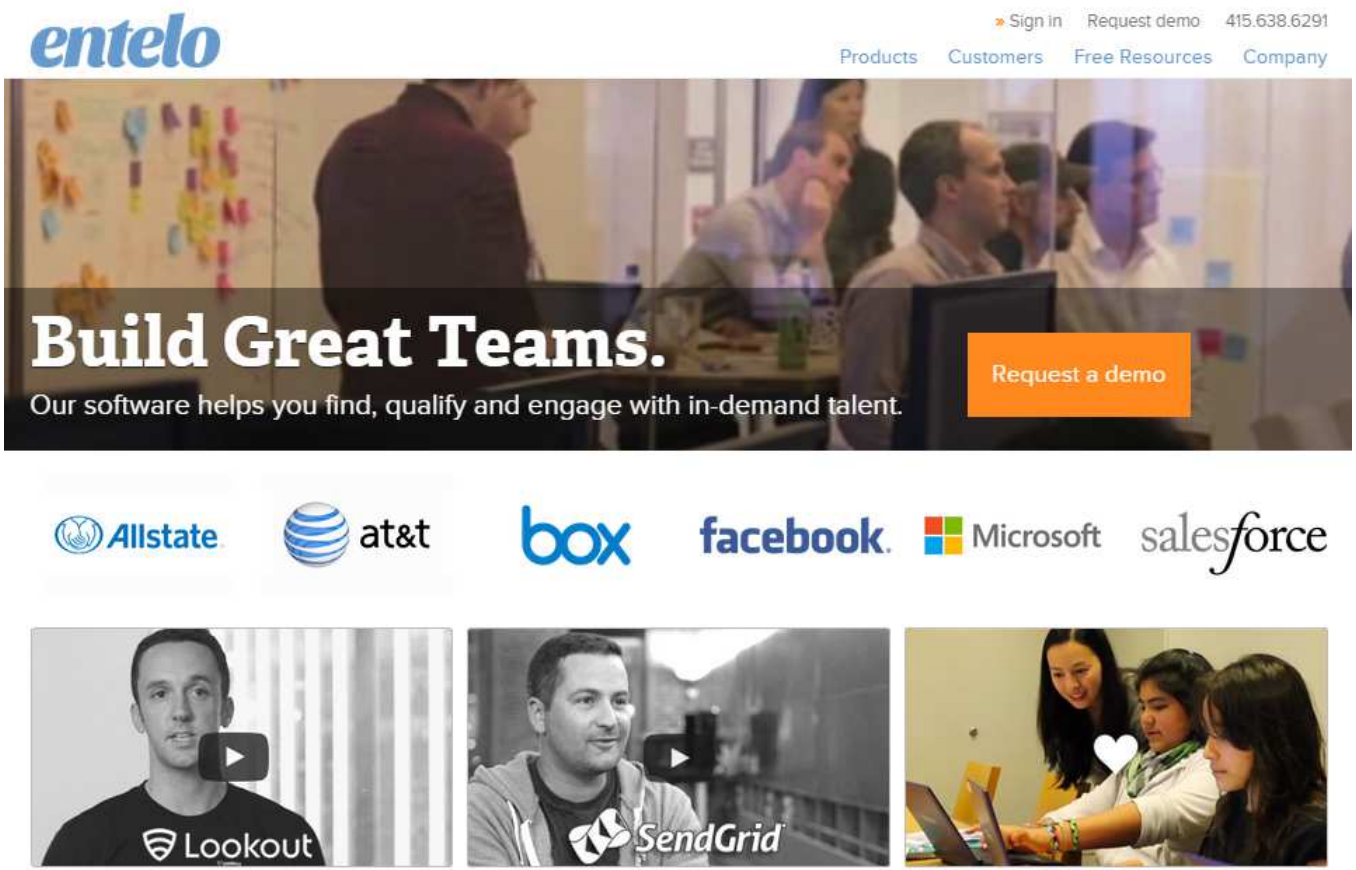
I contenuti del «curriculum»

- Il «curriculum» oggi:
  - Documento personale (personalizzazione di struttura e contenuti)
  - Modello Europass (personalizzazione dei soli contenuti)
  - Presenza sui network professionali (Linkedin, ResearchGate)
  - Presenza diretta/indiretta sul web (tweet, forum, blog, commenti, ..)

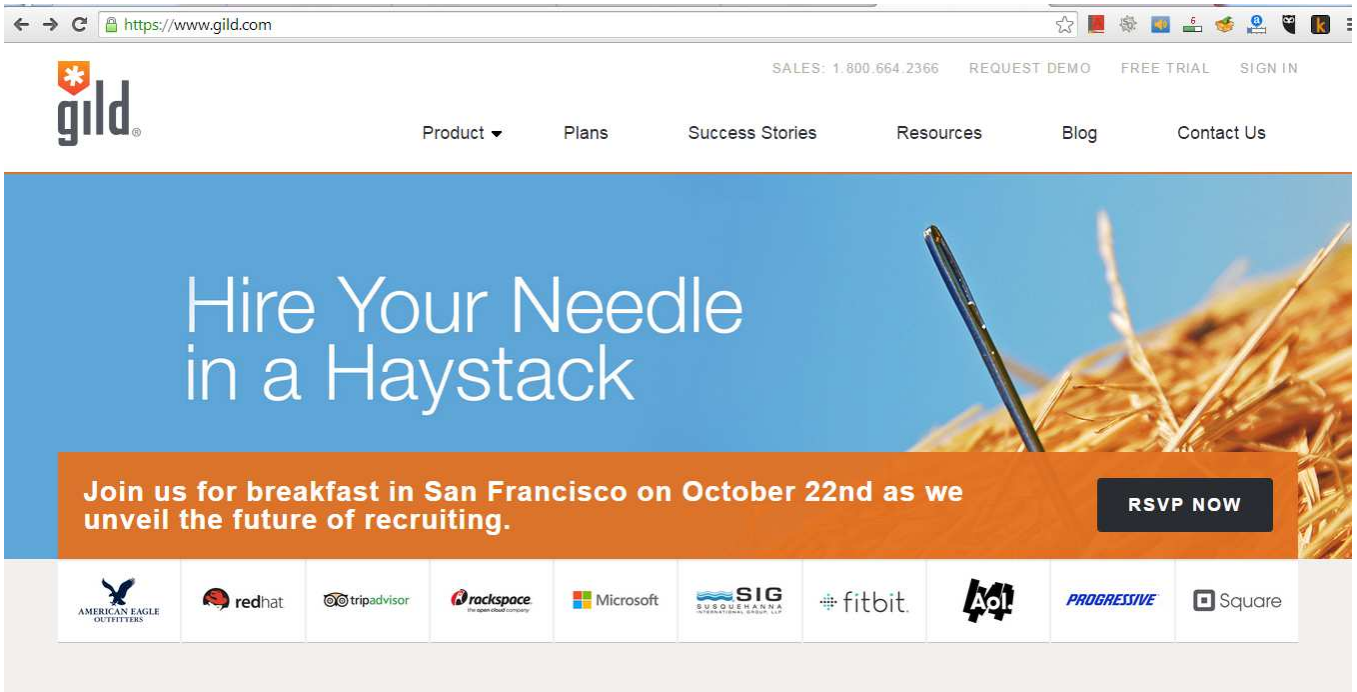
Big Data
Servizi



Big Data
Servizi



Big Data
Servizi



I contenuti del «curriculum»

- Caratteristiche generali:
  - Chiarezza (nei contenuti e nella struttura)
  - Focalizzazione
  - Personalità
  - Sintesi

I contenuti del «curriculum»

University of Washington
Center for Career Services

A Unit of the Division of Student Life

The curriculum vitae (CV) is the most significant document in your academic application packet. The CV is a running record of your academic and professional achievements and experiences. Unlike the resume, which is used for jobs outside academia, the CV can be more than one page. Typically, CVs for doctoral candidates, post-docs, and recent grads are 2-6 pages. The CV should grow in length as you progress in your career. If you are having a difficult time getting started with your CV, check out the examples at the end of this handout and ask your advisor or mentor if you can see a copy of his/her CV.

I contenuti del «curriculum»

UNIVERSITY OF MIAMI

Curriculum Vitae

Courtney L. Whitt

Doctoral Candidate
Counseling Psychology

Contact

Phone: (786) 282 – 8019
Email: cwhitt@miami.edu
Website: www.courtneywhitt.com

Education

University of Miami — **In progress**
Ph.D. in Counseling Psychology
Expected Graduation 2013

University of Miami — **2008**
M.S.Ed. in Mental Health Counseling
Honors distinction

University of Miami — **2005**
B.A. in Psychology
Cum laude

Awards & Honors

Teaching Fellow
University of Miami, Educational & Psychological Studies **2010 - 2011**

Katy Dean Travel Support Award — **2008 - 2010**
University of Miami, School of Education
Awards total: $ 2,250

Graduate Award for Scholarship in Counseling — **2008**
University of Miami, Educational & Psychological Studies

Academic Scholarship — **2006 - 2008**
University of Miami, Educational & Psychological Studies
Awards total: $ 20,000

Henry King Stanford Scholarship — **2003 - 2005**
University of Miami
Awards total: $ 25, 596

ublications

Peer-Reviewed Journals

Whitt, C.L., et al. (submitted). Coping through contact: The role of family, faith, and community in the coping responses of U.S. Haitians following the earthquake in Haiti. Submitted to the *Journal of Counseling Psychology*.

Book Chapters

Nicolas, G. & **Whitt, C.L.** (in press). In Their Own Voices: Experiences and Strengths of Adolescent Girls of Color. In L. Comas-Diaz & B. Greene (Eds.), *Women of Color (2nd Ed.)*.

Nicolas, G. & **Whitt, C.L.** (in press). Qualitative Assessment of Depression Among Haitian Immigrant Women. In D.K. Nagata, L.P. Kohn-Wood, & L.A. Suzuki (Eds.), *Qualitative Strategies for Ethnocultural Research*. Washington, DC: American Psychological Association Press.

resentations

Whitt, C.L. (2011, August). Reducing racial discrimination stress amongst Black pregnant women: A pilot evaluation of the Afya Afrocentric Stress-Reduction Pregnancy Program. Poster to be presented at the 119th Annual American Psychological Association Convention. Washington, D.C.

Christman, S.T., Birichi, D., & **Whitt, C.L.** (2011, March). For ourselves & others: LGBTQA professional's self-care & wellbeing. Round table presented at the 2011 American College Personnel Association Annual Conference. Baltimore, MD.

Whitt, C.L., Donnelly, S., Findura, G., & Nicolas, G. (2010, August). Social support, well-being, & risk behaviors in young women of color. Poster presented at the 118th Annual American Psychological Association Convention. San Diego, CA.

Mutuku, K., **Whitt, C.L.**, & Nicolas, G. (2010, July). Trans-generation effects of stress on maternal health & birth outcomes in African-American women. Poster presented at the University of Miami National Science Foundation Social, Behavioral, & Economic Sciences Alliance 2010 Summer Research Program. Coral Gables, FL.

Whitt, C.L. & Donnelly, S. (2010, February). The strengthening influence of feminist perspectives in multicultural, community work: Theoretical & practical applications. Symposium presented at the 35th Annual Conference of the Association for Women in Psychology. Portland, OR.

Rendon, M.J., Nicolas, G., & **Whitt, C.L.** (2009, August). Religion & spirituality as social support influences on adolescent mental health. Poster presented at the 117th Annual American Psychological Association Convention. Toronto, Canada.

Whitt, C.L., Owenz, M., Winakur, E., & Fowers, B. (2009, August). Empirical exploration of goal pursuit orientations & eudaimonic & hedonic well-being. Discussion presented at the 117th Annual American Psychological Association Convention. Toronto, Canada.

Research Experience

CRECER Research Team — **2009 - Present**
Guerda Nicolas, Ph.D.
University of Miami, Educational & Psychological Studies
Graduate Research Assistant

The *Challenging Racism & Empowering Communities through Ethnocultural Research* (CRECER) team develops sustainable community-based interventions & conducts culturally informed empirical research in response to the psychological & physical health needs of traditionally underserved populations.

Responsible for the creative development & empirical evaluation of *Afya*, an Afrocentric stress program for Black women to address health disparities in birth outcome, as well as provide consultation & support in program design, evaluation, &for implementation for the *Strong Roots Parenting Program*, *Kulala Mentoring & Tutoring Program*, & *Zen Flower After Disaster Trauma Intervention Program* in Haiti.

Responsibilities include conducting literature reviews, study design, measurement identification & development, authoring grants & IRB protocols, running focus groups, coordinating & managing participant & site recruitment, supervision of personnel, manuscripts & conference presentations, & data management & analyses (i.e. assumptions, ANOVA, regression, SEM) utilizing SPSS, AMOS, & ATLAS.

Goal Orientation & Life Success — **2008 - 2009**
Blaine Fowers, Ph.D.
University of Miami, Educational & Psychological Studies
Research Team Member

Research sought to empirically validate an Aristotelian-model of virtue by exploring the relationships between idiographic goals & measures of hedonic, eudaimonic, & physical wellbeing. Responsibilities included conducting literature reviews, participant recruitment

& study administration, thematic data coding, data analysis utilizing SPSS & AMOS, & presentation of data at national conferences.

Autism & Developmental Disabilities Monitoring Network — **2006 - 2008**
Marygrace Yale Kaiser, Ph.D.
University of Miami, Psychology
Research Associate

CDC funded network program aiming to find a more accurate prevalence of Autism Spectrum Disorders, as well as to establish a surveillance system wheresoon new incidences of ASD can be tracked & the increasing cases better explained. Major responsibilities included reviewing & abstracting of historical medical, diagnostic, & education records, screening & recruitment, education & outreach, data management, qualitative data analysis utilizing ATLAS, authoring & maintaining IRB protocols, & literature review research.

Co-Morbid Disorders in Children & Adolescents — **2005 - 2006**
Marjorie Motagne, Ph.D.
University of Miami, Education
Data Entry Assistant

Longitudinal study following high school students who, during early childhood, were identified as at a moderate to high risk for the development of conduct, learning, & emotional disturbances, as well as attention problems, depression, & substance abuse. Responsibilities included managing multiple project databases, utilizing SPSS statistical program for quantitative research, & assessment instrument coding & analysis.

Positive Relationship Functioning in Newlyweds — **2004 - 2005**
Jean-Philippe Laurenceau, Ph.D.
University of Miami, Psychology
Undergraduate Research Assistant

Study exploring the influence of personality on behaviors, cognitions, & emotions in newlywed couples over the first two years of marriage. Responsibilities included subject recruitment, assessment & interview data collection, & literature review research.

Teaching Experience

Graduate Teaching Experience

Counseling Theories & Practice (EPS 612) — **Spring 2010**
Instructor: Stephanie Schmitz, Ph.D.
University of Miami, Educational & Psychological Studies
Teaching Assistant

Masters-level MHC/MFT course focusing on the study of theories & concomitant practices in counseling & psychotherapy. Major responsibilities included developme moderation, & grading of student discussion board assignments, supervising student rose-plays & reinforcement of counseling skills development, as well as guest lecturing on relational psychodynamic perspectives & guided relaxation. 24 students.

Counseling Process & Practice (EPS 513) — **Fall 2009**
Instructor: Stephanie Schmitz, Ph.D.
University of Miami, Educational & Psychological Studies
Teaching Assistant & Supervisor

Masters-level MHC/MFT course focusing on the development of basic communication & clinical skills necessary for establishing the counseling relationship & conducting therapy. Aided in instruction & the supervision of student role-plays to reinforce counseling skills development, as well as assisted in test construction. 26 students.

Undergraduate Teaching Experience

Human Development: A Lifespan Approach (EPS 270) — **2010 - 2011**
Fall 2010, Spring 2011
University of Miami, Educational & Psychological Studies
Instructor

Undergraduate course focusing on the processes & theories of human development from birth to old age. Responsibilities included lesson plan development, lecturing, assignment development & test construction, grading, & student support & mentorship.
Fall: 28 students, Spring: 31 students.

Introduction to Counseling & Psychotherapy (EPS 420) — **2009 - 2010**
Fall 2009, Spring 2010
Instructor: Stephanie Schmitz, Ph.D.
University of Miami, Educational & Psychological Studies
Teaching Assistant

Course surveying the theories & applications linked to the many paradigms addressing mental health. Responsibilities included guest lecturing on relational psychodynamic perspectives & test construction. Fall: 18 students, Spring: 22 students.
Mentorship

N.S.F. REU Summer Program — **Summer 2010**
University of Miami, Educational & Psychological Studies
Graduate Research Mentor

Mentored an undergraduate N.S.F. student in the development, implementation, & presentation of a summer research project entitled "Trans-generational stress effects on maternal health & birth outcomes in African-American women."

Workshops

Taking Action Against Racism — **Summer 2009**
University of Miami, Educational & Psychological Studies
Co-facilitator

Guided children ages 6 to 14 in expressive art activities relating to the acts of racism they have experienced in their lives, as well as facilitating positive identity development.

Clinical Experience

Counseling & Assessment Experiences

UM Miller School of Medicine, HIV Health Psychology Service — **2011 - Present**
Division of Psychology, Dept. of Psychiatry & Behavioral Sciences
Dept. of Obstetrics & Gynecology, The Healing Place
Supervisor: Shirley Gazabon, Ph.D.

Department of Obstetrics & Gynecology: Provide mental health screening for all HIV-infected women seen in OB/GYN prenatal, post-partum, & primary care clinics for a multitude of mental health issues (i.e. depression & postpartum depression, anxiety, PTSD, HIV dx, abuse, postpartum depression, etc. Provide routine preventive behavioral health interventions to prenatal & primary care patients focusing on stress management, medication & treatment adherence, & HIV diagnosis disclosure.

The Healing Place: Conduct introductory cognitive screenings in a specialty outpatient clinic providing comprehensive family-based mental health services to individuals & families living with HIV. Participate in multidisciplinary case staff meetings to discuss patients' mental health concerns, particularly related to cognitive functioning. Co-facilitate a therapy group for women with HIV/AIDS.

Jackson Memorial Hospital, Rehabilitation Hospital — **2011**
Department of Psychology, Rehabilitation Psychology
Orthopedics, Neurology, Neurosurgery, & Rehabilitation
Supervisor: Mario Olavarria, Psy.D., Suzan Tanner, Ph.D.
Advanced Doctoral Practicum Intern

Neuropsychological & mental health screening & assessment of a racially & ethnically diverse population of patients within an inpatient rehabilitation hospital. Assessed patient capacity & made recommendations to facilitate comprehensive psychological & medical care. Provided individual counseling services, educated & screened patients for psychological services, & co-facilitated an inpatient therapy group. Worked collaboratively with physicians, nursing staff, & occupational & physical therapists to support patients in their continued recovery. Coordinated & provided consultation for an outpatient peer group, & as well as implemented a collaborative bedsore prevention program in which patients, their families, & hospital staff were targeted.

Camillus Health Concern — **2010 - 2011**
Supervisor: Efrain Gonzalez, Psy.D.
Advanced Doctoral Practicum Intern

Provided individual counseling within the behavioral health department of a health center offering a multitude of medical & psychiatric services to Miami's diverse homeless population. Clients presented with a wide range of mental health difficulties & health conditions, & treatment took the form of offering supportive services, client advocacy, identifying resources, medication & treatment compliance, behavioral & symptom management, & psychotherapy.

J.R.E. Lee Opportunity School for Girls — **2009 - 2010**
Supervisor: Carol Klopfer, Ph.D.
Doctoral Practicum Intern

Provided individual counseling to an ethnically diverse population of adolescent female students in an alternative school within the Miami-Dade County Public Schools system. Students presented with a wide-range of academic, behavioral, emotional, & familial difficulties, with frequent reports of symptoms associated with trauma, substance abuse & other health-compromising behaviors, depression & anxiety, acculturative stress, & a number of other concerns relating to low economic & minority status.

Institute for Individual & Family Counseling Assessment Clinic — **2009 - 2010**
University of Miami
Supervisor: Terilee Wunderman, Ph.D.
Clinical Assessment Intern

Conducted psychological & psycho-educational assessments for diverse children & adolescents in an underserved, high-need, high-risk community to aid in diagnosis, treatment planning, & the obtainment of educational accommodations.

Thelma Gibson Health Initiative Satellite Clinic — **2009 - 2010**
University of Miami
Supervisor: Brian Lewis, Ph.D.
Doctoral Practicum Intern

Provided individual, family, & group counseling services to children in an ethnically diverse & economically disadvantaged community for a number of presenting concerns, with an overall aim of violence reduction & prevention in a high-need, high-risk community. Major responsibilities included conducting intake evaluations, providing developmentally & culturally-responsive counseling & other supportive services, & the development of a multi-intervention (i.e. expressive, psychodrama, intergroup process) therapy group for identified at-risk youth.

Institute for Individual & Family Counseling — **2007 - 2009**
University of Miami
Supervisor: Brian Lewis, Ph.D., Robert McMahon, Ph.D., Carolyn Garwood, Ph.D.

...

I contenuti del «curriculum»

HARVARD | BUSINESS | SCHOOL

ALUMNI

LOG IN VOLUNTEERS CLUBS REUNIONS BULLETIN CLASS NOTES HELP

STORIES COMMUNITY CAREERS EVENTS CAMPAIGN

Harvard Business School → Alumni → Careers → Career Resources → Resumes

RESUMES

The resume is an opportunity to market yourself to a prospective employer. It should be succinct, target an employer's needs, and distinguish you from your competitors. Before you get started, think about your strengths, weaknesses, personal preferences, and motivations. You should also consider the company's needs, who your competition might be, and your unique skill set. The best way to convince employers that you will add value is to show them that you've done it before.

CAREER HUB

Search jobs, upload your resume, sign-up for programming and update

...

COMMON QUESTIONS

– **What is an appropriate length?**
One or two pages for a resume - but not one and 1/4. The content should be balanced on both pages. A CV is typically longer because it includes additional sections such as publications and research.

I contenuti del «curriculum»

Rena Sanchez

1257 Wheeler St, Santa Ana, CA 92707
(714) 555-5555
rsanchez@fullerton.edu

EDUCATION

Masters of Science, Clinical Psychology — Expected Graduation May 2011
California State University, Fullerton
Master's Thesis: Factors Contributing to Work Stress Among Single Mothers

Bachelor of Arts, Psychology — June 2008
California State University, Long Beach

TEACHING EXPERIENCE

Graduate Assistant — Fall 2008, 2009
Psychology Department, California State University, Fullerton
- Taught an introductory undergraduate psychology course to over forty students per course
- Utilized group work as well as field experiences to promote student learning

Graduate Assistant
Human Services Department, California State University, Fullerton, — Spring 2008, 2009
- Taught an introductory course to undergraduate human services students
- Developed new curriculum that emphasized several in-class group activities

RESEARCH EXPERIENCE

Graduate Research Assistant — May 2008 - December 2009
Psychology Department, California State University, Fullerton
- Worked with a faculty member on a grant aimed in obtaining funds for a single mothers' college resource center
- Conducted research on the positive factors that contribute to the success of single moms in a university setting
- Grant was successfully funded and the program will be implemented fall 2009

HIGHER EDUCATION EXPERIENCE

Workshop Coordinator — May 2007 - June 2008
Women's Center, California State University Fullerton
- Worked collaboratively with the director of the center to organize and arrange workshops
- Developed marketing materials to promote workshops among college campus resulting in a 15% increase in workshop attendance
- Created and presented various workshops on women self-esteem issues

Resident Advisor
California State University, Long Beach — September 2006 - June 2007
- Served as administrator in a residence hall for first-year students
- Enforced college policies and developed and presented educational programs to residents
- Participated in leadership training and in the recruitment and selection of new Resident Assistants

College Representative — January 2007- May 2008
Upward Bound, California State University, Long Beach
- Served as a college representative to various local high schools
- Promoted higher education among diverse at risk high school students
- Developed and facilitated various informative college presentations
- Provided students with needed resources to attend college

INTERNSHIP EXPERIENCE

Counseling Intern — January 2008 – May 2008
Human Services Department, City of Chino, CA
- Provided counseling and case management to diverse clients
- Worked collaboratively with director to promote awareness of services provided among Spanish speaking residents
- Created a support group for Spanish speaking single mothers
- Managed a case load of forty to fifty cases
- Conducted in-home intakes and made appropriate home visits when needed

Counseling Intern — September 2007 - December 2007
Una Nueva Vida, Orange, CA
- Worked directly with Spanish speaking women and their children who were victims of domestic violence
- Facilitated Spanish speaking group counseling sessions
- Provided awareness of community resources for victims of domestic violence
- Created and facilitated various workshops focused on basic life skills

Health Educator — January 2007 - May 2007
Healthy Minds, Long Beach, CA
- Worked among different communities to promote awareness of health and well being among single mothers
- Developed and presented various workshops on the importance of well being
- Provided local resources for single mothers

PRESENTATIONS

Sanchez, R. (2007). Factors *of Stress Among Single Mothers. Presented at the* Women's Health Regional Conference, Los Angeles, CA.

Sanchez, R. (2007). *Barriers to Health and Well Being Among the Latino Community*. Presented at the Latino Health Conference & Resource Fair, Los Angeles, CA.

MEMBERSHIPS
- American Counseling Association
- American Psychology Association
- Association for the Advancement of Behavior Therapy

HONORS/AWARDS

Walter B. Pillsbury Award, California State University, Fullerton — May 2008
- Awarded to one graduate student in recognition of outstanding research performance in the field of health and well being.

President's Psychology Scholar Award, California State University, Long Beach — May 2008

LANGUAGES
- Fluent in Spanish

CLUBS & ORGANIZATIONS

Vice-President — Fall 2007- Spring 2008
Psychology Association, California State University, Fullerton

Peer Mentor
Women's Center, California State University, Fullerton — September 2006 - December 2007

Peer Mentor — Summer 2006,2007
Student Diversity Program, California State University, Fullerton

I contenuti del «curriculum»

Lucy Castille
(562) 234-1567 | lcastille@hotmail.com
1760 Manhattan Road, Long Beach, CA 92804

PROFILE

- Over five years of experience in the field of sales and marketing
- Areas of expertise range from development of marketing strategies to basic sales presentations
- Demonstrated record of success and high activity
- Passionate and creative problem solver who is a self starter and team player

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON
Bachelor of Arts- Business Administration *Expected Graduation May 2010*
Concentration: Marketing **Minor: Spanish**

RELATED COURSEWORK

- Consumer Behavior
- Developing Marketing Strategies
- Retail Marketing Strategy
- Marketing
- Information Technology
- Strategic Internet Marketing
- Integrating Marketing Communications

PROFESSIONAL EXPERIENCE

ADVANSTAR COMMUNICATIONS, INC., *SANTA ANA, CA*
Promotions Coordinator *September 2008 - Present*

- Direct promotional campaign from initial concept through completion
- Design and execute entertaining and technical show features
- Manage relationships and negotiate sales contracts
- Solicit radio stations to advertise company trade shows

ENTERPRISE, *ANAHEIM, CA*
Intern *June 2008 - August 2008*

- Developed relationships with customers, vendors and co-workers
- Resolved problems and negotiated positive outcomes
- Managed inventory and deployment of a fleet of vehicles
- Marketed services to local businesses

DISNEYLAND ANAHEIM RESORTS, *ANAHEIM, CA*
Server *October 2006 - May 2008*

- Provided a high level of service the "Disney Way" for up to 300 guests
- Addressed guest concerns and resolved conflicts
- Trained servers and cashiers in basic service operations

MEMBERSHIPS

American Marketing Association, Member *January 2008 - Present*
Finance Association, Treasurer *Fall 2007*

SKILLS

Computer: Gold Mine, File Maker Pro, Lexis-Nexus, SPSS and Microsoft Office (PowerPoint, Access, Excel, Outlook and Word)
Language: Fluent in Spanish both written and oral

I contenuti del «curriculum»

- Due o più velocità per soddisfare le esigenze del lettore
  - Punti di forza
  - Colpo d'occhio
  - Percorso (orizzontale / verticale)
  - Dimensionamento delle esperienze
  - Highlights / Risultati / Riconoscimenti / Premi
  - Approfondimenti

  - **No** all'**autoreferezialità**

I contenuti del «curriculum»

- Quali strumenti utilizzare?
  - Formattazione (grassetto, sottolineato, corsivo, dimensione, …)
  - Impaginazione (rientri, elenchi puntati, uso dei vuoti, …)
  - Ordinamento delle informazioni
  - Organizzazione dei contenuti
  - Ordinamento dei contenuti

I contenuti del «curriculum»

- Importante
  - Ogni «assenza» viene notata
  - Non dare per scontato
  - Trovare il giusto compromesso tra ovvio e importante (keywords)
  - Assumere il punto di vista di chi legge

I contenuti del «curriculum»

- Struttura tradizionale
  - Informazioni personali
  - Istruzione e formazione
  - Esperienze
  - Conoscenze linguistiche
  - Conoscenze tecniche e/o informatiche
  - Altre informazioni

I contenuti del «curriculum»

- Informazioni personali
  - Essenzialità
  - Link a profili social
  - Fotografia (coordinata)

I contenuti del «curriculum»

- Istruzione e formazione
  - * Anno del conseguimento
  - * Titolo
  - * Istituto
  - * Luogo
  - Voto
  - Titolo tesi
  - Materie d'insegnamento
  - Docenti
  - Abstract
  - Highlights

I contenuti del «curriculum»

- Esperienze
  - * Durata
  - * Datore di lavoro
  - * Job title
  - * Mansioni
  - Dimensione azienda / organizzazione / divisione
  - Fatturato
  - Riporto
  - Collaboratori
  - Partner, fornitori, clienti, …
  - Progetti e budget
  - Risultati
  - Premi
  - Highlights

I contenuti del «curriculum»

- Conoscenze linguistiche
  - * Autovalutazione del livello (letto, scritto e parlato)
  - Certificazioni
  - Corsi
  - Viaggi studio
  - Esperienze di lavoro

I contenuti del «curriculum»

- Conoscenze tecniche / informatiche
  - Sistemi operativi
  - Applicativi generici
  - Applicativi specialistici (per categoria)
  - Gestionali
  - Apparecchiature di laboratorio
  - Procedure
  - Certificazioni / Corsi / Highlights

I contenuti del «curriculum»

- Altro
  - Interessi
  - Referenze
  - Articoli e pubblicazioni
  - Video
  - …

I contenuti del «curriculum»

- L'importanza della dimensione temporale (passato / presente / **futuro**)
  - Leggere il passato in funzione del presente
  - Leggere il presente in funzione del futuro
  - Specificare circostanze in corso
  - Specificare circostanze in procinto di svolgimento
  - Specificare circostanze pianificate

I contenuti del «curriculum»

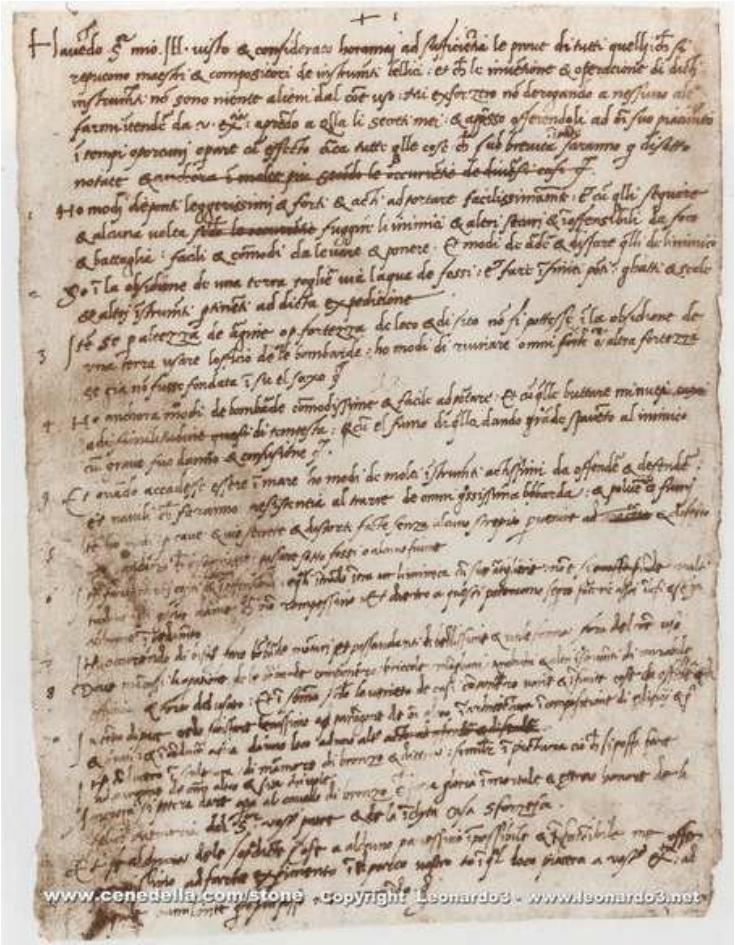
Leonardo di ser Piero da Vinci (Vinci, 15 aprile 1452 – Amboise, 2 maggio 1519) è stato un pittore, ingegnere e scienziato italiano. Uomo d'ingegno e talento universale del Rinascimento, incarnò in pieno lo spirito della sua epoca, portandolo alle maggiori forme di espressione nei più disparati campi dell'arte e della conoscenza. Si occupò di architettura e scultura, fu disegnatore, trattatista, scenografo, anatomista, musicista[1][2][3] e, in generale, progettista e inventore. È considerato uno dei più grandi geni dell'umanità.[4][5]

Indice [nascondi]

1 Biografia
- 1.1 Giovinezza (1452–1481)
  - 1.1.1 Le origini e la famiglia
  - 1.1.2 Periodo di formazione
  - 1.1.3 L'arrivo a Firenze
  - 1.1.4 Nella bottega di Verrocchio
  - 1.1.5 Leonardo scultore
  - 1.1.6 Prime opere indipendenti
  - 1.1.7 Quattro anni di silenzio
  - 1.1.8 Il ritorno alla pittura
  - 1.1.9 L'avvicinamento ai Medici
  - 1.1.10 L'Adorazione dei Magi
- 1.2 A Milano (1482–1500)

Autoritratto (1513 circa), Torino, Biblioteca Reale

I contenuti del «curriculum»



I contenuti del «curriculum»
Leonardo Da Vinci (1)

Avendo, Signor mio Illustrissimo, esaminato a sufficienza le prove di tutti quelli che affermano di essere inventori di strumenti bellici e constatato che tali strumenti non si discostano né per concezione né per funzionamento da quelli già comunemente usati, mi sforzerò, senza nulla togliere a nessuno, di rivelare a Vostra Eccellenza i miei segreti, offrendomi di mettere in pratica nel momento che più piacerà a Vostra Eccellenza le cose brevemente elencate di seguito:

1. *Sono in grado di creare ponti, robusti ma leggerissimi e facili da trasportare, sia per attaccare i nemici che per sfuggirgli; e ponti da usare in battaglia, in grado di resistere al fuoco, facili da montare e smontare. E so come bruciare e distruggere quelli dei nemici.*
2. *In caso di assedio a una città so come eliminare l'acqua dei fossati e realizzare ponti, gatti, scale e altri strumenti utili a questo scopo.*
3. *Se, sempre in caso di assedio, le fortificazioni fossero così alte o resistenti da non potersi attaccare con le bombarde, so come demolire ogni rocca o fortezza, anche la più resistente.*

I contenuti del «curriculum»
Leonardo Da Vinci (2)

4. *Ho ideato bombarde molto comode e facili da trasportare, che lanciano piccole pietre a somiglianza di una tempesta, generando un tal fumo da provocare grande spavento e confusione nel nemico.*
5. *In caso di battaglia sul mare, conosco efficaci strumenti di difesa e di offesa, e so costruire navi resistenti ai colpi, alla polvere e al fumo anche delle bombarde più grosse.*
6. *So come costruire senza alcun rumore percorsi sotterranei per raggiungere un determinato luogo, anche passando al di sotto di fossati e fiumi.*
7. *Costruirò carri coperti, sicuri, inattaccabili e dotati di artiglieria, per penetrare tra le fila nemiche, cui nemmeno l'esercito più numeroso potrà resistere. Questi carri apriranno la strada alle fanterie, che avanzeranno facilmente e senza ostacoli.*
8. *In caso di necessità costruirò bombarde, mortai e passavolanti dalle forme belle e funzionali, diverse da quelle di uso corrente.*

I contenuti del «curriculum»
Leonardo Da Vinci (3)

9. *Dove non si potessero usare le bombarde, costruirò catapulte, mangani, trabucchi e altre macchine di straordinaria efficacia e di nuova concezione; in poche parole, in base alla situazione, posso realizzare un'infinita varietà di mezzi da offesa e da difesa.*

10. *In tempo di pace, credo di poter soddisfare meglio di chiunque altro ogni richiesta nel campo dell'architettura, della progettazione di edifici pubblici e privati e della canalizzazione delle acque. Realizzerò qualsivoglia opera sia in forma di scultura di marmo, bronzo e terracotta, sia in forma pittorica. Si potrà infine porre mano alla realizzazione del cavallo di bronzo che darà gloria immortale e onore eterno alla memoria del vostro Signor padre e della nobile casata degli Sforza.*

E se alcuna delle cose che ho elencato dovesse apparire impossibile o irrealizzabile, mi dichiaro prontissimo a darne dimostrazione pratica nel vostro parco, in qualunque luogo piacerà a Vostra Eccellenza, cui umilmente mi raccomando.

Elevator speech

Si ha una sola occasione per fare una prima buona impressione

Elevator speech

- L'elevator speech (o pitch) è un tipo di discorso ed una forma di comunicazione con cui ci si presenta, per motivi professionali, ad un'altra persona o organizzazione
- Serve a definire la persone/professione e il suo valore
- Questo discorso viene spesso convertito in forma scritta
- Il fine è descrivere sè e la propria attività sinteticamente, chiaramente ed efficacemente per «vincere» l'interlocutore nei limiti ideali di una corsa in ascensore (dai 30 secondi 2 minuti)
- È un «documento» da aggiornare costantemente perché possa essere utilizzato efficacemente ad ogni buona occasione

Elevator speech

- È desiderabile e possibile **progettare** presentazioni migliori in grado di avere un impatto positivo sui loro interlocutori (e sui percorsi di carriera)

Elevator speech

- È necessario sapere quale è il nostro obiettivo
  - Avanzamento di carriera
  - Nuovo settore
  - « Piano B »
- È necessario sapere cosa l'altra persona desidera e non desidera
  - Ricerca informazioni su persone che ricoprono quel ruolo
  - Vacancies

Elevator speech

- La ricerca di altre informazioni (trend, …) supportano nella comprensione dell'ambiente, delle opportunità esistenti e dei rischi
  - Studi
  - Documenti pubblici sul tipo di mercato
  - Interviste
  - Comunicazione diretta e indiretta con attori già coinvolti

Elevator speech

- Solitamente la prima affermazione è finalizzata a catturare l'attenzione o fornire la miglior informazione in merito a ciò che presentiamo
- È indispensabile tenere in considerazione il **grado di attenzione** di cui è capace chi si approccia alla lettura
- Arrivare al cuore della presentazione in pochi secondi. Partire da subito con informazioni focalizzate e di utilità: niente luoghi comuni, premesse o valutazioni autoreferenziali

Elevator speech

- L'elevator speech, nel suo prosieguo, deve saper «condizionare» le future valutazioni di chi legge
- Delinea il framework in cui ci collochiamo professionalmente (futuro-passato / discontinuità-continuità)
  - Mercato
  - Prodotto o servizio
  - Elementi distintivi
  - Keywords
  - Punti di forza

Elevator speech

- L'esito di questo processo ci garantisce di elaborare innanzitutto un elevator speech effettivamente in grado di trasmettere una presentazione
  - Chiara
  - Focalizzata
  - Concisa
  - Convincente
  - Coerente con i desideri di chi legge (e che può fare al caso nostro)

Elevator speech

- Tipologie di (career) elevator speech
  - **Generalista** → Elencazione di tutti i punti di forza / highlights senza tenere in considerazione il target, che per questa ragione può non essere individuato né esplorato
  - **Differenziato** → Attenzione a differenziarsi dagli altri. Ma ciò può portare a costruire una narrazione che mette in risalto aspetti secondari per il lettore target
  - **Focalizzato** → Dovrebbe essere lo standard. Mettendo al centro un target ben definito consente di sviluppare una narrazione semplice, ma potente e accattivante. L'accento è messo su pochi ma importanti attributi

Elevator speech

Devi stare molto attento, se non sai dove stai andando, perché potresti non arrivare

Elevator speech

- Definizione del proprio target
- Analisi del contesto
- Analisi dei competitor
- Definizione dei risultati da raggiungere
- Definizione di iniziative chiave da intraprendere per ottimizzare la propria immagine

Elevator speech
Vademecum

1. Chiarisci bene il tuo target. Fino a che non sarai in grado di raccontare il tipo di lavoro che vuoi fare, nessuno potrà aiutarti a trovarlo
2. Scrivilo su un foglio. Guarda alla tua storia professionale, al tuo «curriculum», e non considerare quanto non è cruciale. L'obiettivo è spingere il lettore a conoscere di più, e non raccontare l'intera tua storia
3. Verifica di rispondere a queste domande: chi sei, cosa fai, cosa stai cercando (implicito)
4. Adatta lo speech alle esigenze e aspettative del target

Elevator speech
Vademecum

6. Semplifica il linguaggio. Elimina le parole che solo gli addetti ai lavori conoscono (probabilmente l'ultima cosa che si desidera è mettere il lettore nella condizione di sentirsi stupido o impreparato)
7. Leggi lo speech ad alta voce. La scrittura generalmente è più formale del parlato. Per questo, potrebbe suonare eccessivamente autopromozionale
8. Pratica, pratica, pratica (e chiedi un feedback). Più ci si esercita, più migliora la resa dello speech
9. Preparane più versioni (per target o lunghezza)
10. Memorizzalo e proponilo con sicurezza

Elevator speech

- Senza di esso si rischia di essere percepiti in modo non ottimale dal lettore, il quale potrebbe trarre conclusioni lontane da ciò che realmente si vorrebbe comunicare
- Problema della ridondanza: un'azienda si trova di fronte alle stesse difficoltà di un candidato nell'ottimizzare le informazioni
- Un candidato può arricchire le informazioni disponibili attraverso le piattaforme social, preferibilmente specializzate come LinkedIn e SearchGate

LinkedIn

- È uno strumento molto potente per:
  - Tessere e mantenere relazioni dirette **in ogni settore**
  - **Cercare** e **contattare** persone chiave di altre organizzazioni
  - Monitorare e partecipare alle attività di specifici **gruppi**
  - Ricercare in **informazioni** e approfondire la conoscenza di specifici settori
  - **Essere presentati** a qualcuno di interesse
  - Ottenere **referenze** e conferme delle proprie competenze

LinkedIn

- Inoltre:
  - Linkedin è una piattaforma ideale per sviluppare e rafforzare la propria identità professionale attraverso la pubblicazione e condivisione di contenuti

NB:

- I contenuti pubblicati diventano parte del profilo
- Long-form posts sono indicizzati sia all'interno che all'esterno di Linkedin

LinkedIn
Vademecum

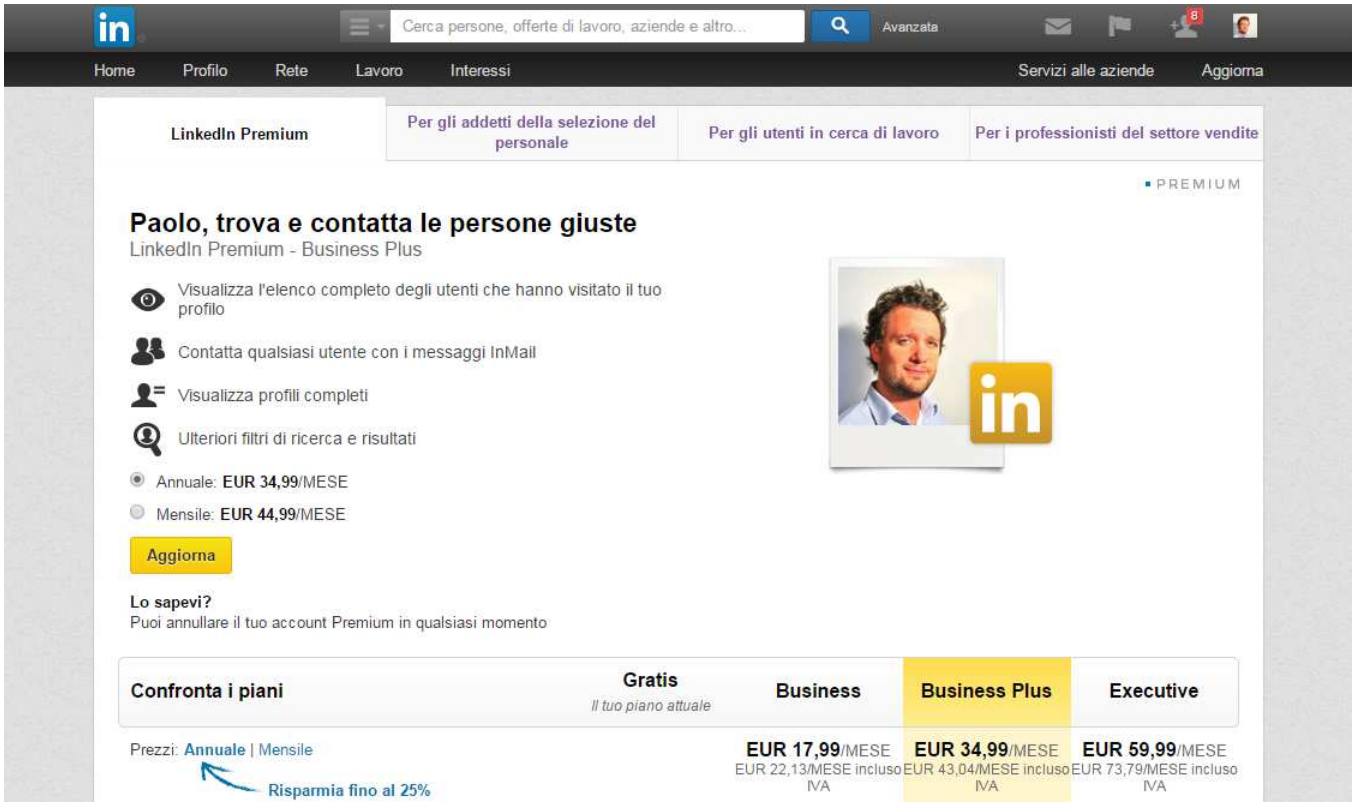
- I post possono mostrare le tue competenze professionali:
  - Sfide
  - Opportunità
  - Trend nel proprio settore
  - Esperienze memorabili
  - Lezioni apprese lungo il percorso
  - Argomenti di particolare interesse

  - Cerca (e mantieni) una voce autentica
  - Scrivi solo di ciò sei competente o hai esperienza
  - Considera il tuo pubblico
  - Sii focalizzato. Tratta un argomento per volta
  - Non aver paura di esprimere la tua opinione
  - Carica documenti, foto (esempi concreti della tua esperienza)

LinkedIn
Vademecum

- Alcuni suggerimenti:
  - Scrivi spesso (poco e spesso è meglio dell'opposto)
  - I long-form post sono più efficaci per la reputazione
  - Fai attenzione al titolo (chiaro è meglio di «intelligente»)
  - Usa le notizie come starter (se hai il blocco da foglio bianco)
  - Condividi ciò che pubblichi sugli altri social

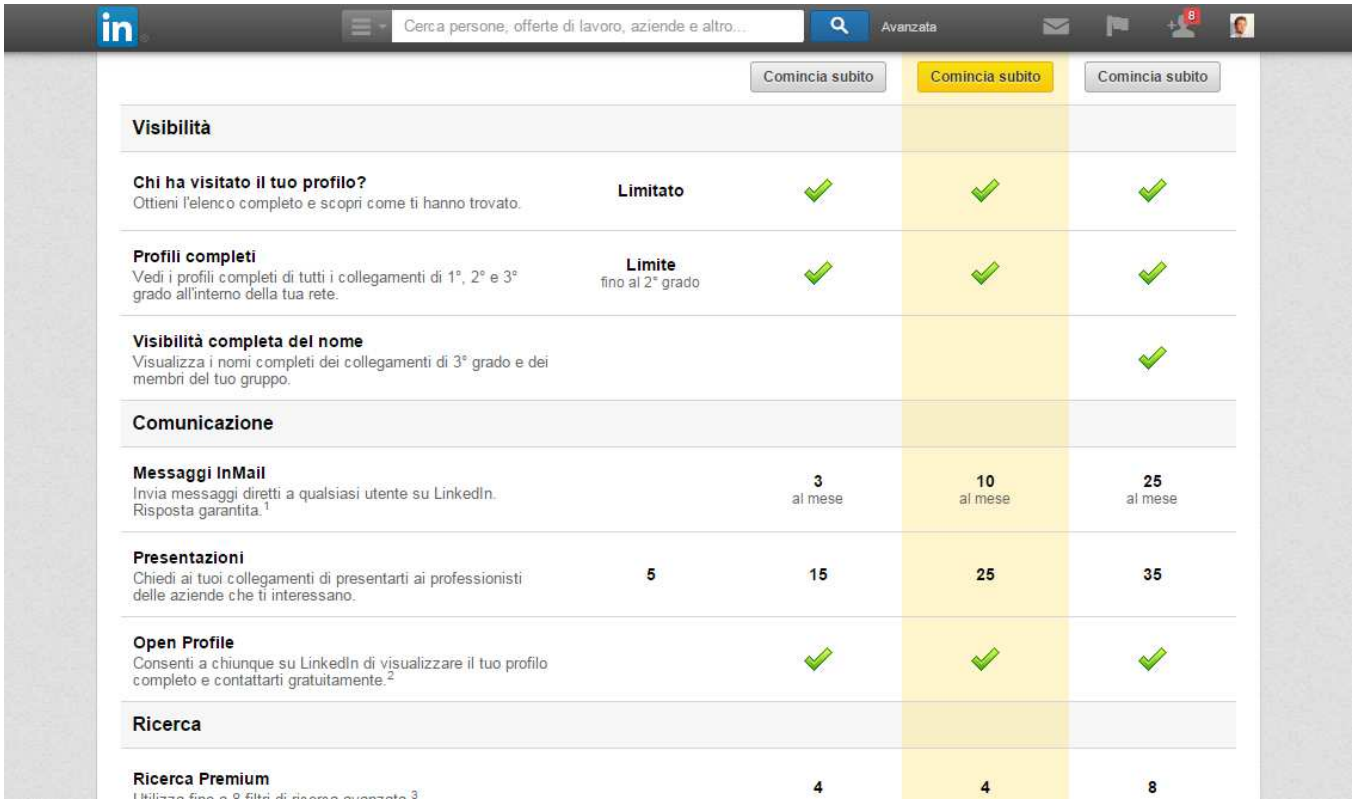
LinkedIn


Cerca persone, offerte di lavoro, aziende e altro...
Avanzata
Home
Profilo
Rete
Lavoro
Interessi
Servizi alle aziende
Aggiorna
LinkedIn Premium
Per gli addetti della selezione del personale
Per gli utenti in cerca di lavoro
Per i professionisti del settore vendite
PREMIUM
Paolo, trova e contatta le persone giuste
LinkedIn Premium - Business Plus
Visualizza l'elenco completo degli utenti che hanno visitato il tuo profilo
Contatta qualsiasi utente con i messaggi InMail
Visualizza profili completi
Ulteriori filtri di ricerca e risultati
Annuale: EUR 34,99/MESE
Mensile: EUR 44,99/MESE
Aggiorna
Lo sapevi?
Puoi annullare il tuo account Premium in qualsiasi momento
Confronta i piani
Gratis
Il tuo piano attuale
Business
Business Plus
Executive
Prezzi: Annuale | Mensile
Risparmia fino al 25%
EUR 17,99/MESE
EUR 22,13/MESE incluso IVA
EUR 34,99/MESE
EUR 43,04/MESE incluso IVA
EUR 59,99/MESE
EUR 73,79/MESE incluso IVA

LinkedIn

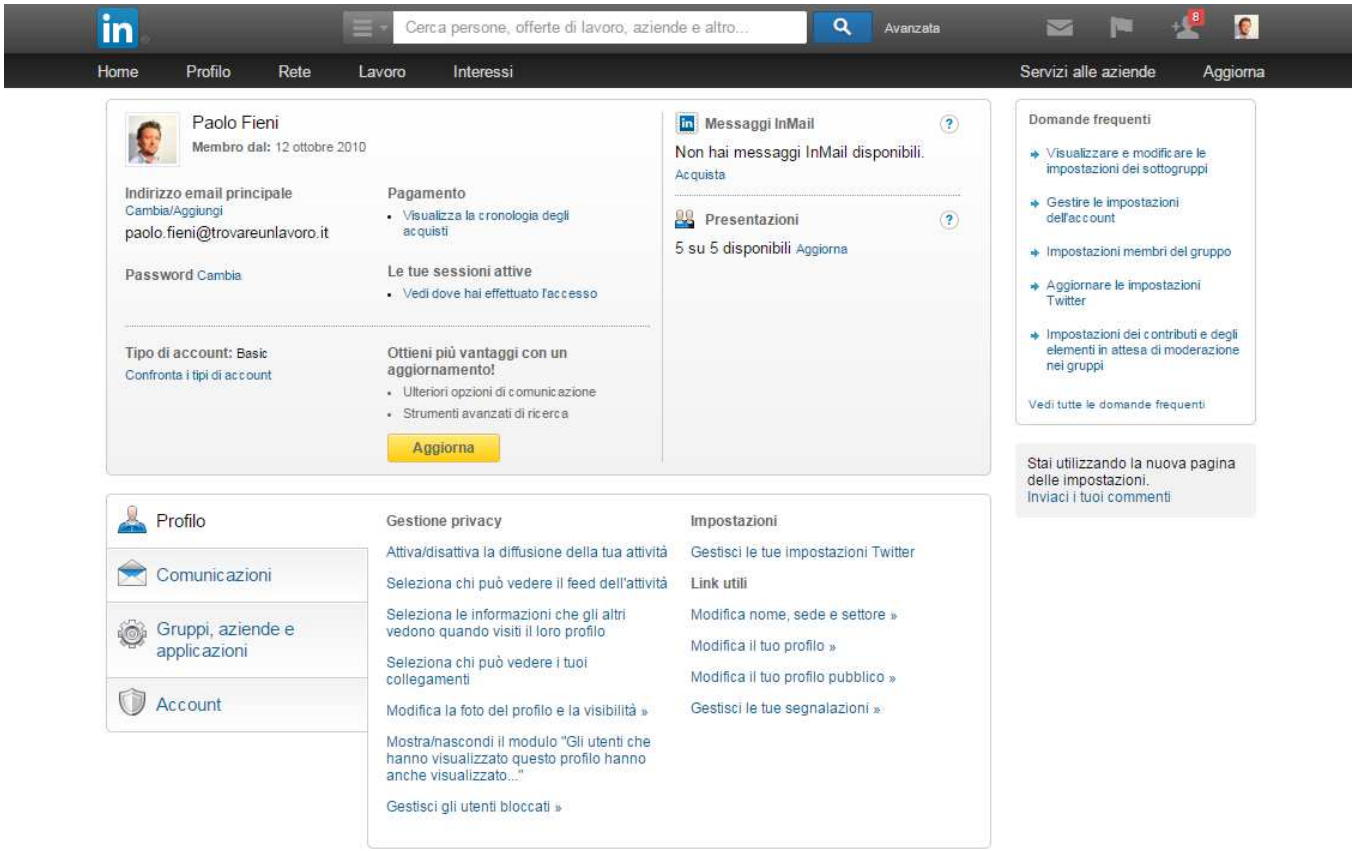
Visibilità				
Chi ha visitato il tuo profilo? Ottieni l'elenco completo e scopri come ti hanno trovato.	Limitato	✓	✓	✓
Profili completi Vedi i profili completi di tutti i collegamenti di 1°, 2° e 3° grado all'interno della tua rete.	Limite fino al 2° grado	✓	✓	✓
Visibilità completa del nome Visualizza i nomi completi dei collegamenti di 3° grado e dei membri del tuo gruppo.				✓
Comunicazione				
Messaggi InMail Invia messaggi diretti a qualsiasi utente su LinkedIn. Risposta garantita.[1]		3 al mese	10 al mese	25 al mese
Presentazioni Chiedi ai tuoi collegamenti di presentarti ai professionisti delle aziende che ti interessano.	5	15	25	35
Open Profile Consenti a chiunque su LinkedIn di visualizzare il tuo profilo completo e contattarti gratuitamente.[2]		✓	✓	✓
Ricerca				
Ricerca Premium Utilizza fino a 8 filtri di ricerca avanzata.[3]		4	4	8
Profili per ricerca Visualizza un maggior numero di profili quando effettui una ricerca.	100	300	500	700
Avvisi di ricerche salvate Salva le ricerche e ricevi avvisi quando nuovi profili corrispondono ai tuoi criteri di ricerca.	3 settimanalmente	5 settimanalmente	7 settimanalmente	10 quotidianamente

LinkedIn



		Comincia subito	Comincia subito	Comincia subito
Visibilità				
Chi ha visitato il tuo profilo? Ottieni l'elenco completo e scopri come ti hanno trovato.	**Limitato**	✓	✓	✓
Profili completi Vedi i profili completi di tutti i collegamenti di 1°, 2° e 3° grado all'interno della tua rete.	**Limite** fino al 2° grado	✓	✓	✓
Visibilità completa del nome Visualizza i nomi completi dei collegamenti di 3° grado e dei membri del tuo gruppo.				✓
Comunicazione				
Messaggi InMail Invia messaggi diretti a qualsiasi utente su LinkedIn. Risposta garantita.[1]		**3** al mese	**10** al mese	**25** al mese
Presentazioni Chiedi ai tuoi collegamenti di presentarti ai professionisti delle aziende che ti interessano.	**5**	**15**	**25**	**35**
Open Profile Consenti a chiunque su LinkedIn di visualizzare il tuo profilo completo e contattarti gratuitamente.[2]		✓	✓	✓
Ricerca				
Ricerca Premium Utilizza fino a 8 filtri di ricerca avanzata.[3]		**4**	**4**	**8**

LinkedIn


Cerca persone, offerte di lavoro, aziende e altro...
Avanzata
Home
Profilo
Rete
Lavoro
Interessi
Servizi alle aziende
Aggiorna
Paolo Fieni
Membro dal: 12 ottobre 2010
Indirizzo email principale
Cambia/Aggiungi
paolo.fieni@trovareunlavoro.it
Password Cambia
Pagamento
Visualizza la cronologia degli acquisti
Le tue sessioni attive
Vedi dove hai effettuato l'accesso
Tipo di account: Basic
Confronta i tipi di account
Ottieni più vantaggi con un aggiornamento!
Ulteriori opzioni di comunicazione
Strumenti avanzati di ricerca
Aggiorna
Messaggi InMail
Non hai messaggi InMail disponibili.
Acquista
Presentazioni
5 su 5 disponibili Aggiorna
Domande frequenti
Visualizzare e modificare le impostazioni dei sottogruppi
Gestire le impostazioni dell'account
Impostazioni membri del gruppo
Aggiornare le impostazioni Twitter
Impostazioni dei contributi e degli elementi in attesa di moderazione nei gruppi
Vedi tutte le domande frequenti
Stai utilizzando la nuova pagina delle impostazioni.
Inviaci i tuoi commenti
Profilo
Comunicazioni
Gruppi, aziende e applicazioni
Account
Gestione privacy
Attiva/disattiva la diffusione della tua attività
Seleziona chi può vedere il feed dell'attività
Seleziona le informazioni che gli altri vedono quando visiti il loro profilo
Seleziona chi può vedere i tuoi collegamenti
Modifica la foto del profilo e la visibilità »
Mostra/nascondi il modulo "Gli utenti che hanno visualizzato questo profilo hanno anche visualizzato..."
Gestisci gli utenti bloccati »
Impostazioni
Gestisci le tue impostazioni Twitter
Link utili
Modifica nome, sede e settore »
Modifica il tuo profilo »
Modifica il tuo profilo pubblico »
Gestisci le tue segnalazioni »

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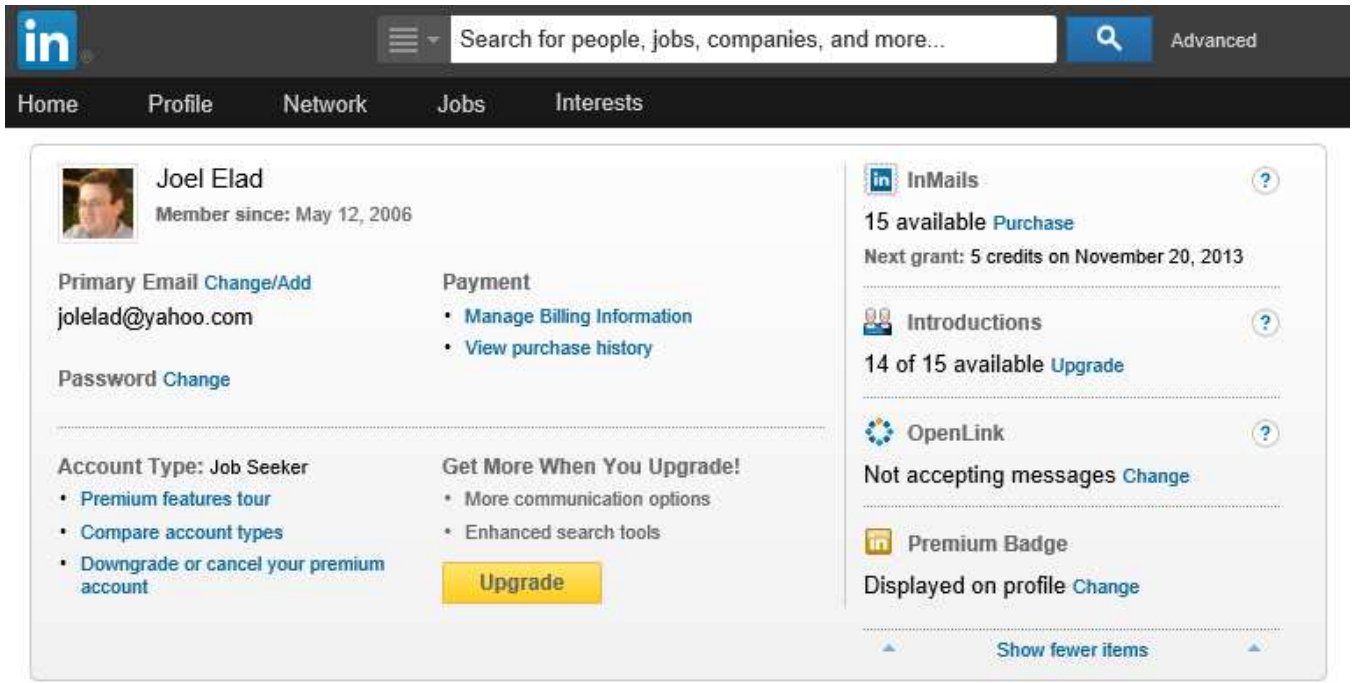
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Joel Elad
Member since: May 12, 2006
Primary Email Change/Add
jolelad@yahoo.com
Password Change
Payment
Manage Billing Information
View purchase history
Account Type: Job Seeker
Premium features tour
Compare account types
Downgrade or cancel your premium account
Get More When You Upgrade!
More communication options
Enhanced search tools
Upgrade
InMails
15 available Purchase
Next grant: 5 credits on November 20, 2013
Introductions
14 of 15 available Upgrade
OpenLink
Not accepting messages Change
Premium Badge
Displayed on profile Change
Show fewer items

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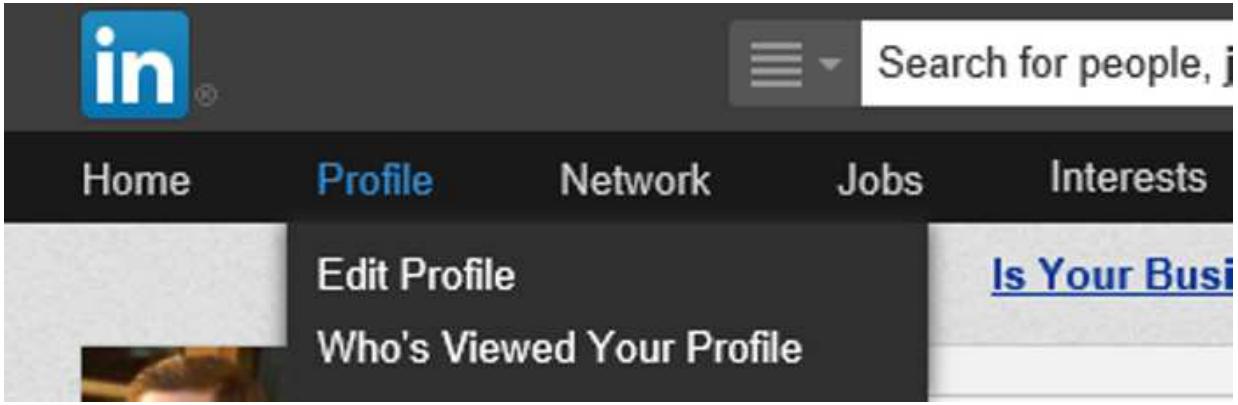
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Interests
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Is Your Busi

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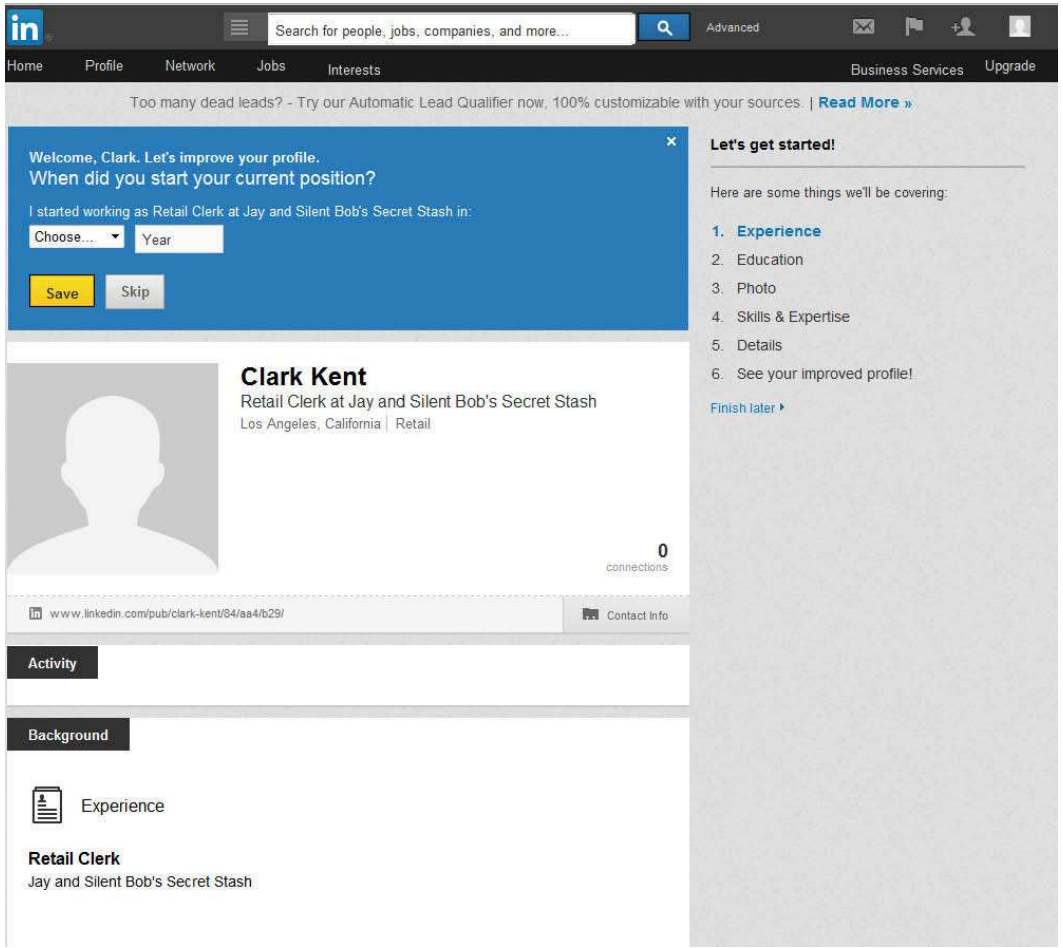
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Business Services
Upgrade
Too many dead leads? - Try our Automatic Lead Qualifier now, 100% customizable with your sources. | Read More »
Welcome, Clark. Let's improve your profile.
When did you start your current position?
I started working as Retail Clerk at Jay and Silent Bob's Secret Stash in:
Choose...
Year
Save
Skip
Let's get started!
Here are some things we'll be covering:
1. Experience
2. Education
3. Photo
4. Skills & Expertise
5. Details
6. See your improved profile!
Finish later
Clark Kent
Retail Clerk at Jay and Silent Bob's Secret Stash
Los Angeles, California | Retail
0
connections
www.linkedin.com/pub/clark-kent/84/aa4/b29/
Contact Info
Activity
Background
Experience
Retail Clerk
Jay and Silent Bob's Secret Stash

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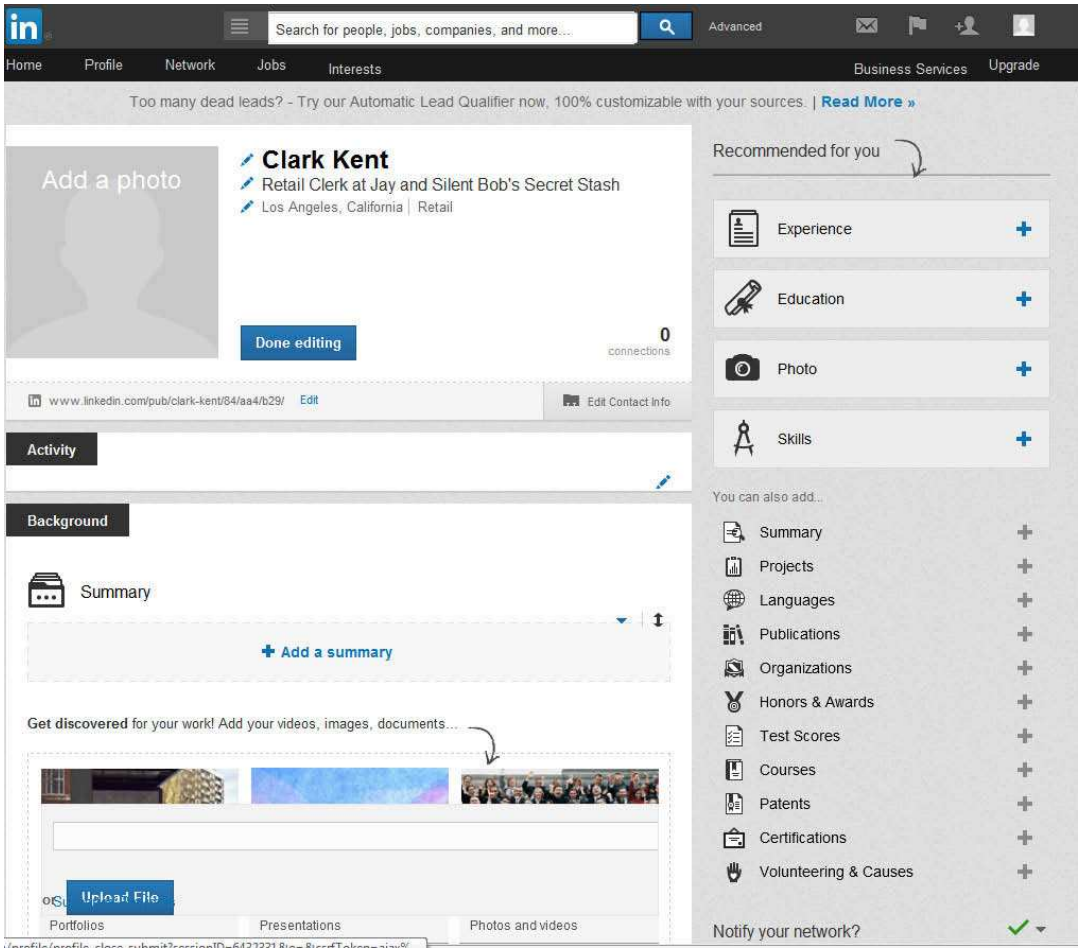
Search for people, jobs, companies, and more...
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Too many dead leads? - Try our Automatic Lead Qualifier now, 100% customizable with your sources. | Read More »
Add a photo
Clark Kent
Retail Clerk at Jay and Silent Bob's Secret Stash
Los Angeles, California | Retail
Done editing
0
connections
www.linkedin.com/pub/clark-kent/84/aa4/b29/ Edit
Edit Contact Info
Activity
Background
Summary
Add a summary
Get discovered for your work! Add your videos, images, documents...
Upload File
Portfolios
Presentations
Photos and videos
Recommended for you
Experience
Education
Photo
Skills
You can also add...
Summary
Projects
Languages
Publications
Organizations
Honors & Awards
Test Scores
Courses
Patents
Certifications
Volunteering & Causes
Notify your network?

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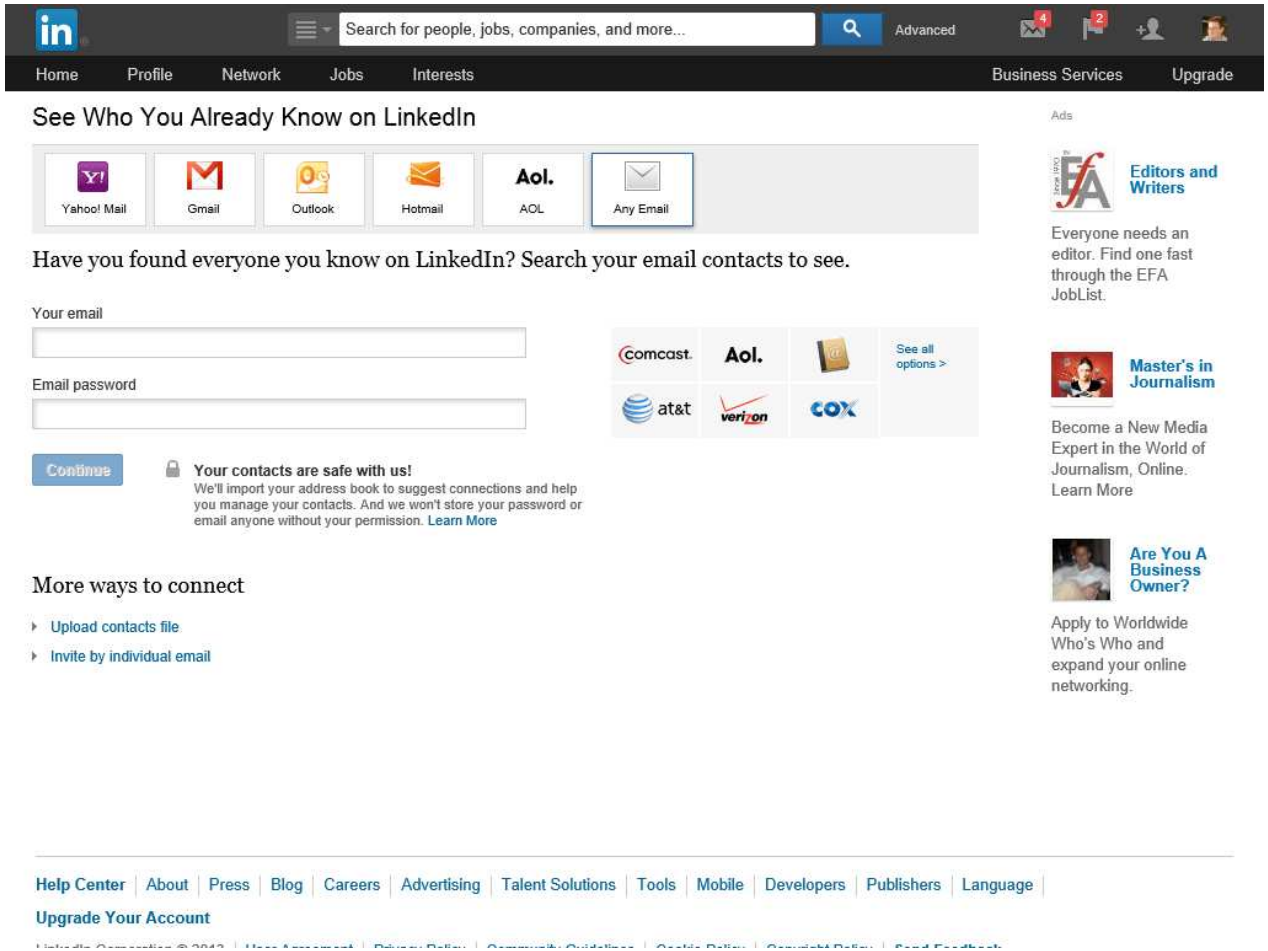
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Upgrade
See Who You Already Know on LinkedIn
Yahoo! Mail
Gmail
Outlook
Hotmail
AOL
Any Email
Have you found everyone you know on LinkedIn? Search your email contacts to see.
Your email
Email password
Continue
Your contacts are safe with us!
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. Learn More
comcast
Aol.
at&t
verizon
cox
See all options >
More ways to connect
Upload contacts file
Invite by individual email
Ads
Editors and Writers
Everyone needs an editor. Find one fast through the EFA JobList.
Master's in Journalism
Become a New Media Expert in the World of Journalism, Online. Learn More
Are You A Business Owner?
Apply to Worldwide Who's Who and expand your online networking.
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Upgrade Your Account

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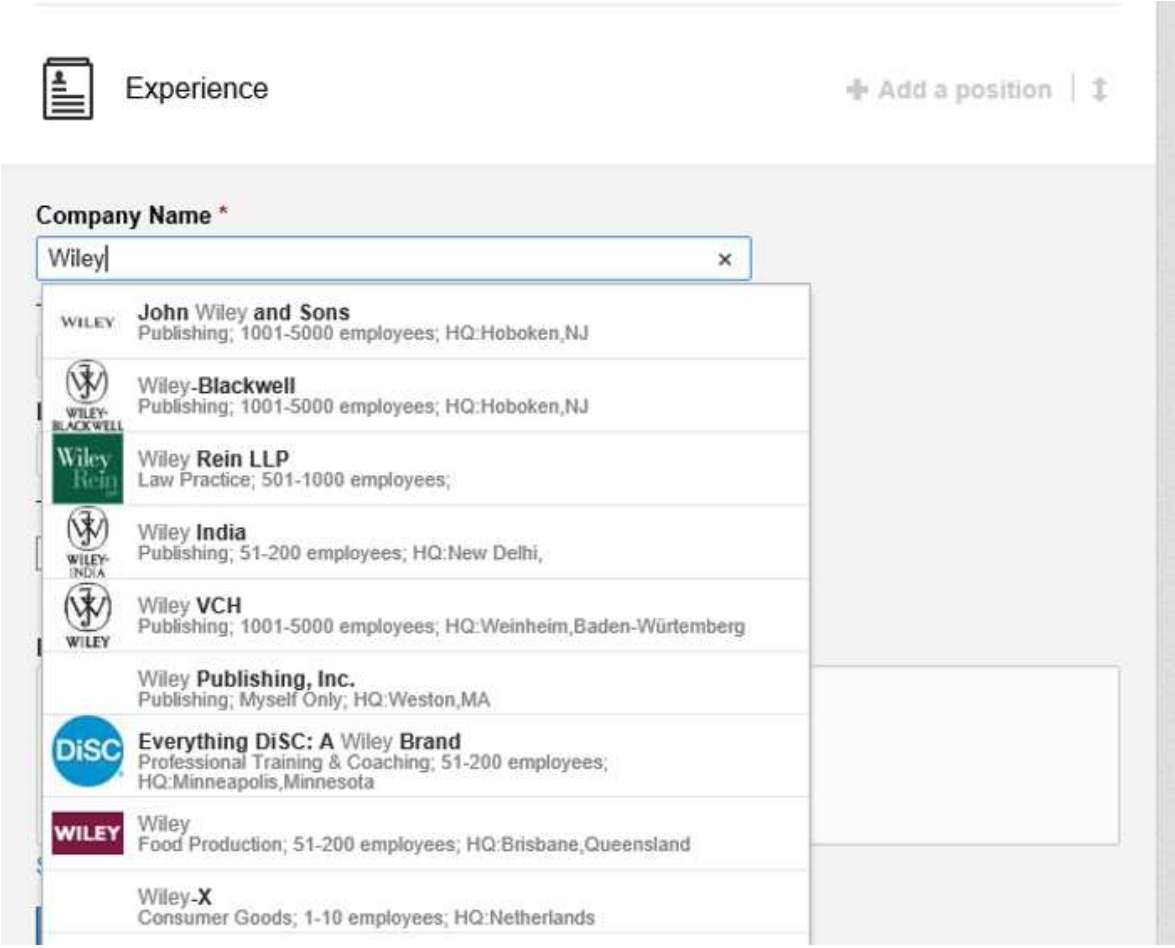
Experience
Add a position
Company Name *
Wiley
John Wiley and Sons
Publishing; 1001-5000 employees; HQ:Hoboken,NJ
Wiley-Blackwell
Publishing; 1001-5000 employees; HQ:Hoboken,NJ
Wiley Rein LLP
Law Practice; 501-1000 employees;
Wiley India
Publishing; 51-200 employees; HQ:New Delhi,
Wiley VCH
Publishing; 1001-5000 employees; HQ:Weinheim,Baden-Würtemberg
Wiley Publishing, Inc.
Publishing; Myself Only; HQ:Weston,MA
Everything DiSC: A Wiley Brand
Professional Training & Coaching; 51-200 employees;
HQ:Minneapolis,Minnesota
Wiley
Food Production; 51-200 employees; HQ:Brisbane,Queensland
Wiley-X
Consumer Goods; 1-10 employees; HQ:Netherlands

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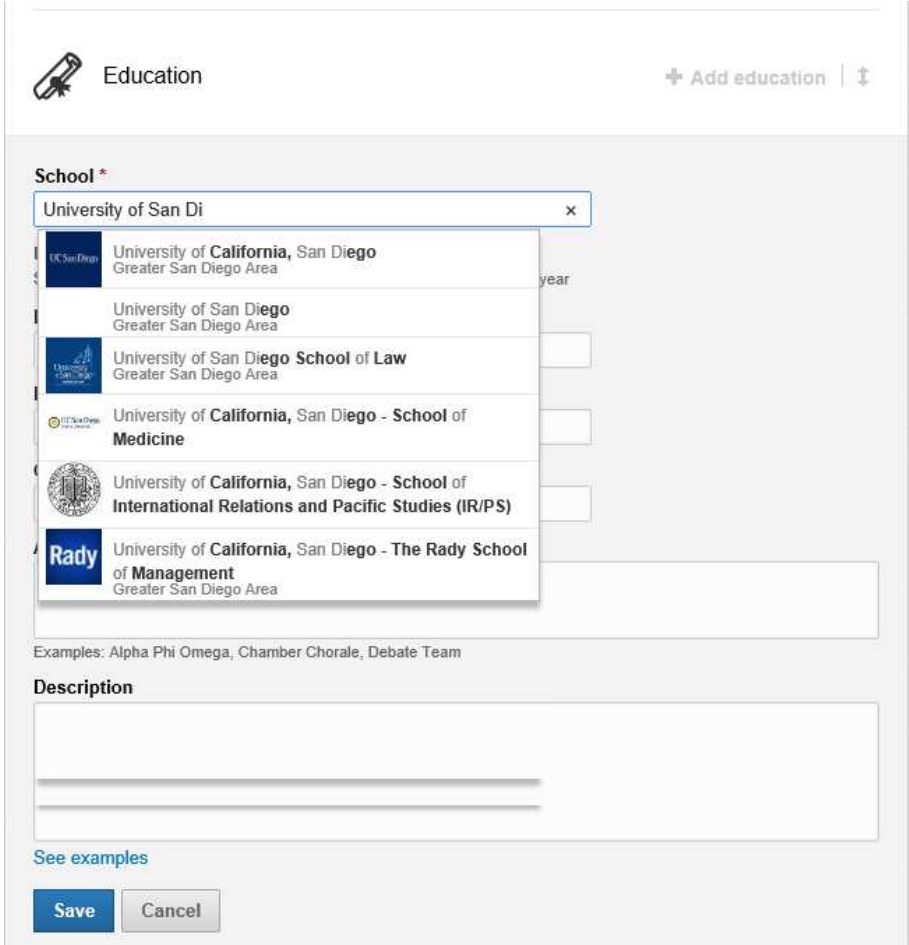
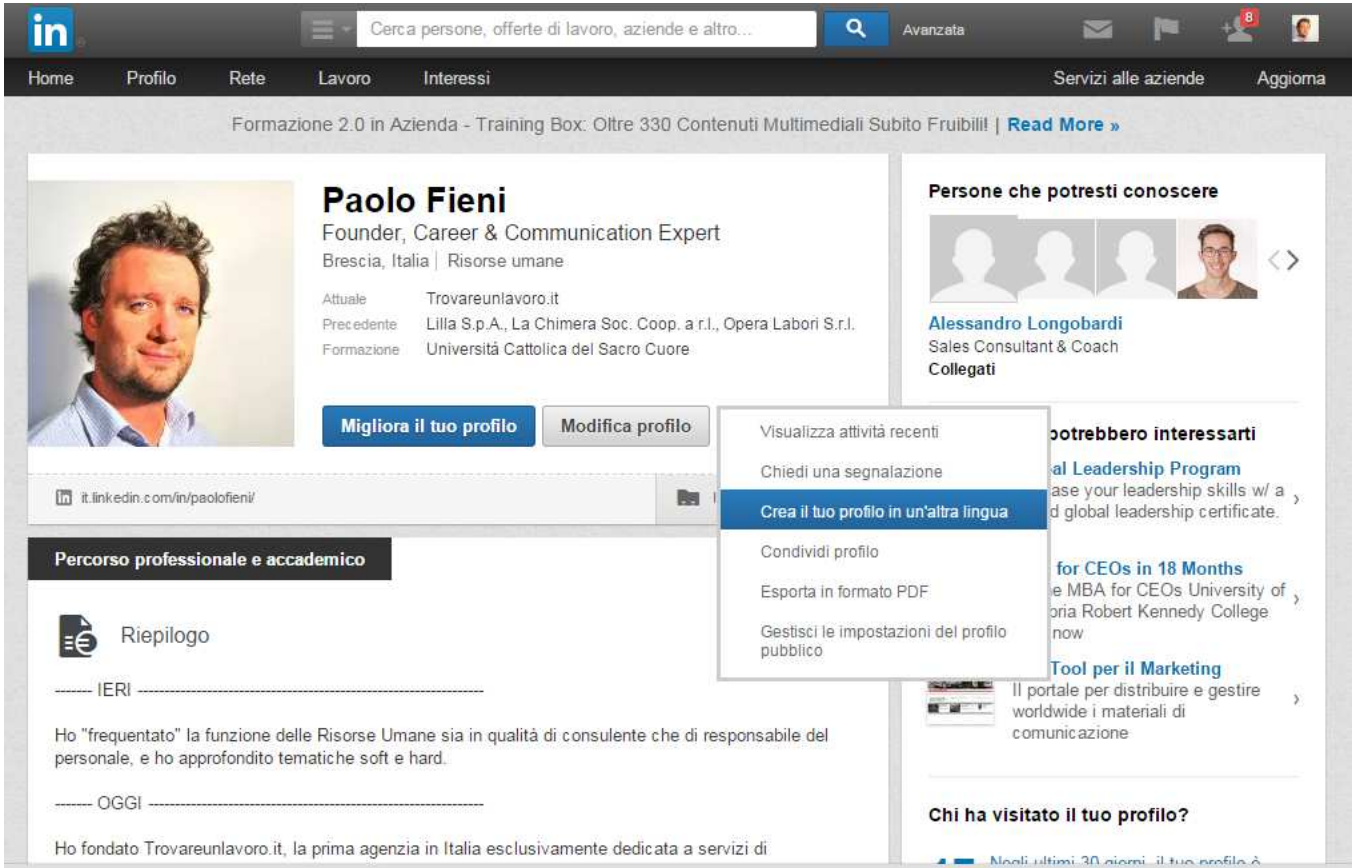

Education
Add education
School *
University of San Di
University of California, San Diego
Greater San Diego Area
University of San Diego
Greater San Diego Area
University of San Diego School of Law
Greater San Diego Area
University of California, San Diego - School of Medicine
University of California, San Diego - School of International Relations and Pacific Studies (IR/PS)
University of California, San Diego - The Rady School of Management
Greater San Diego Area
Examples: Alpha Phi Omega, Chamber Chorale, Debate Team
Description
See examples
Save
Cancel

LinkedIn


Cerca persone, offerte di lavoro, aziende e altro...
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Profilo
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Interessi
Servizi alle aziende
Aggiorna
Formazione 2.0 in Azienda - Training Box: Oltre 330 Contenuti Multimediali Subito Fruibili! | Read More »
Paolo Fieni
Founder, Career & Communication Expert
Brescia, Italia | Risorse umane
Attuale Trovareunlavoro.it
Precedente Lilla S.p.A., La Chimera Soc. Coop. a r.l., Opera Labori S.r.l.
Formazione Università Cattolica del Sacro Cuore
Migliora il tuo profilo
Modifica profilo
Visualizza attività recenti
Chiedi una segnalazione
Crea il tuo profilo in un'altra lingua
Condividi profilo
Esporta in formato PDF
Gestisci le impostazioni del profilo pubblico
it.linkedin.com/in/paolofieni/
Percorso professionale e accademico
Riepilogo
------- IERI
Ho "frequentato" la funzione delle Risorse Umane sia in qualità di consulente che di responsabile del personale, e ho approfondito tematiche soft e hard.
------- OGGI
Ho fondato Trovareunlavoro.it, la prima agenzia in Italia esclusivamente dedicata a servizi di
Persone che potresti conoscere
Alessandro Longobardi
Sales Consultant & Coach
Collegati
potrebbero interessarti
al Leadership Program
ase your leadership skills w/ a
d global leadership certificate.
for CEOs in 18 Months
e MBA for CEOs University of
oria Robert Kennedy College
now
Tool per il Marketing
Il portale per distribuire e gestire worldwide i materiali di comunicazione
Chi ha visitato il tuo profilo?

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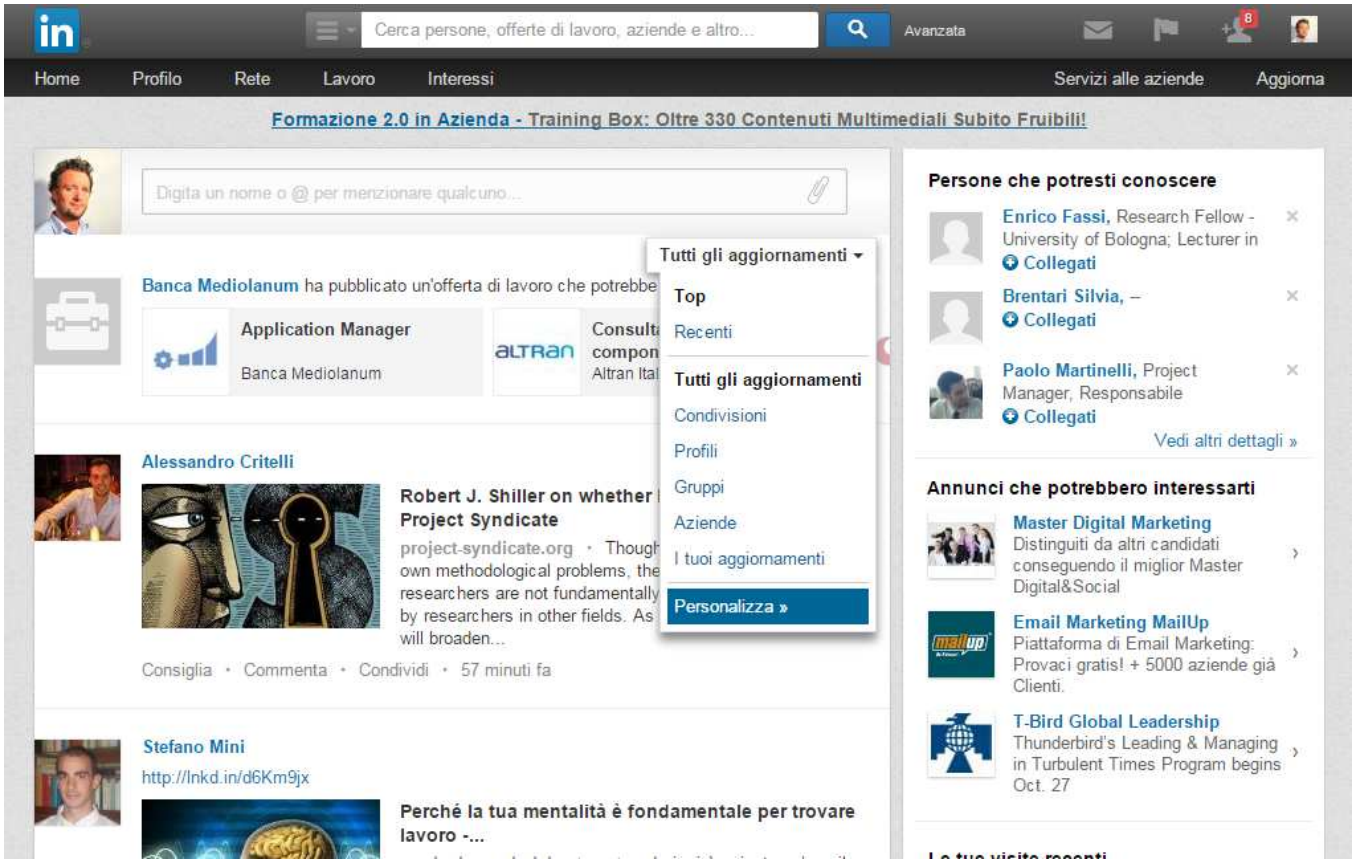
Cerca persone, offerte di lavoro, aziende e altro...
Avanzata
Home
Profilo
Rete
Lavoro
Interessi
Servizi alle aziende
Aggiorna
Formazione 2.0 in Azienda - Training Box: Oltre 330 Contenuti Multimediali Subito Fruibili!
Digita un nome o @ per menzionare qualcuno...
Tutti gli aggiornamenti
Top
Recenti
Tutti gli aggiornamenti
Condivisioni
Profili
Gruppi
Aziende
I tuoi aggiornamenti
Personalizza »
Banca Mediolanum ha pubblicato un'offerta di lavoro che potrebbe
Application Manager
Banca Mediolanum
Alessandro Critelli
Robert J. Shiller on whether
Project Syndicate
project-syndicate.org
Consiglia · Commenta · Condividi · 57 minuti fa
Stefano Mini
http://lnkd.in/d6Km9jx
Perché la tua mentalità è fondamentale per trovare lavoro -...
Persone che potresti conoscere
Enrico Fassi, Research Fellow - University of Bologna; Lecturer in
Collegati
Brentari Silvia, –
Collegati
Paolo Martinelli, Project Manager, Responsabile
Collegati
Vedi altri dettagli »
Annunci che potrebbero interessarti
Master Digital Marketing
Distinguiti da altri candidati conseguendo il miglior Master Digital&Social
Email Marketing MailUp
Piattaforma di Email Marketing: Provaci gratis! + 5000 aziende già Clienti.
T-Bird Global Leadership
Thunderbird's Leading & Managing in Turbulent Times Program begins Oct. 27

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Email Marketing MailUp - Piattaforma di Email Marketing: Provaci gratis! + 5000 aziende già Clienti.
Paolo Fieni
Founder, Career & Communication Expert
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Modifica esperienza
Modifica formazione
Modifiche completate
303
collegamenti
it.linkedin.com/in/paolofieni/ Modifica
Modifica le informazioni di contatto
Percorso professionale e accademico
Riepilogo
Modifica
------- IERI ----------
Ho "frequentato" la funzione delle Risorse Umane sia in qualità di consulente che di responsabile del personale, e ho approfondito tematiche soft e hard.
------- OGGI ----------
Ho fondato Trovareunlavoro.it, la prima agenzia in Italia esclusivamente dedicata a servizi di
le/public-profile-settings?trk=prof-edit-edit-public_profile
Consigliato per te
Esperienza
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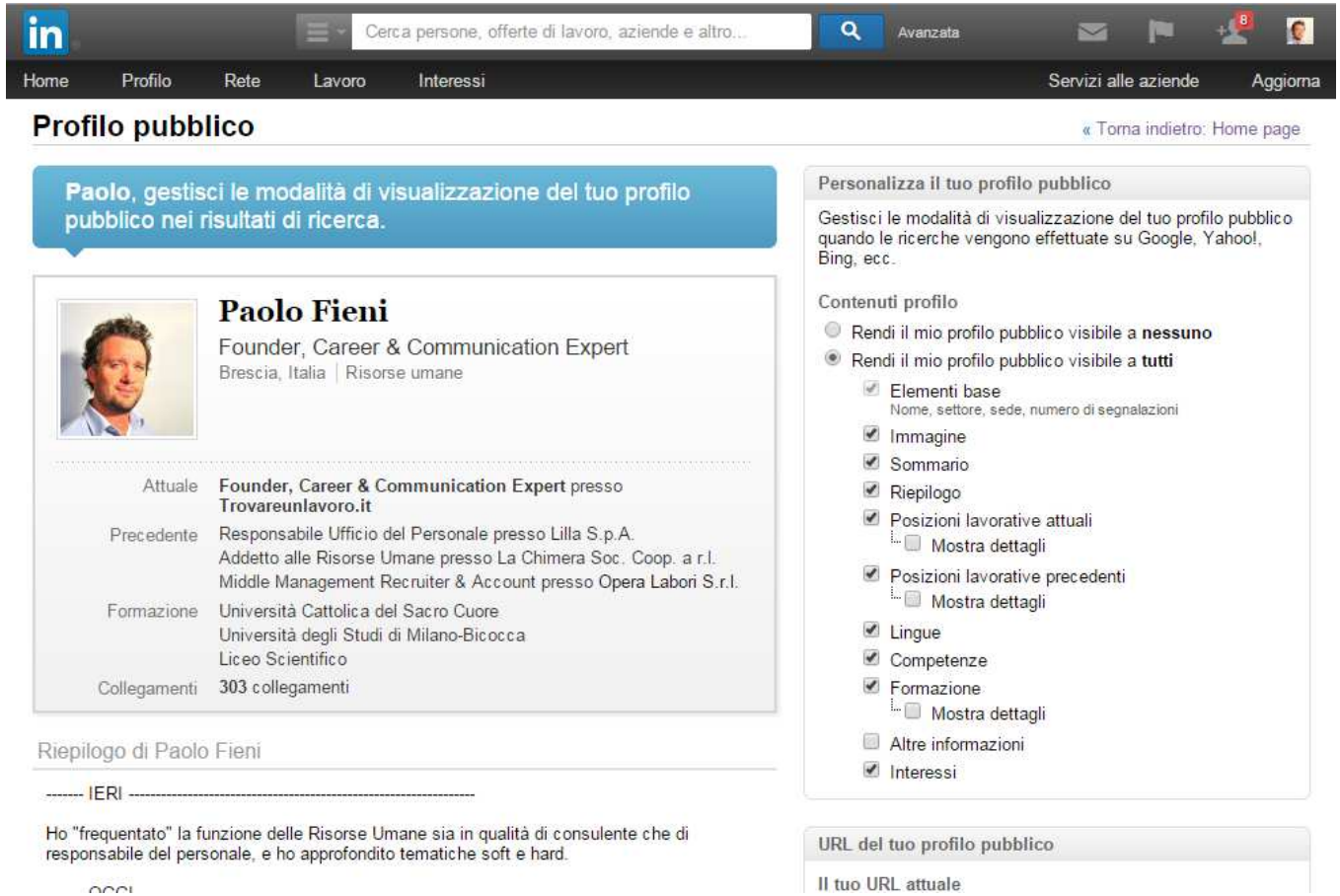
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Paolo, gestisci le modalità di visualizzazione del tuo profilo pubblico nei risultati di ricerca.
Paolo Fieni
Founder, Career & Communication Expert
Brescia, Italia | Risorse umane
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Founder, Career & Communication Expert presso Trovareunlavoro.it
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Responsabile Ufficio del Personale presso Lilla S.p.A.
Addetto alle Risorse Umane presso La Chimera Soc. Coop. a r.l.
Middle Management Recruiter & Account presso Opera Labori S.r.l.
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Liceo Scientifico
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303 collegamenti
Riepilogo di Paolo Fieni
------- IERI ----------
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Riepilogo
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Mostra dettagli
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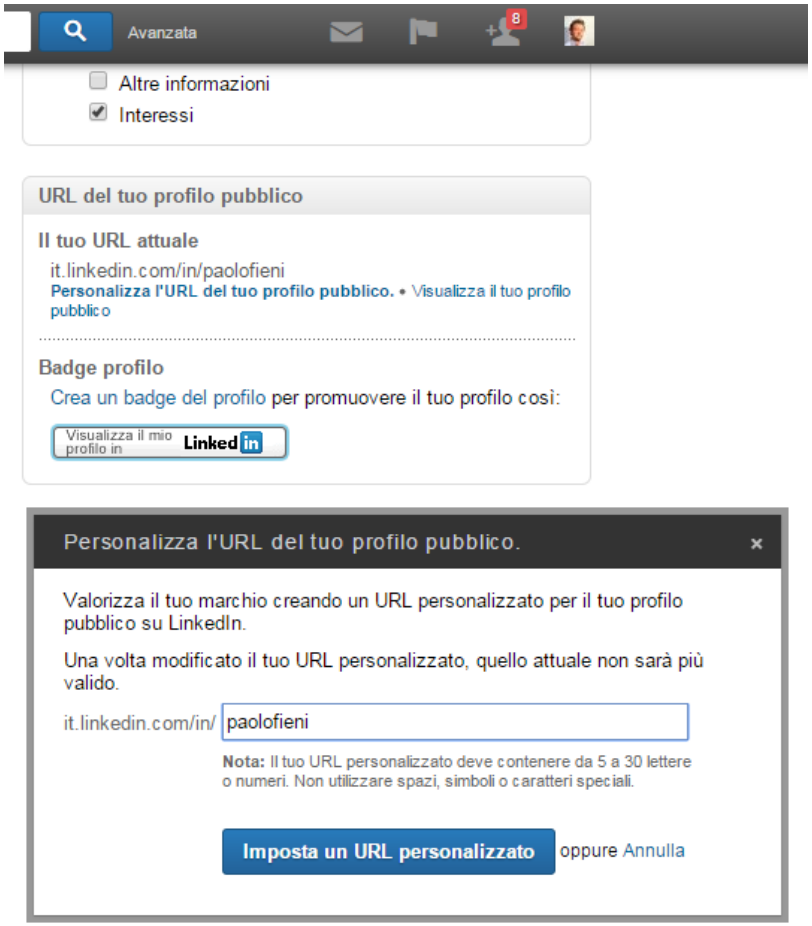
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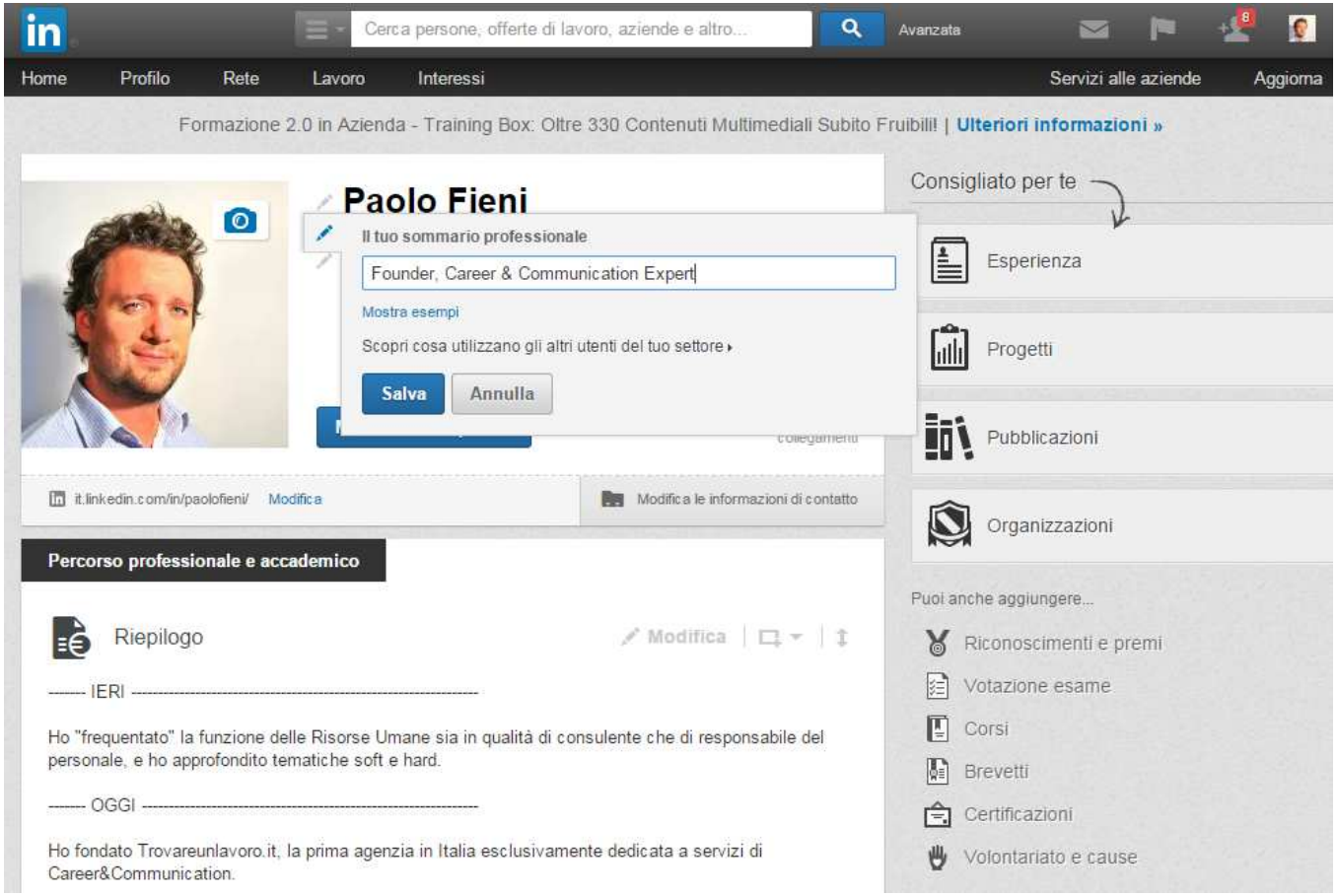
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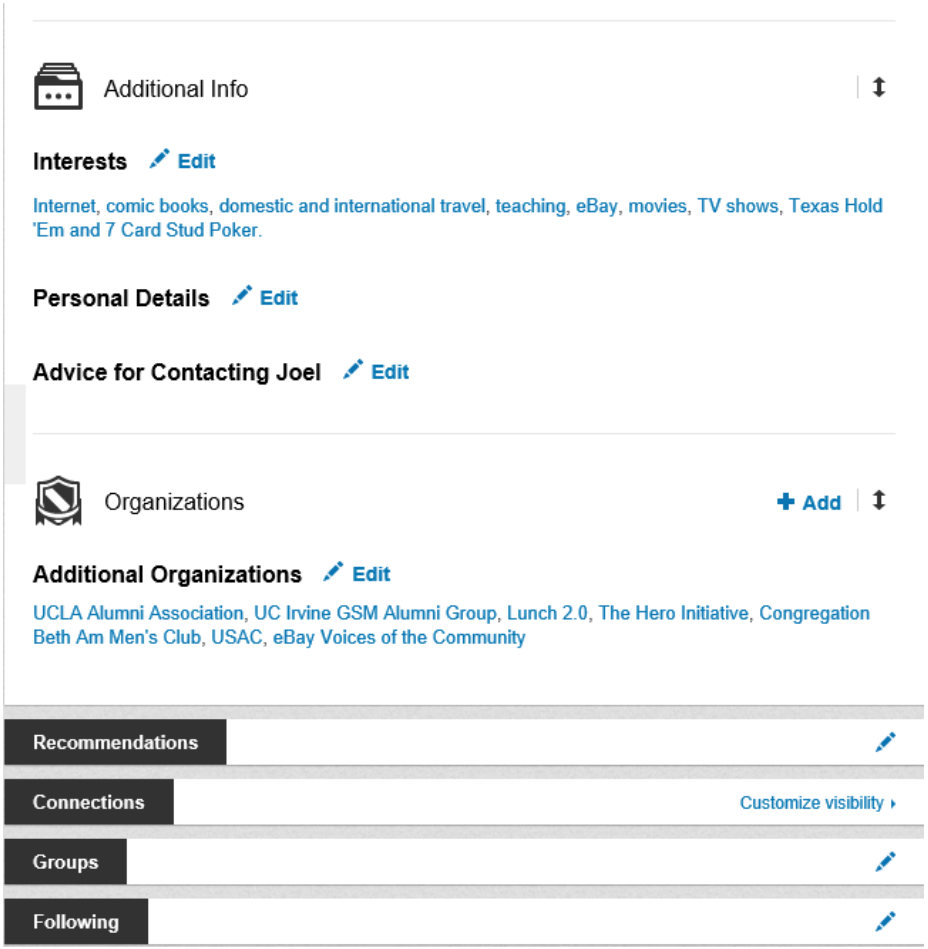
Additional Info
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Internet, comic books, domestic and international travel, teaching, eBay, movies, TV shows, Texas Hold 'Em and 7 Card Stud Poker.
Personal Details
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Organizations
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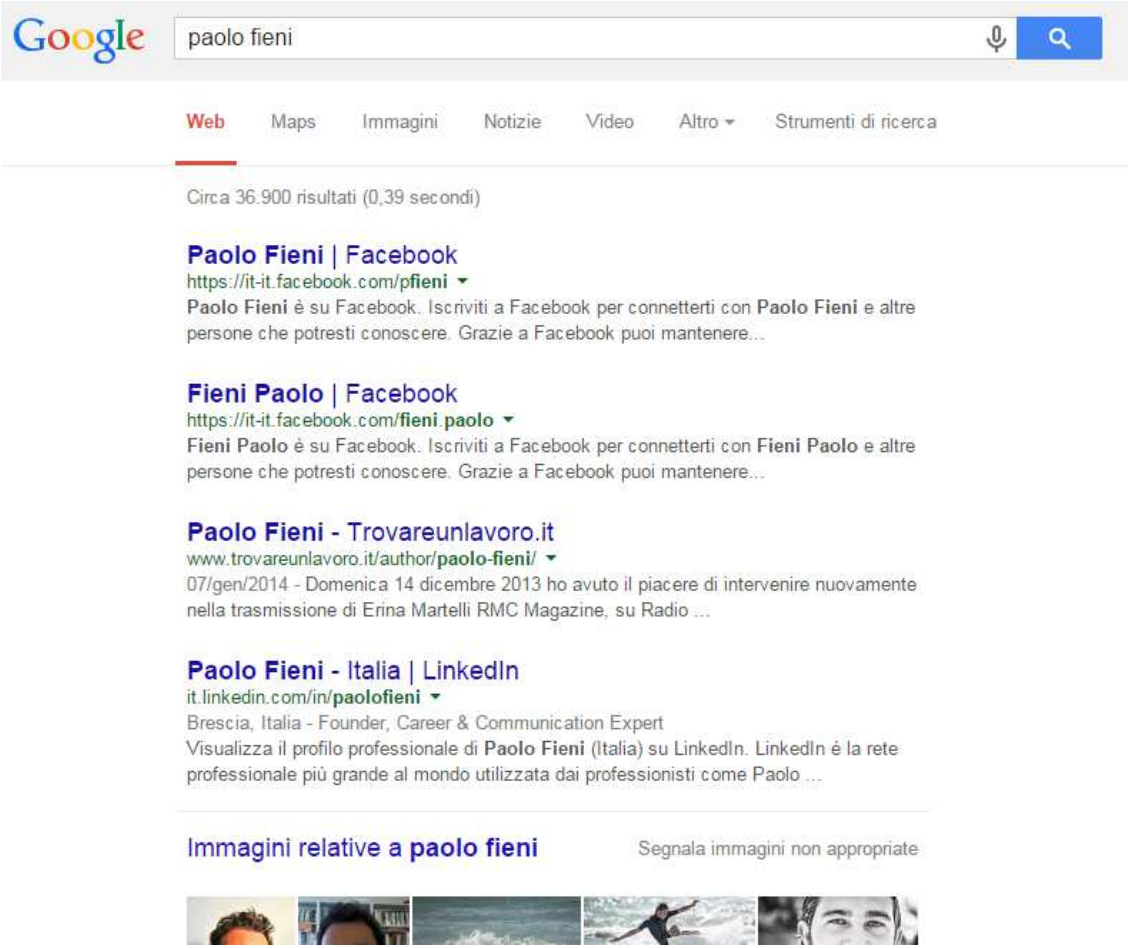
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07/gen/2014 - Domenica 14 dicembre 2013 ho avuto il piacere di intervenire nuovamente nella trasmissione di Erina Martelli RMC Magazine, su Radio ...
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Immagini relative a paolo fieni
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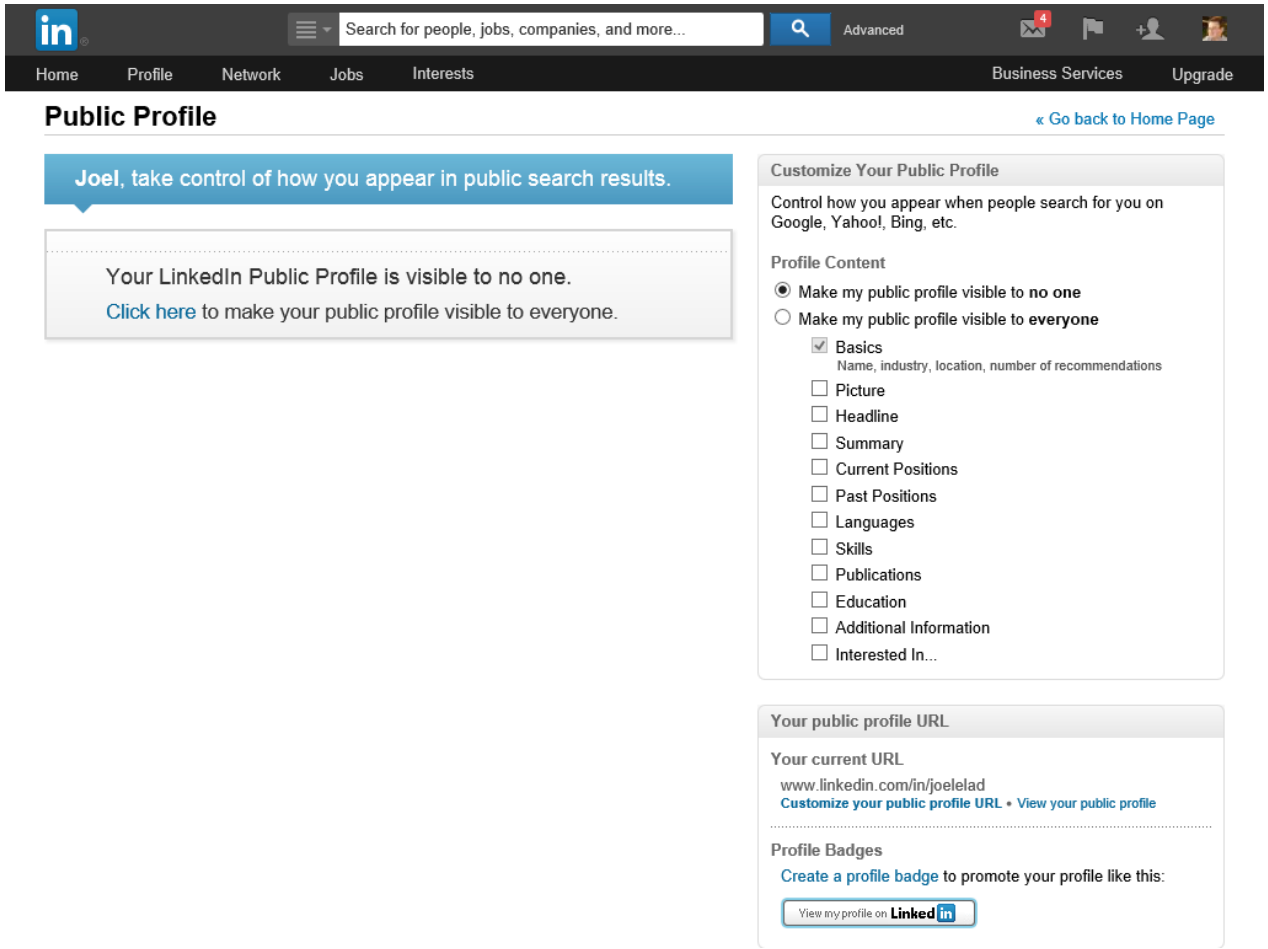
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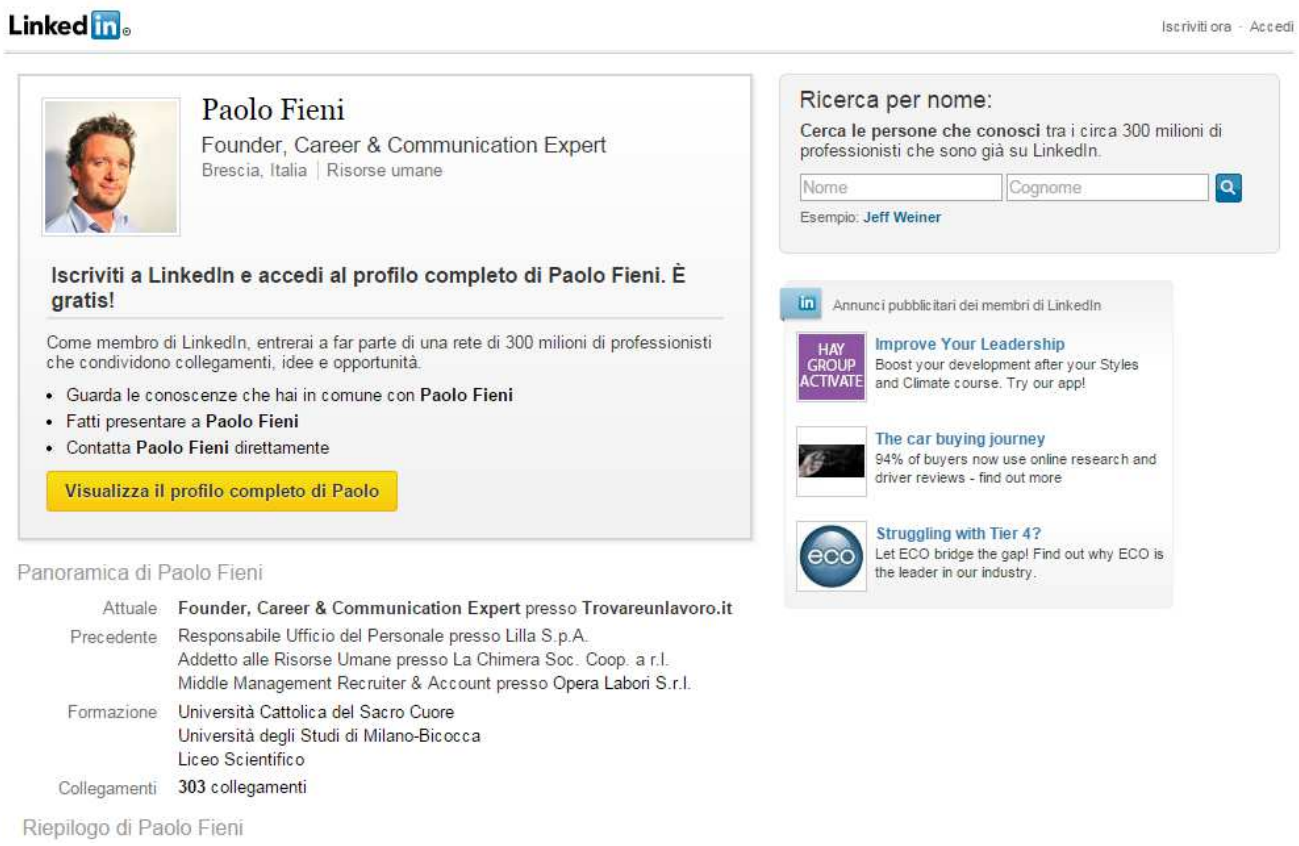
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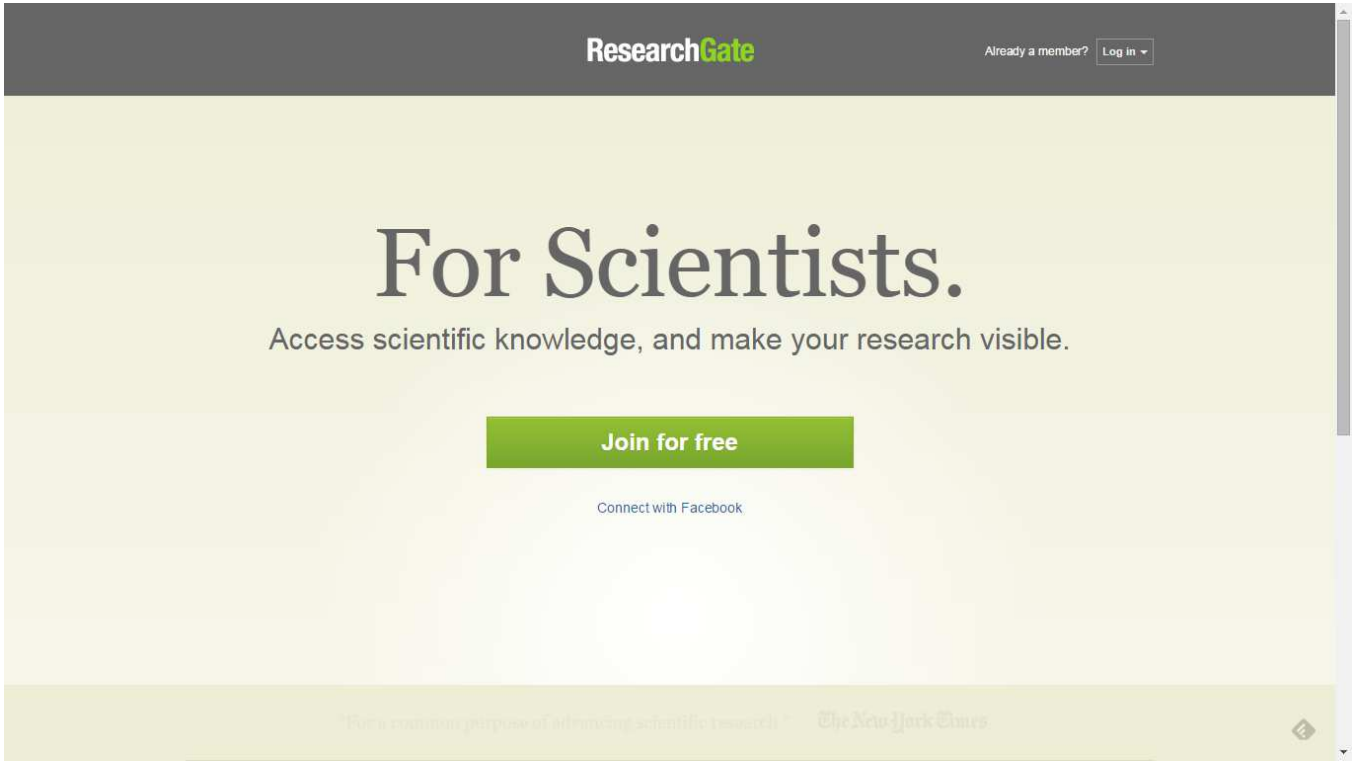

ResearchGate

"ResearchGate is the leading professional network for scientists."

American Scientist, Aug, 2010

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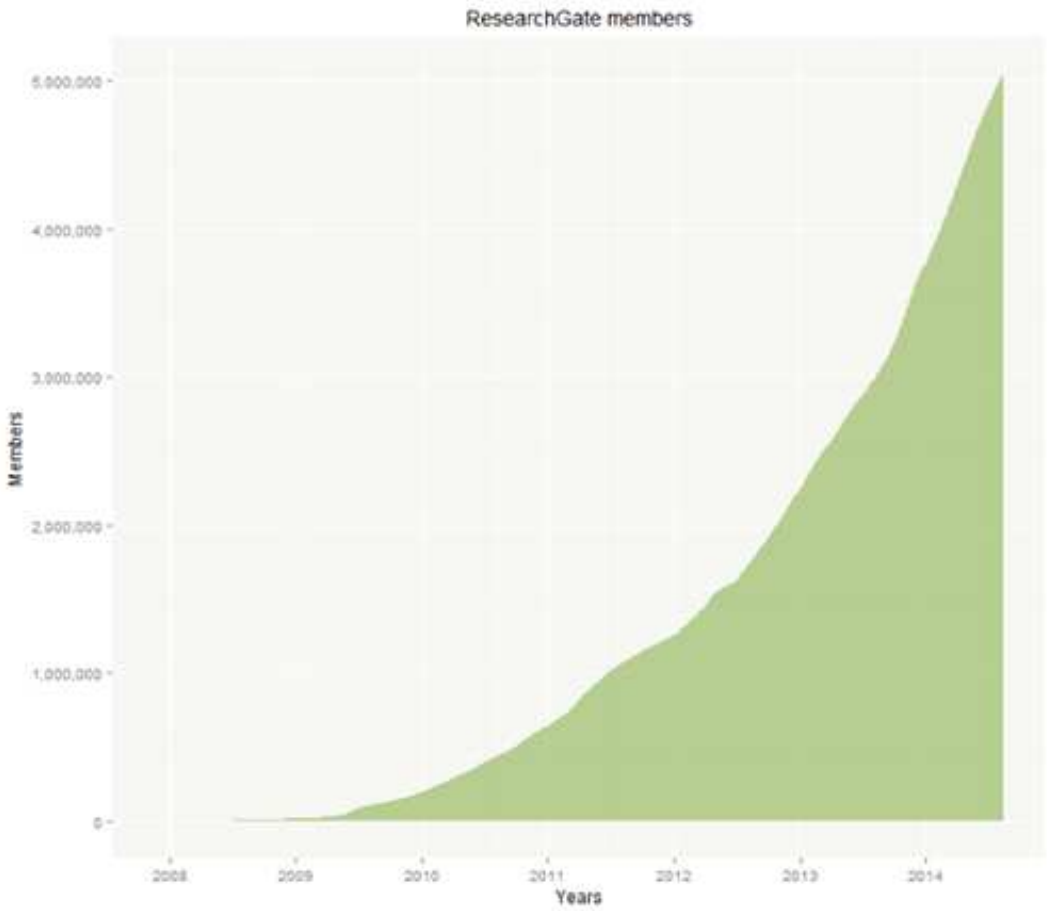

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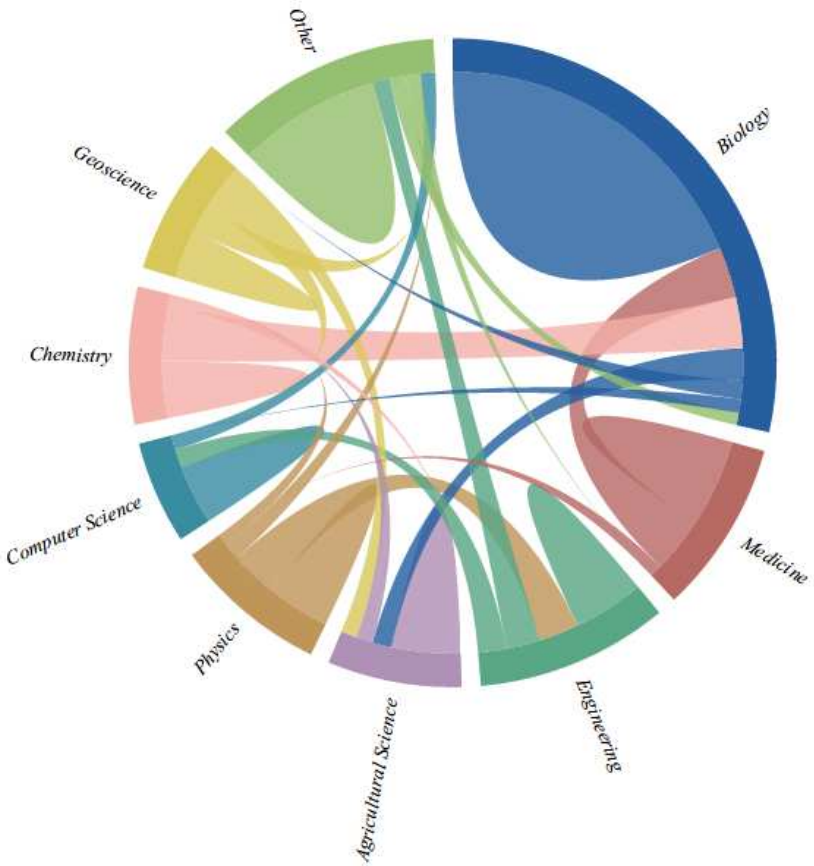

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Medicine	9.28%
Engineering	10.33%
Agricultural science	7.19%
Physics	8.26%
Computer science	5.52%
Chemistry	7.36%
Geoscience	7.42%
Other	13.86%

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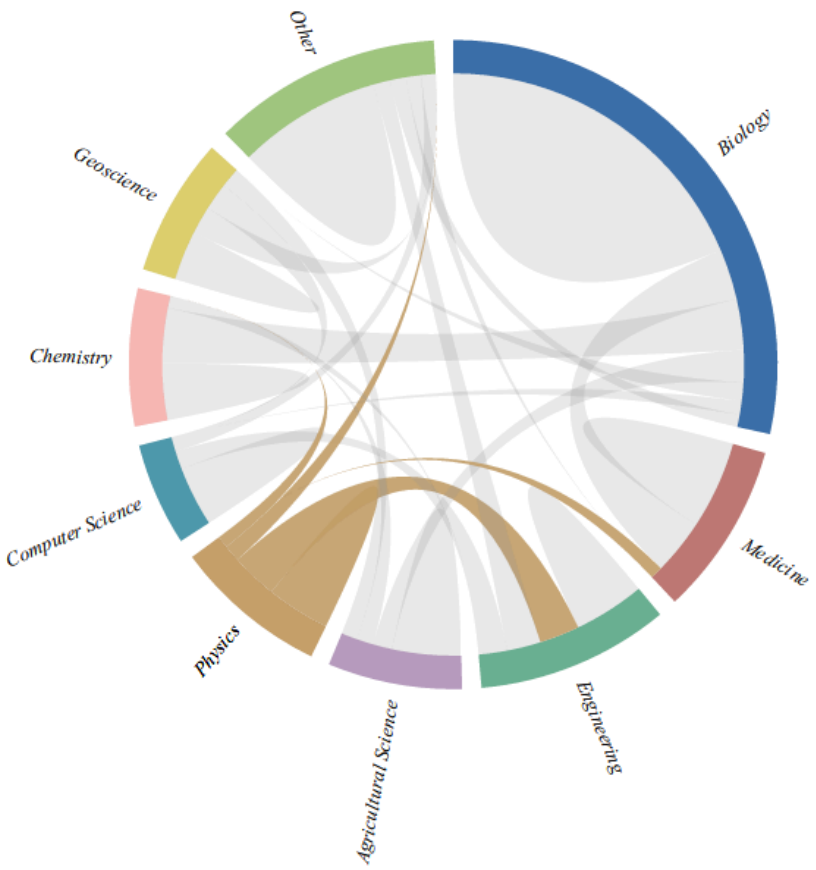

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Other	13.86%

ResearchGate

Monday, January 21, 2013

ResearchGate: A Dynamic Collaborative Network for Scientists and Researchers

Dr. Ijad Madisch, Founder
ResearchGate

Editor's note: Launched four years ago, ResearchGate is a professional network for scientists and researchers, enabling them to collaborate as well as conduct and publish research. In this interview, the company's founder, Dr. Ijad Madisch, explains the benefits of the network and discusses how the company started from a vision and grew to more than two million customers.

SandHill.com: Please describe your company and how it originated.

Ijad Madisch: When I was working in the lab a few years back, I hit a stumbling block. It was hard to find an expert on the topic who could help me. Looking around, I noticed how inefficiently scientists were communicating their research and distributing their findings. That's when I had the idea for ResearchGate. I wanted to change how the system works, make it faster and more efficient in order to drive scientific progress.

We launched ResearchGate in May 2008 in Boston, Massachusetts. Today, we're headquartered in Berlin, Germany.

We're not part of an established market; we're leading the way to a new, dynamic and interactive way of conducting and publishing research. Researchers and scientists are our "customers," although this term is misleading in our case, because they use our services free of charge. Today, more than 2.3 million researchers and scientists from all over the world share their results and collaborate on ResearchGate.

ResearchGate

SandHill.com: How does your company/product drive business value for scientists and researchers?

Ijad Madisch: We're not a typical business enterprise, so we don't drive our customers' business value in a traditional sense. Researchers do profit greatly from our services, though. ResearchGate helps scientists to distribute their findings and to make a name for themselves. If they're active on the network — for example, by sharing their publications with the community and the rest of the Web, or by interacting with other researchers — they increase their visibility and up the chance to get their science seen and recognized by a wider range of people. This in turn means that they gain attention from fellow scientists as well as from funding agencies and other relevant stakeholders.

To make it easier for the scientists and researchers to put scientific achievements into perspective, we recently launched a dynamic and interactive metric for scientific reputation. The "RG Score" follows a novel approach: researchers get the chance to make every part of their work count, whether it has been published in a peer-reviewed journal or not, and whether it's a full-fledged article, a raw data set or negative results from an experiment. The RG Score builds on and supplements previous scientific metrics and allows a more holistic view of researchers' work at a glance.

ResearchGate

SandHill.com: What is the most interesting way you have used social media platforms to acquire customers or employees?

Ijad Madisch: We're a social network ourselves. A lot of applications we get come from researchers and computer engineers who are already members of the network before they apply to ResearchGate. Of course, we also use other social media channels. Twitter and Facebook are great ways to connect the research community with an even broader audience.

We take interesting discussions from the network and tweet them. This way, people who like science but are not necessarily signed up to ResearchGate learn what's happening on the network. We get a lot of feedback through Twitter as well. This one is my favorite from today: "ResearchGate I frickin love you! best nerdy website ever"(@diamondsparker).

ResearchGate

SandHill.com: What is something you've wanted to do for a long time but haven't done yet?

Ijad Madisch: The one thing I've wanted to do for a long time but haven't gotten around to has to do with research, of course. I'd like to pick one specific question, gather all available data sets from various sources and research fields, conduct an extensive meta-analysis and come to a conclusion. This used to be incredibly difficult because access to relevant information was often restricted. With ResearchGate, we're building a community that lets us pull all assets together and find answers to important questions, crossing all different kinds of borders, be it nationality or research field.

ResearchGate

- **Scientific profile** (research CV)
  - Interessi di ricerca
  - Studi
  - Progetti
  - Esperienze
  - Contatti
  - Altro
- **Library**
  - Libri
  - Articoli
  - Capitoli di libri
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ResearchGate

- **Publications**
  - Ricerca di letteratura scientifica in 7 tra i principali database e più di 1000 Open Access database contemporaneamente (es. Pubmed, ArXiv, IEEE e CiteSeer)
  - Possibilità per i lettori di commentare e interagire con autore e community
- **Self-archiving publications**
  - Possibilità di caricare gli articoli già pubblicati sulle riviste e verificare in modo automatizzato quali versioni dei loro articoli possono essere caricati legalmente
- **Events**
  - Raccolta e pubblicazione di eventi e conferenze scientifiche a livello internazionale

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- **Search Jobs**
  - Opportunità da settore privato (in particolare dai settori farmaceutico, chimico, delle biotecnologie e dell'ingegneria)
  - Da università e centri di ricerca (PhD programs)

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Ijad Madisch

Massachusetts General Hospital
Biology, Medicine, Computer Science

+ Follow

68 Impact points | 36 Publications | 681 Followers | 507 Following

Info
Publications
Blog

Bi Cs Me

Research keywords
Radiology, Adenoviruses, Vector Design, Adenoviral Vector Design

Research skills
Culturing DNA Amplification (PCR) DNA Purification Sequencing (fluoreszence labeled

Publications — Show All (36)

Unique sequence features of the Adenovirus 31 complete genomic sequence are conserved in clinical isolates

Authors: Soeren Hofmayer, Ijad Madisch, Sebastian Darr, Fabienne Rehren, Albert Heim
BMC genomics. 11/2009; 10(1):557. (published)

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"ABSTRACT: BACKGROUND: Human adenoviruses (HAdV) are causing a broad spectrum of diseases. One of the most severe forms of adenovirus infection is a disseminated disease resulting in signific..."

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Cristina Ion likes this publication.

Research Experience

Jan, 2005 — RSNA Young Investigator Prize (Medical Student) - High-Resolution CT Imaging of Tissue-engineered Bone Growth: Correlation between Imaging,Bio-mechanical Strength, and Protein Transcription Analysis.

Education

Jan, 2006 — SPSS Introduction Course, Medical School of Hannover

Contact Details

Business: | Institution: Massachusetts General Hospital

Following

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Groups
- Feedback
- BMEP - IALS
- Methods
- Bone group
- Adenoviral Research

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Library

There are 35 publications in Ijad Madisch's library.

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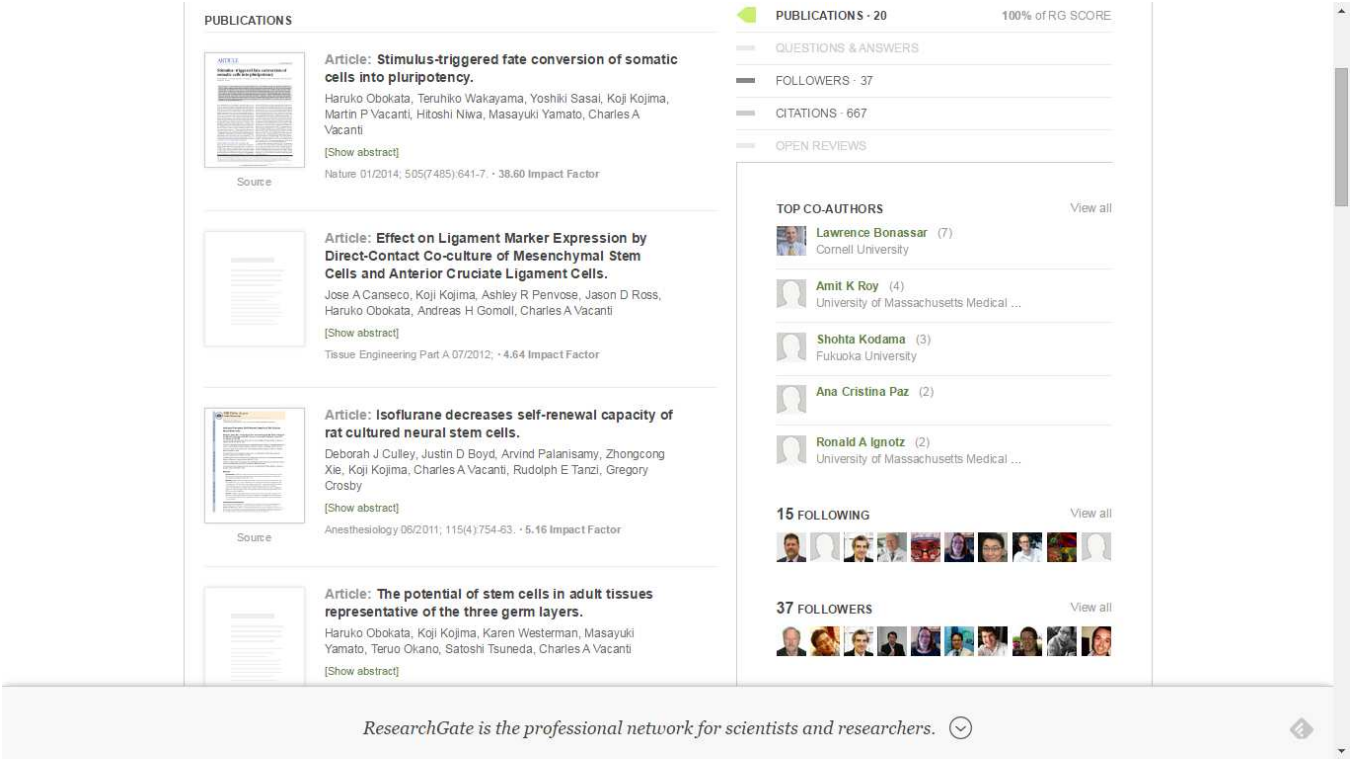

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SKILLS AND EXPERTISE (21)

Acute Myocardial Infarction | Ischemia-Reperfusion Injury | Vascular Medicine | Cardiovascular | Innate Immunity | Cardiac Function | Diabetes | Antibody Development | SOD | Platelet Aggregation | Platelets | Cardiovascular System | Ischemia | Platelet Activating Factor | Inflammation | Leukocytes | Myocardial Ischemia | Hypoxia | Heart | Pathology | Platelet Activation

TOPICS (15) View all

Pharmacology | Cardiology | Diabetology | Pathology | Cardiovascular System | Diabetes | Inflammation | Cardiovascular

RESEARCH EXPERIENCE

Dec 1993–present	Harvard Medical School · Department of Anesthesia · CETRI USA · Boston
Jul 1988–Dec 1993	University of California, Davis · Division of Cardiovascular Medicine USA · Davis
Aug 1984–Jun 1988	Thomas Jefferson University · Department of Anesthesiology USA · Philadelphia

OTHER

Other Interests	SCUBA, fishing, hunting, wine making

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Publications

VIEWS LAST WEEK

87
Total views

Views by country

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15 Germany

3 France

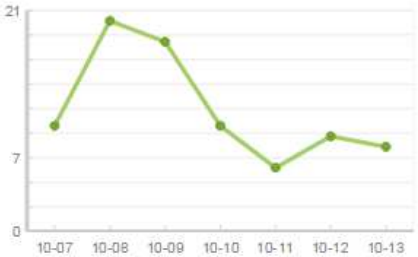
Views by institution

15 ResearchGate

2 Instituto Tecnológico y de Est...

1 Royan Institute

PUBLICATION VIEWS daily / weekly



TOP PUBLICATION VIEWS last week / total

Stimulus-triggered fate conversion of somatic cells into pluripotency.
Nature 01/2014; 505(7485):641-7.
62 Views

The potential of stem cells in adult tissues representative of the three germ layers.
Tissue Engineering Part A 09/2010; 17(5-6):607-15.
6 Views

Lidocaine inhibits NIH-3T3 cell multiplication by increasing the expression of cyclin-dependent kinase inhibitor 1A (p21).
Anesthesia and analgesia 12/2008; 107(5):1592-7.
3 Views

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Total publication views

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2
Total dataset downloads

147
Total full-text requests

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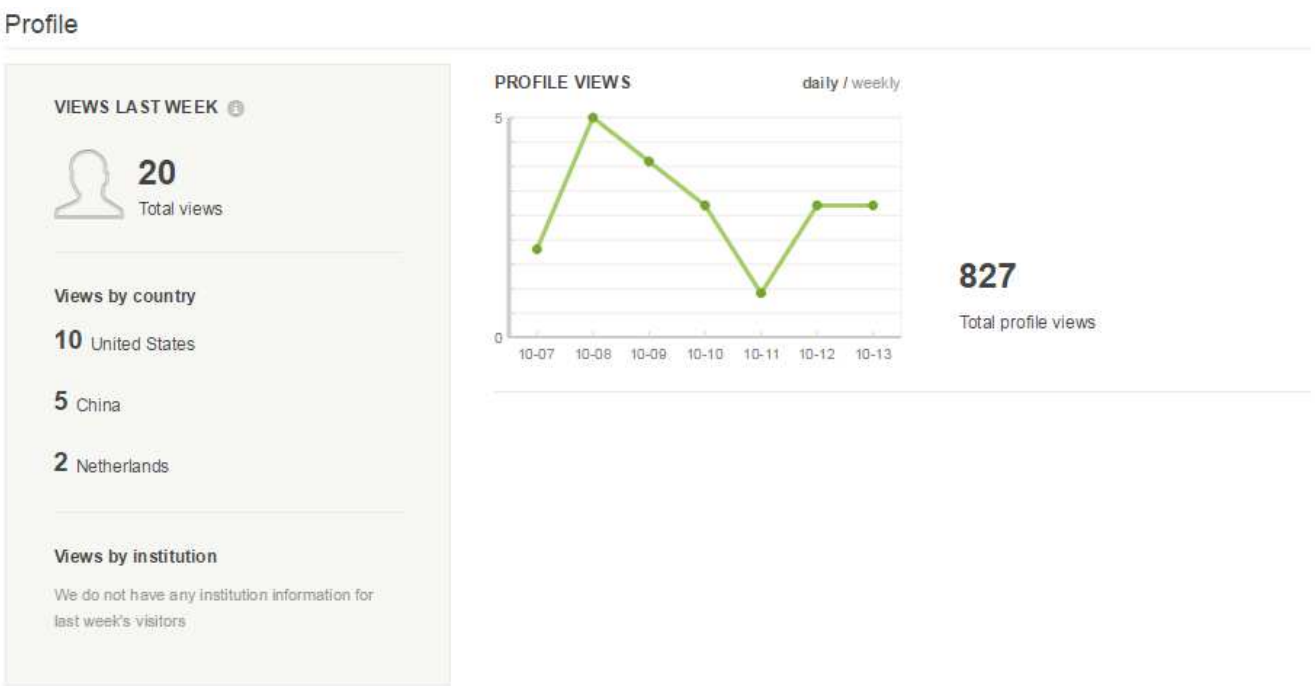

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Prolactin to induce pregnancy in mice

Nicole Krawiec (65 comments) · Harvard Medical School

Hello colleagues, I would like to manipulate female mice to induce pseudo-pregnancy by injection of Prolactin. Is anyone familiar with this procedure because I have no idea if I would need to inject Prolactin several constitutive days at which dose to really induce pregnancy-induced mammary gland development? Furthermore, does anyone know how far Prolactin goes OR let me ask it this way: Will Prolactin induce the pregnancy-dependent mammary gland development until the step of milk production or will it stop at an earlier stage of gestation? Thanks already for any comments and your help! Nicole

I like this!

Mar 11, 2011 9:05 am · Report as inappropriate · Post comment

Mark Howard-Banks (274 comments) · St.Josephs PG and Research Centre

Dear Nicole,

I dont have much information about this but certainly I had read something about it on wilkiepedia when I was finding some information about Polycystic Ovarian disease in women.Increased levels of prolactin have been suggested to delay ovulation and this is also considered one of the reasons for hindering the conceiving process in some women apart from the harmonal imbalance.

your next question when does prolactin develop? It is the principal harmone to develop during the middle trimesters of pregnancy however I am not sure whether this process stops in between.But I also do have a question how do lactating mothers keep on producing milk till the neonate is 6 months old.I am also aware of the role of oxytocin.Guess this process is simply amazing to study.I am sorry if i am deviating from your way of experimentation but I feel it will help us to understand the progress of this important phenomenon.

Add Your Comment

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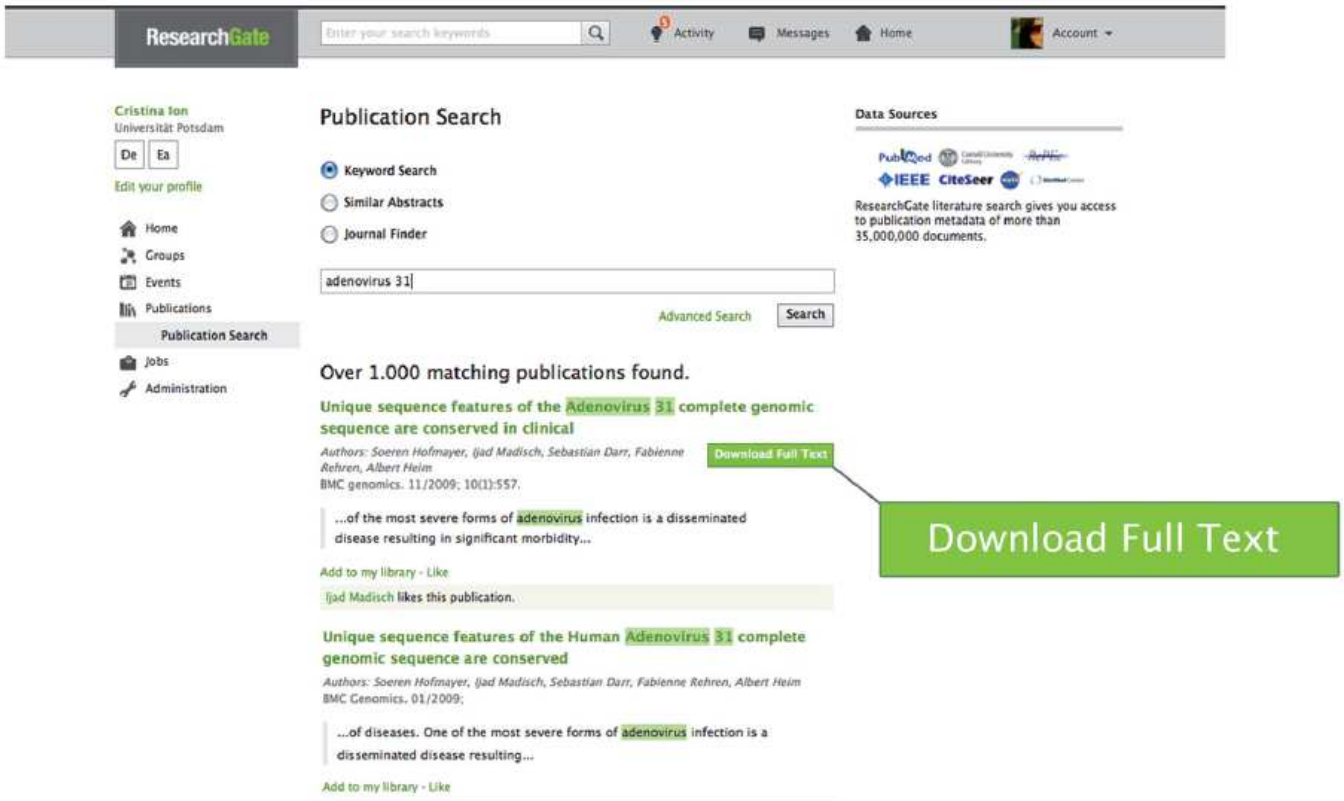
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Unique sequence features of the Adenovirus 31 complete genomic sequence are conserved in clinical
Authors: Soeren Hofmayer, Ijad Madisch, Sebastian Darr, Fabienne Rehren, Albert Heim
BMC genomics. 11/2009; 10(1):557.
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Unique sequence features of the Human Adenovirus 31 complete genomic sequence are conserved
Authors: Soeren Hofmayer, Ijad Madisch, Sebastian Darr, Fabienne Rehren, Albert Heim
BMC Genomics. 01/2009;
...of diseases. One of the most severe forms of adenovirus infection is a disseminated disease resulting...
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CAMBRIDGE NEUROSCIENCE

Home » Events

The Cambridge Neural Stem Cell Symposium

Sep 5, 2011 – Sep 6, 2011 | **Cambridge, United Kingdom**

Location
Fisher Building, St Johns College Cambridge, Cambridge, United Kingdom

Start date
Sep 5, 2011

End date
Sep 6, 2011

Science disciplines
Neuroscience

Keywords
Neuroscience, Stem Cell Research

Event type
Congress

Visit the Website

Cambridge Neuroscience and the Cambridge Stem Cell Initiative are interdisciplinary research consortia based at the University of Cambridge with considerable synergy existing between the two. Together we are jointly hosting the Cambridge Neuroscience Stem Cell Symposium, 5th-6th September, 2011 at St. Johns College, Cambridge to highlight the recent advances in this field (both at home and internationally), to encourage further collaborations and interactions in the area and to stimulate and to enthuse many young scientists and graduate students working in this area.

Poster and oral presentation abstracts accepted. Please indicate that you would like to submit an abstract whilst registering for this event.

The two day Cambridge Neural Stem Cell Symposium promises an outstanding line-up of local and international speakers. The symposium has been structured around six sessions, eachfocussing on one of the key stem cell neurobiology themes including:
* Stem Cells for diseases
* Defining the neural stem cell niche
* Neural stem cells in the adult brain
* Steering fate choices of neural stem cells
* The specification of neural stem cells

With Plenary Lectures by:

Dr. Fiona Doetsch, Assistant Professor, Pathology & Cell Biology, Neuroscience, Neurology, Columbia University, USA

Area of Research: Stem Cell Biology, Cell Specification & Differentiation

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Robin Ali
Institute of Ophthalmology, University College London, UK

Arturo Alvarez-Buylla
University of California, San Francisco

Arturo Alvarez-Buylla
University of California, San Francisco

Roger Barker
Department of Clinical Neurosciences, Cambridge Centre for Brain Repair, University of Cambridge, UK

…

CAMBRIDGE NEUROSCIENCE

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The Cambridge Neural Stem Cell Symposium

Sep 5, 2011 – Sep 6, 2011 | **Cambridge, United Kingdom**

- Info
- Followers
- **Sessions**
- Speakers
- Discussions

View sessions of talks associated to this event.

Day One:

Monday, Sep 5, 2011 (8:30 am – 11:59 pm)

08:30 am – 09:00 am

Registration and Refreshments

09:00 am – 11:00 am

Session One: Neural Stem Cells in the adult brain

Arturo Alvarez-Buylla, Prof., University of California, San Francisco | Helena Mira, Dr., Carlos III Health Institute, Madrid, Spain | Jonas Frisén, Prof., MD, Karolinska Institutet, Sweden | Gerd Kempermann, Prof., Center for Regenerative Therapies, Dresden, Germany

11:00 am – 11:30 am

Refreshments

11:30 am – 01:30 pm

Session Two: The Specification of Neural Stem Cells

Yoshiki Sasai, Dr., Director of the Organogenesis and Neurogenesis Group, Centre for Developmental Biology, RIKEN, Hyogo, Japan | Oliver Brüstle, Dr., Director of the Institute of Reconstructive Neurobiology, University of Bonn, Germany | Andrea Brand, Prof., Department of Physiology, Development and Neuroscience, Wellcome Trust/Cancer Research UK Gurdon Institute of Cancer and Developmental Biology, University of Cambridge, UK | Steven Pollard, Dr., Cancer Group, University College London, UK

Location
Fisher Building, St Johns College Cambridge, Cambridge, United Kingdom

Start Date
Sep 5, 2011

End Date
Sep 6, 2011

Science Disciplines
Neuroscience

Keywords
Neuroscience, Stem Cell Research

Event Type
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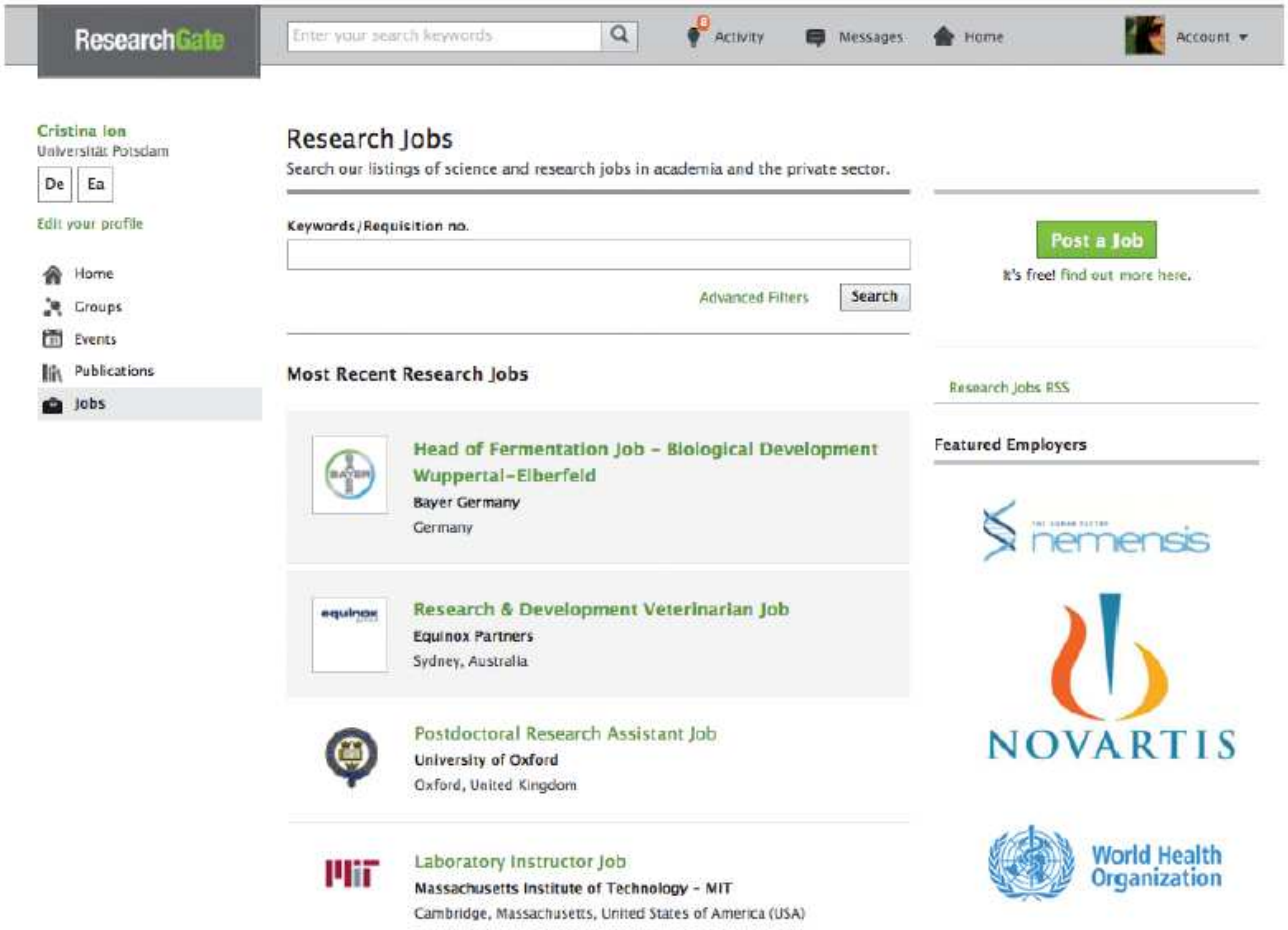
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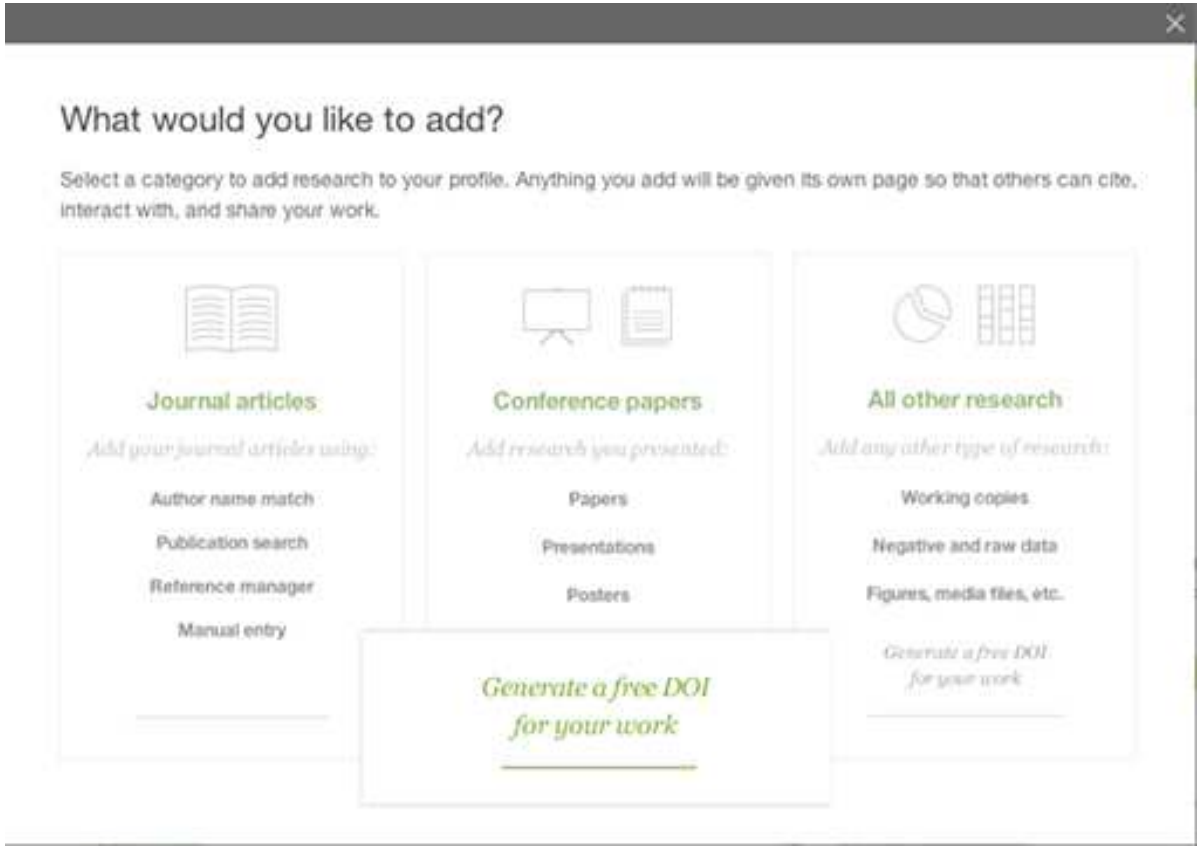

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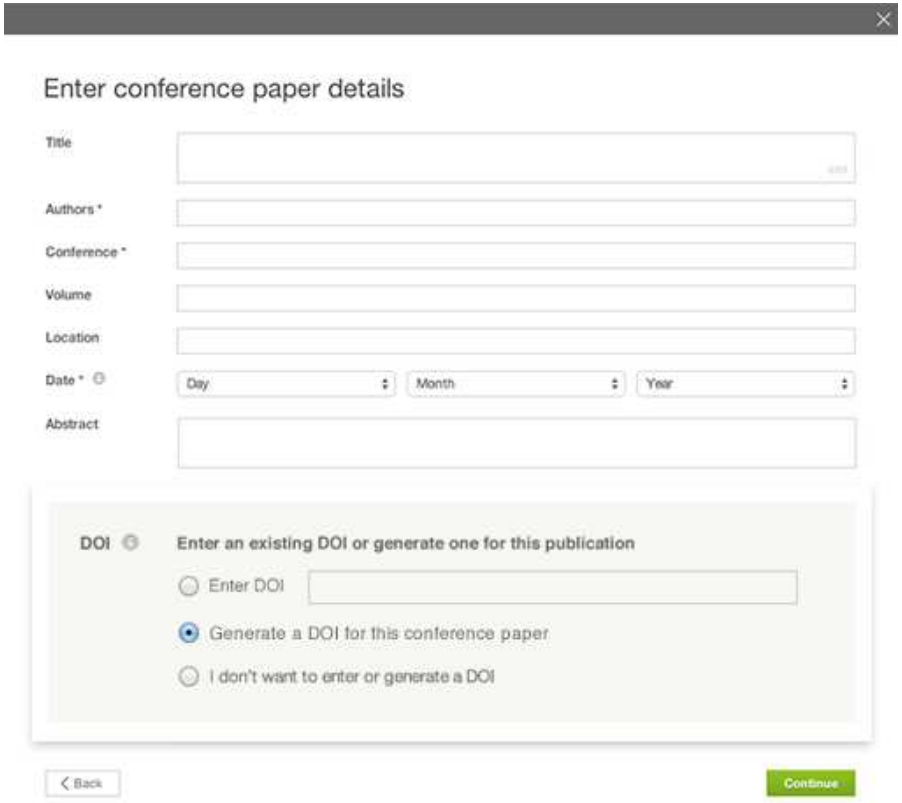

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Published by Jan Brase on 13 August 2014 - 10:05am

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Yes	0
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Yes	0
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Yes	0
No	1
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Do the authors provide an interesting discussion, and are the findings novel?	
Yes	1
No	0
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Are the interpretations and conclusions justified by the results?	
Yes	0
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Review of article:

Dapoxetine for Premature Ejaculation: a Harmful Placebo?

Frederik Feys, dirk devroey

REVIEWER

Wilco C H Jacobs
Leiden University Medical Centre

OVERVIEW

Reproducible

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Created Aug 07, 2014

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Are the tools and methods appropriately applied, and are the data correct? Partly

The protocol of this review was not publicly published on conception.
Prospective definitions of the methods increase the validity of the findings.
Non-Cochrane review protocols can be registered at the Prospero database.
The search appears to me limited in sensitivity. It is highly dependent on the use of the drug name as a text word.
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Koji Kojima
Brigham and Women's Hospital

Article

Stimulus-triggered fate conversion of somatic cells into pluripotency.

Haruko Obokata | Teruhiko Wakayama | Yoshiki Sasai
Koji Kojima | Martin P Vacanti | Hitoshi Niwa [more]

Nature (Impact Factor: 38.6). 01/2014; 505(7485):641-7. DOI: 10.1038/nature12968
Source: PubMed

ABSTRACT Here we report a unique cellular reprogramming phenomenon, called stimulus-triggered acquisition of pluripotency (STAP), which requires neither nuclear transfer nor the introduction of transcription factors. In STAP, strong external stimuli such as a transient lo... [more]

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Have the analyses, including any statistical analyses, been performed appropriately and rigorously? Yes

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Members of the School of Business and Economics are adviced to maintain a web presence to showcase themselves not only to prospective students and academics but to the global community. New internet technology empowers millions of people around the planet to share, inspire and connect what is important to them. Recent tools and services are available to make everybody, regardless of their technical background, not only a consumer but producer of digital content. In more recent years, user-centered networks for niche audiences, connected hundreds of thousands of individuals with the goal to create value. The school's efforts to take part in the value creation of todays future equaly rests on the ability of its members to harness the empowering synergies eminating from ICT. For this reason the school promotes the use of the following platforms among its members:

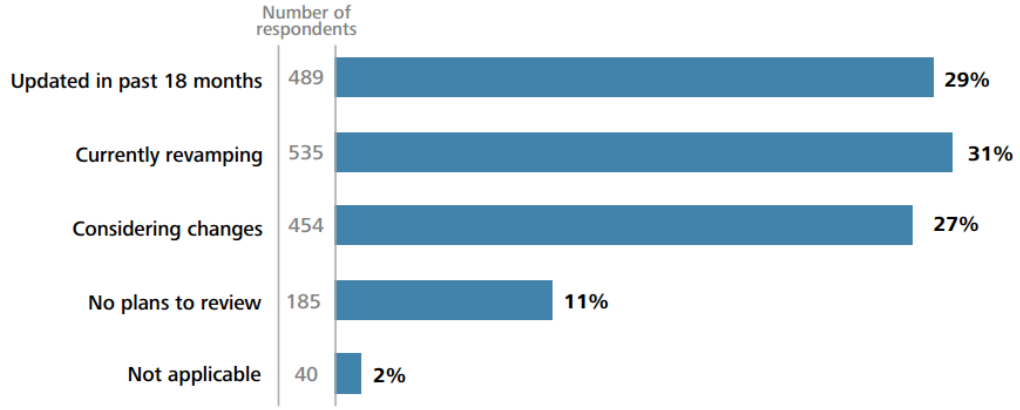
academia.edu
who's researching what

ResearchGATE
scientific network

Social media
Ricerca Deloitte

Figure 1. Most companies reviewing or changing sourcing and recruiting

"When did you last revamp or reengineer your talent acquisition process and strategy?"



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Social media

- Social media is an important technological trend that has big implications for how researchers (and people in general) communicate and collaborate.
- Researchers have a huge amount to gain from engaging with social media in various aspects of their work.
- One of the most important things that researchers do is to find, use and disseminate information, and social media offers a range of tools which can facilitate this.

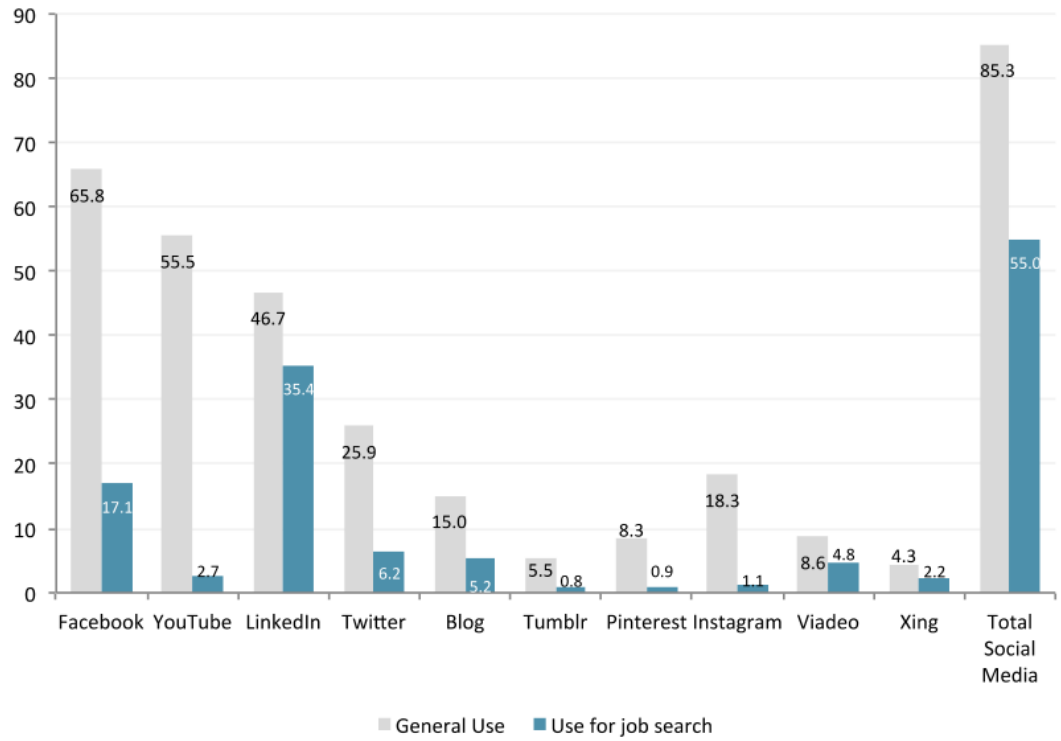
Social media

- Social media can change the way in which you undertake research, and can also open up new forms of communication and dissemination.
- It has the power to enable researchers to engage in a wide range of dissemination in a highly efficient way.

Social media
Ricerca Adecco

Fig. 1 – Social Media Used in General and for Job Search.
% Value. Total Survey, 2014.

Notes: (1) General use also includes job search usage. (2) Total Social Media is the percentage of respondents using at least one of the considered social media platforms.



Social media
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Tab. 2 – Use of Social Media for Job Search by Employment Status.
% Value. Total Survey, 2014.

Note: Total value also includes cases that have not provided information about their employment status.

Employment status	Use for job search
Employed	60.9
Unemployed and looking for work	63.6
Temporarily redundant	67.2
Looking for my first job	74.0
Total	**55.0**

Social media
Ricerca Adecco

Tab. 3 - Use of Social Media for Specific Job Search Activities.
% Value. Total Survey, 2014.
Notes: (1) The analysis of seekers born before 1946 (over 68 years old) has been omitted due to the limited sample size (28 respondents). (2) Multiple choice question.

	Personal branding	Distributing my CV	Professional networking	Searching for jobs	Submitting applications	Researching potential employers' pages	Check what other say about potential employers
Gender							
Female	41.4	51.3	57.7	68.5	51.1	60.7	51.8
Male	44.4	52.5	57.0	64.1	51.9	56.5	47.7
Year of birth							
1946-1964	37.8	55.4	52.9	66.5	54.1	56.0	43.6
1965-1980	43.1	53.3	56.0	65.9	52.3	57.4	47.1
After 1981	44.6	49.7	59.9	66.5	50.1	60.3	53.7
Level of education completed							
Less than High School	36.8	52.0	37.4	65.7	55.0	44.4	39.0
High School	36.1	45.2	44.0	62.2	48.1	48.3	42.3
College	47.4	55.2	66.0	67.8	52.5	64.7	53.6
Master or Doctoral Degree	52.5	62.4	80.5	74.6	57.0	78.4	67.1
Principal employment status							
Employed	46.8	53.7	65.1	68.0	50.6	64.1	54.3
Unemployed and looking for work	40.8	53.7	51.4	67.7	54.2	54.6	46.0
Total	**40.0**	**49.0**	**53.1**	**63.3**	**49.4**	**55.2**	**47.1**

Social media
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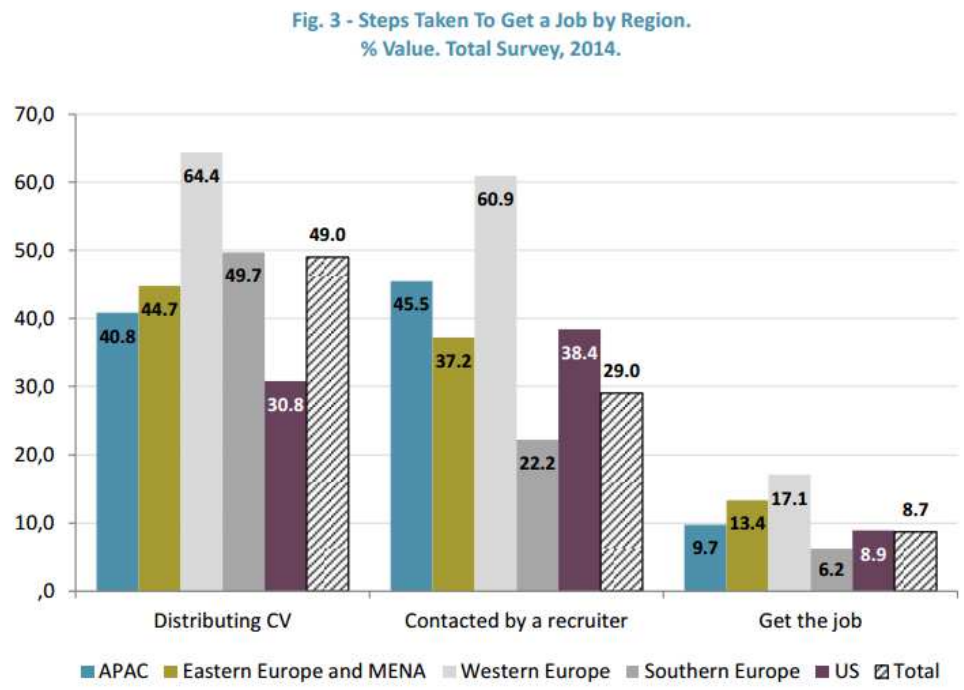

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Tab. 4 – Steps Taken to Get a Job by Socio-demographic Characteristics.
% Value. Total Survey, 2014.
Note: The analysis of job seekers born before 1946 (over 68 years old) has been omitted due to the limited sample size (28 respondents).

	Distributing CV	Contacted by a recruiter	Get the job
Gender			
Female	51.3	26.3	7.9
Male	52.5	32.2	9.7
Year of birth			
1946-1964	55.4	29.0	8.0
1965-1980	53.3	30.7	8.2
After 1981	49.7	27.7	9.5
Highest level of education completed			
Less than High School	52.0	19.0	6.8
High School	45.2	18.3	5.5
College	55.2	34.2	10.2
Master or Doctoral Degree	62.4	54.1	15.8
Principal employment status			
Employed	53.7	38.2	11.9
Unemployed and looking for work	53.7	22.2	5.9
Total	**49.0**	**29.0**	**8.7**

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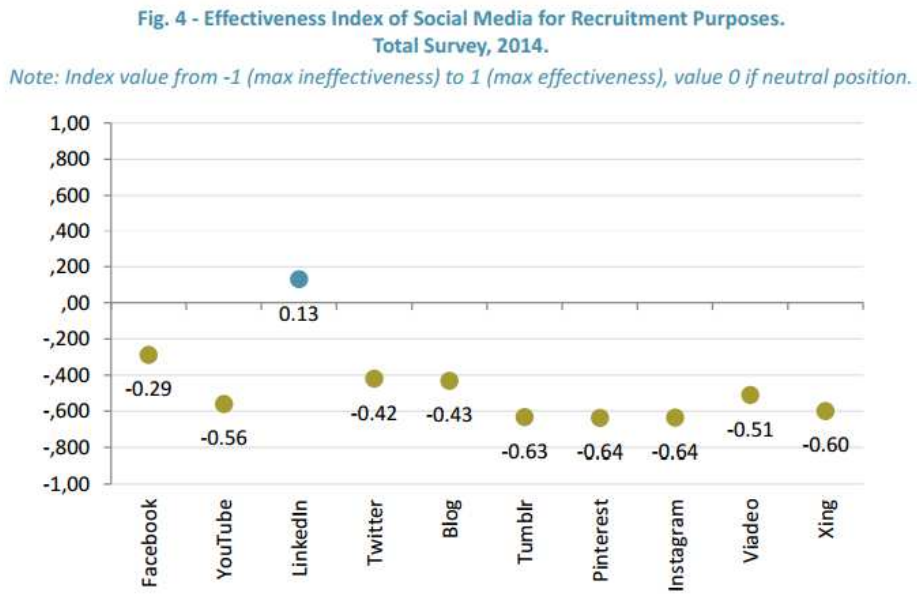

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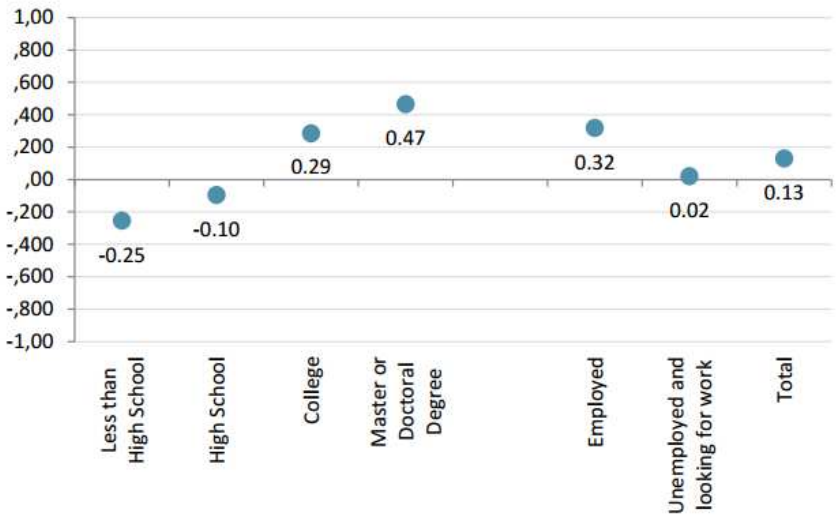
Fig. 7 - Effectiveness Index of LinkedIn for Recruitment Purposes by Highest Level of Education Completed and by Principal Employment Status.
Total Survey, 2014.
Note: Index value from -1 (max ineffectiveness) to 1 (max effectiveness), value 0 if neutral position.



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Tab. 7 – Career Related Information Contained in Social Media Profile: Index of Attendance. Total Survey, 2014.

Note: Index value from -1 (fully absent element) to 1 (very attendant element).

Rank	Elements on Social Media profile	Index
1°	Professional experience	0.33
2°	Personal information (marital status, gender...)	0.30
3°	Personality emerging from profile	0.16
4°	Number of contacts	0.10
5°	Hobbies and personal interests	0.04
6°	Pictures	0.02
7°	Content posted	0.01
8°	Professional prizes and awards	-0.03
9°	References and comments posted by others	-0.13

Social media
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Tab. 8 - Elements Posted on Social Media Profiles: Index of Attendance by Socio-demographic Characteristics. Total Survey, 2014.

Notes: (1) Index value from -1 (very unlikely) to 1 (very likely). (2) The analysis of job seekers born before 1946 (over 68 years old) has been omitted due to the limited sample size (28 respondents). (3) Multiple choice question.

	Informal selfie or tagged photo (e.g. wearing a swimsuit)	Controversial selfie / tagged photo (e.g. drinking alcohol)	Comments on controversial topics (e.g. illegal drugs)	Comments on participation in activities which are in violation of university or workplace policy
Gender				
Female	-0.54	-0.77	-0.61	-0.80
Male	-0.54	-0.74	-0.55	-0.74
Year of birth				
1946-1964	-0.77	-0.92	-0.68	-0.87
1965-1980	-0.65	-0.84	-0.59	-0.81
After 1981	-0.37	-0.63	-0.54	-0.71
Level of education completed				
Less than High School	-0.62	-0.82	-0.59	-0.76
High School	-0.60	-0.83	-0.56	-0.79
College	-0.50	-0.72	-0.58	-0.77
Master or Doctoral Degree	-0.42	-0.61	-0.66	-0.71
Principal employment status				
Employed	-0.48	-0.70	-0.60	-0.77
Unemployed and looking for work	-0.59	-0.81	-0.57	-0.78
Total	**-0.54**	**-0.76**	**-0.58**	**-0.77**

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Tab. 12 - Indicators Regarding the Use of Social Media by Level of Offline and Online Networks.
% Value. Total Survey, 2014.

Indicators about use of Social Media	Online network			Offline network			Total
	Weak	Medium	Rich	Weak	Medium	Rich	
Use of Social Media for job searching	45.1	69.5	74.3	45.7	67.3	73.6	**55.0**
Distributing CV	38.1	59.7	64.1	41.1	57.4	61.1	**49.0**
Contacted by a recruiter	17.2	31.6	39.7	21.9	29.5	34.6	**29.0**
Get the job	5.0	8.4	12.7	6.6	7.8	10.6	**8.7**

Social media
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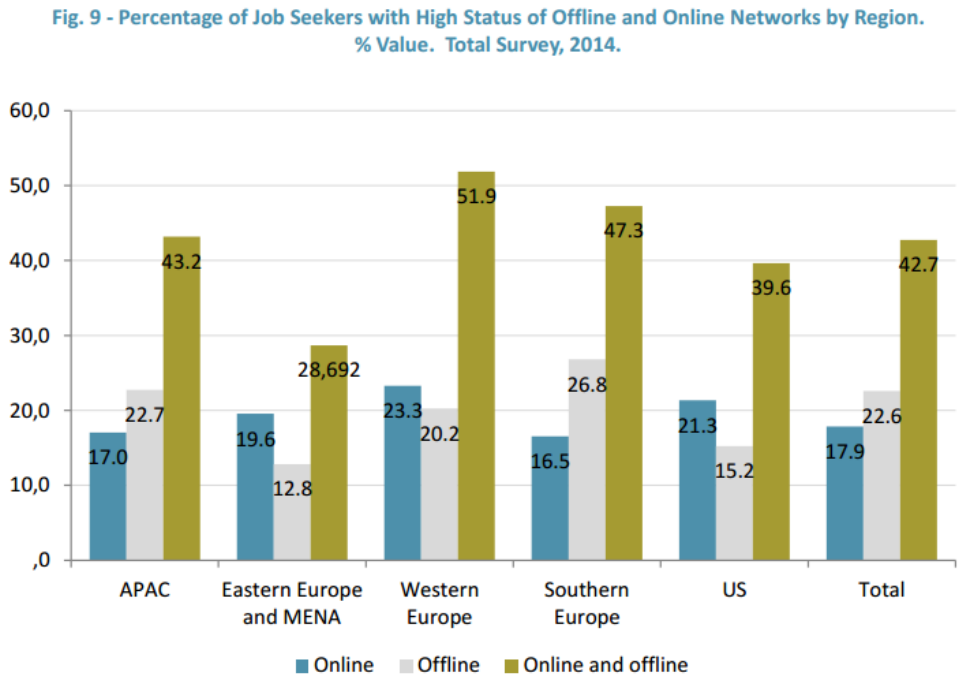

Social media
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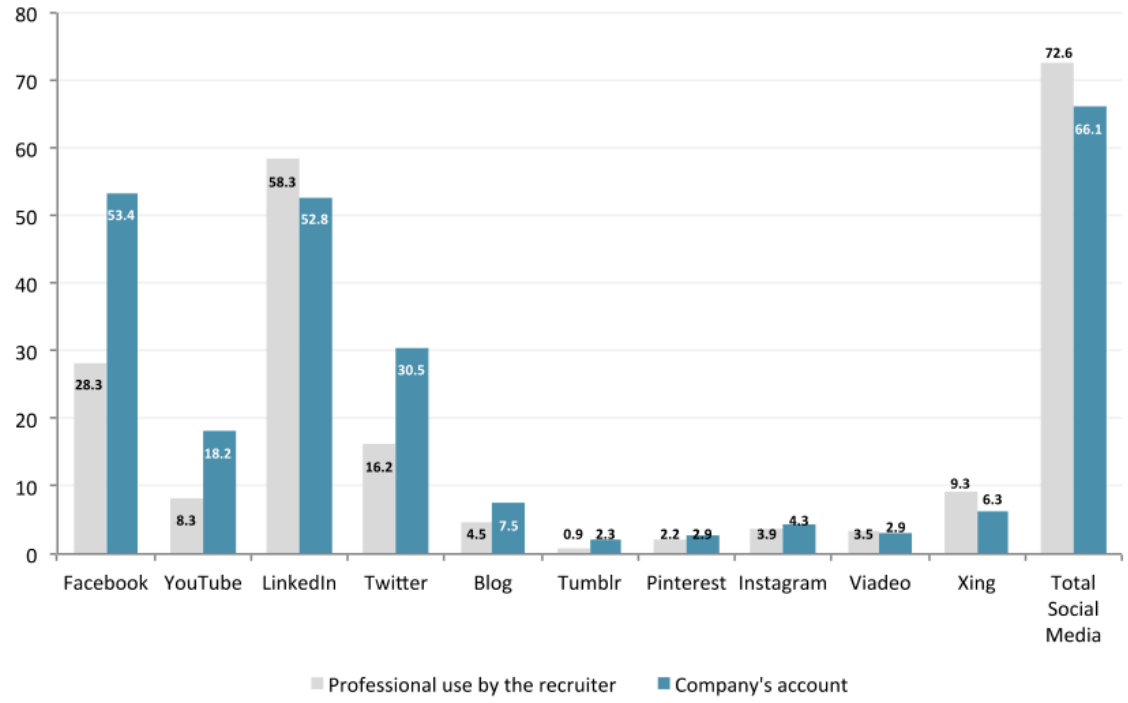
Fig. 1 - Accounts on Social Media for Professional Use and Active Company Presence on Social Media.
% Value. Total Survey, 2014.
Note: Total Social Media is the percentage proportion of respondents using at least one of the considered social media platforms.



Social media
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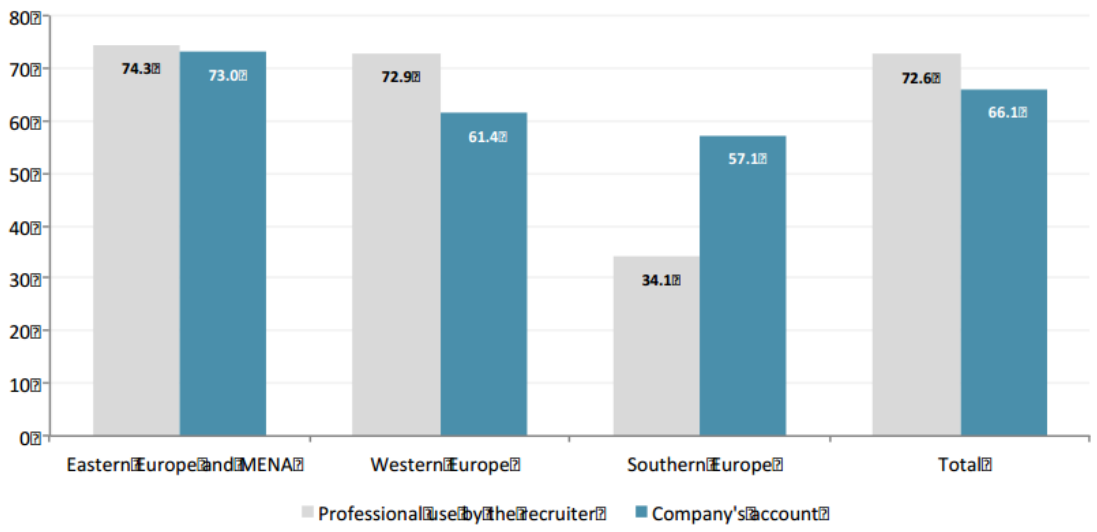
Fig. 2 - Accounts on Social Media for Professional Use and Active Company Presence on Social Media by Region.
% Value. Total Survey, 2014.



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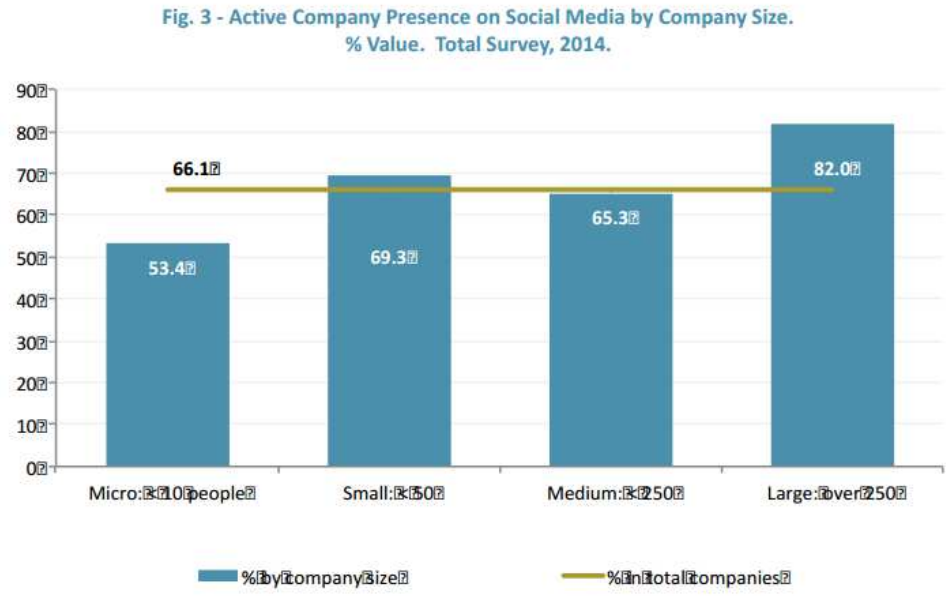

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Tab. 1 - Active Company Presence on Social Media by Industry.
% Value. Total Survey, 2014.

Rank	Industry	% Value
1°	Recruiting	91.7
2°	Telecommunications	77.3
3°	Chemicals	72.7
4°	Technology	72.6
5°	Media	71.4
6°	Health Care	65.2
7°	Travel & Leisure	63.6
8°	Utilities	62.5
9°	Financial Services	61.9
10°	Food & Beverage	58.3
11°	Insurance	57.1
12°	Basic Resources	54.5
13°	Automobiles & Parts	46.7
14°	Retail	45.8
15°	Construction & Materials	44.1
16°	Industrial Goods & Services	43.2
17°	Oil & Gas / Real Estate	40.0
18°	Personal & Household Goods / Banks	37.5
Total		**66.1**

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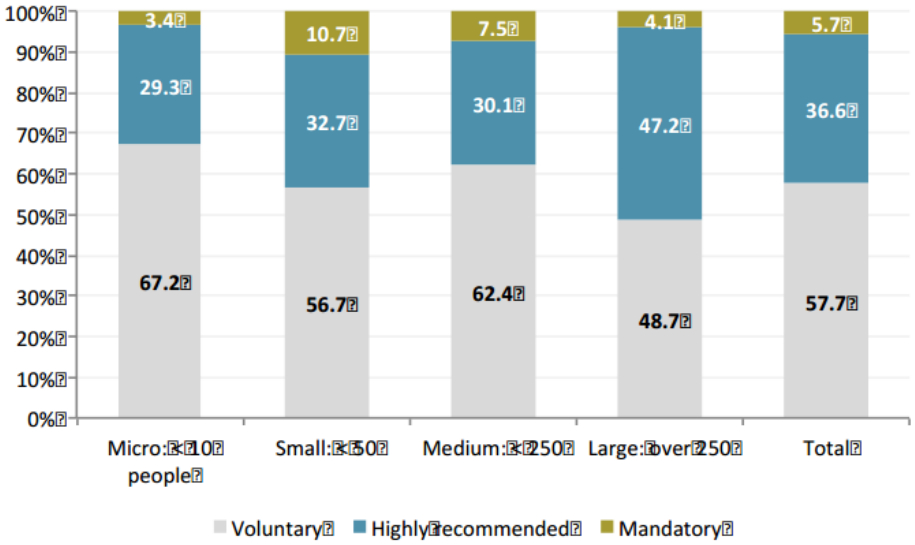
Fig. 5 – Directives Regarding Recruiters' Use of Social Media by Company Size.
% Value. Total Survey, 2014.



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Tab. 2 – Directives Regarding Recruiters' Use of Social Media by Industry:
% of "Highly Recommended or Mandatory".
% Value. Total Survey, 2014.

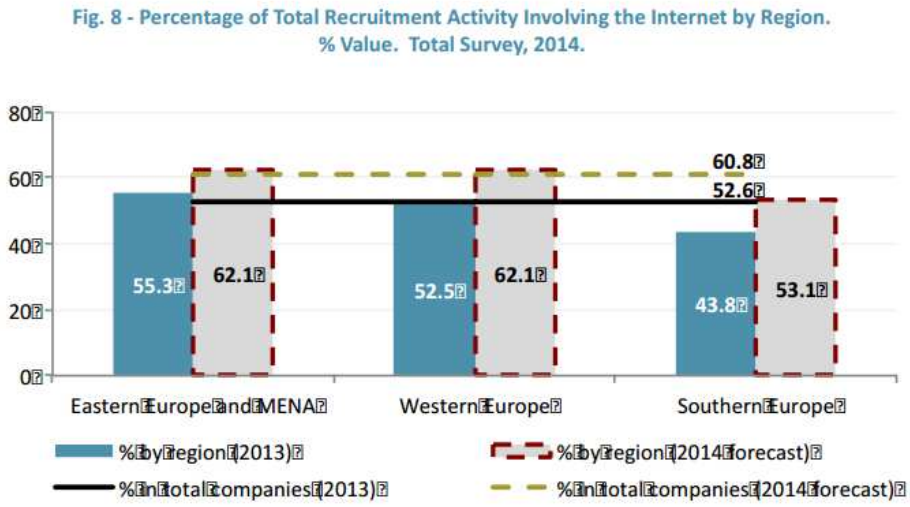
Rank	Business Area	% Value
1°	Recruiting	62.7
2°	Telecommunications	54.5
3°	Health Care	43.5
4°	Technology	41.9
5°	Oil & Gas / Real Estate	40.0
6°	Basic Resources	36.4
7°	Media	35.7
8°	Insurance	28.6
9°	Travel & Leisure	27.3
10°	Utilities / Food & Beverage	25.0
11°	Financial Services	23.8
12°	Retail	20.8
13°	Industrial Goods & Services	18.9
14°	Chemicals	18.2
15°	Construction & Materials	17.6
16°	Automobiles & Parts	13.3
17°	Personal & Household Goods / Banks	12.5
Total		**42.3**

Social media
Ricerca Adecco

Tab 3 - Use of Social Media for Specific Recruitment Activities.
% Value. Total Survey, 2014.
Note: multiple choice question.

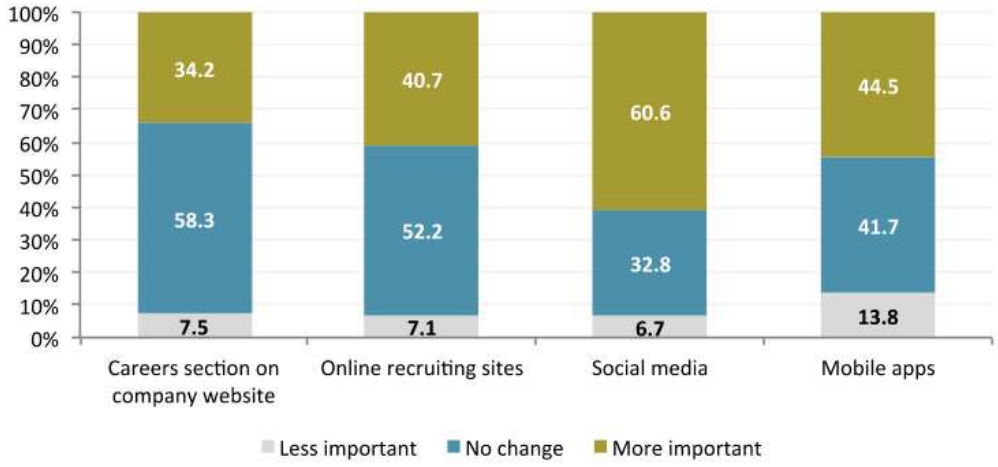
Rank	Recruiting activities:	% Value
1°	Advertising jobs	65.0
2°	Sourcing passive candidates	59.7
3°	Checking the accuracy of an applicant's CV	52.7
4°	Receiving job applications	52.4
5°	Checking an applicant's network	51.3
6°	Employer branding	51.1
7°	Checking content posted by an applicant	45.2
8°	Checking references of an applicant	42.9

Social media
Ricerca Adecco



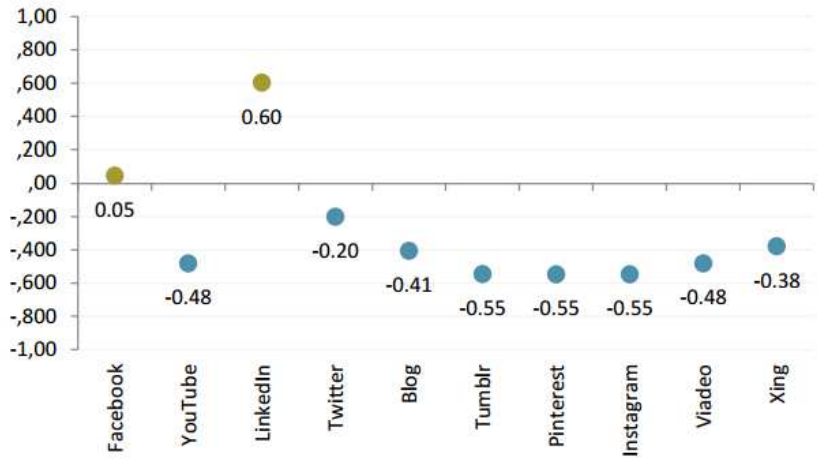
Social media
Ricerca Adecco

Fig. 11 - Change in the Importance of Digital Tools by the Recruitment Sector in the Next Year. Total Survey, 2014.



Social media
Ricerca Adecco

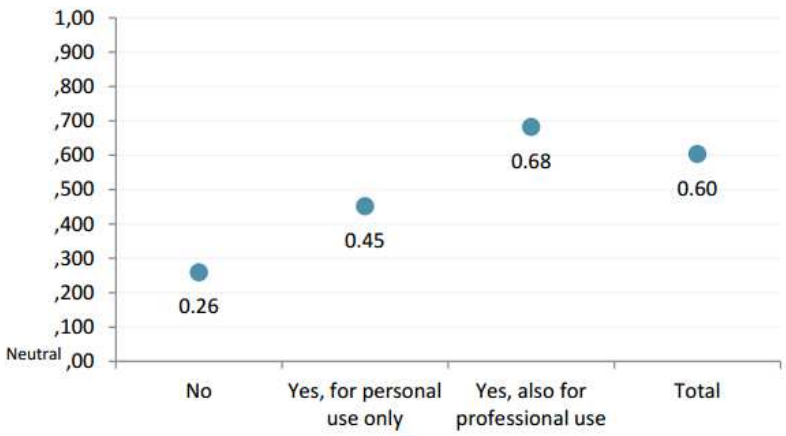
Fig. 12 - Effectiveness Index of Social Media for Recruitment Purposes.
Total Survey, 2014.
Note: Index value from -1 (max ineffectiveness) to 1 (max effectiveness), value 0 if neutral position.



Social media
Ricerca Adecco

Fig. 13 - Effectiveness Index of LinkedIn for Recruitment Purposes by Use. Total Survey, 2014.

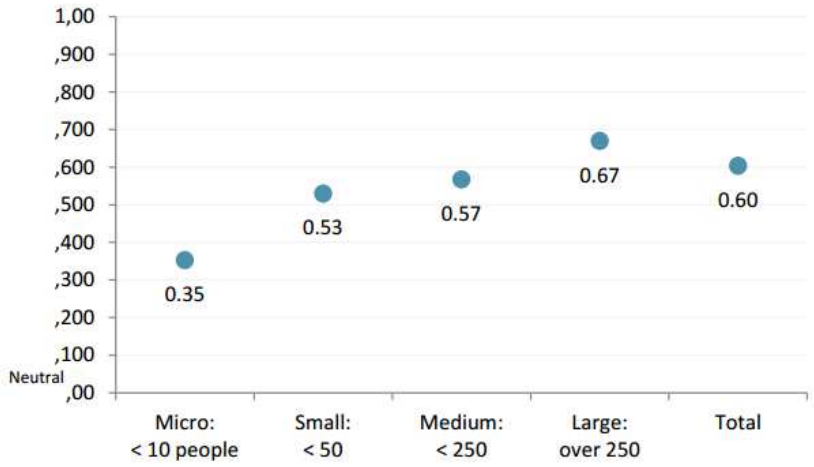
Note: Index value from -1 (max ineffectiveness) to 1 (max effectiveness), value 0 if neutral position.



Social media
Ricerca Adecco

Fig. 14 - Effectiveness Index of LinkedIn for Recruitment Purposes by Company Size. Total Survey, 2014.

Note: Index value from -1 (max ineffectiveness) to 1 (max effectiveness), value 0 if neutral position.



Social media
Ricerca Adecco

Tab. 5 - Index of Agreement with Specific Statements Regarding the Use of Social Media for Recruitment. Total Survey, 2014.

Note: Index value from -1 (max disagreement) to 1 (max agreement), value 0 if neutral position.

Rank	Statements	Index
1°	I intend to use social media in the next 12 months	0.48
2°	I find social media useful in my job	0.37
3°	I have the knowledge necessary to use social media	0.33
4°	I have the resources necessary to use social media	0.32
5°	It is easy for me to master social media	0.25
6°	In general, my company supports the use of social media	0.19
7°	Using social media increases my productivity	0.18
8°	People who are important to me think I should use social media	0.09
9°	A specific person (or group) is available for assistance with social media difficulties	0.02

Social media
Ricerca Adecco

Tab. 6 - Social Networks and Online Tools Used to Check a Candidate's Online Reputation.
Total Survey, 2014.
Note: multiple choice question.

Rank	Social Media	% Value
1°	LinkedIn	67.7
2°	Facebook	51.6
3°	Google or other search engines	29.0
4°	Twitter	18.9
5°	YouTube	8.5
6°	Xing	7.9
7°	Blog	7.5
8°	Instagram	6.2
9°	Viadeo	3.8
10°	Pinterest	3.2
11°	Tumblr	2.8

Social media
Ricerca Adecco

Tab. 7 - Attractiveness Index of the Applicant's Social Media Profile. Total Survey, 2014.
Note: Index value from -1 (min attractiveness) to 1 (max attractiveness).

Rank	Elements on Social Media profile	Index
1°	Professional experience	0.63
2°	Professional prizes and awards	0.38
3°	Personality emerging from profile	0.32
4°	Content posted by the applicant	0.27
5°	References and comments posted by others	0.25
6°	Personal information (e.g. marital status, gender...)	0.17
7°	Pictures	0.13
8°	Hobbies and personal interests	0.09
9°	Number of contacts	-0.13

Social media
Ricerca Adecco

Tab. 8 - Impact Index of Web Reputation on Recruitment by Year of Birth of the Recruiter. Total Survey, 2014.

Notes: (1) Index value from -1 (almost never negative evaluation of the recruiter) to 1 (always negative evaluation of the recruiter). (2) The analysis of recruiters born before 1946 (over 68 years old) has been omitted because of a limited sample size (3 respondents)

Elements on applicant's Social Media profile	1946-1964	1965-1980	After 1981	Total Index
Informal selfie or tagged photo (e.g. wearing a swimsuit)	-0.04	-0.29	-0.37	-0.30
Controversial selfie / tagged photo (e.g. drinking alcohol)	0.23	0.05	-0.12	-0.01
Comments on controversial topics (e.g. illegal drugs)	0.24	0.26	0.20	0.21
Comments on participation in activities which are in violation of university or workplace policy	0.42	0.42	0.36	0.36

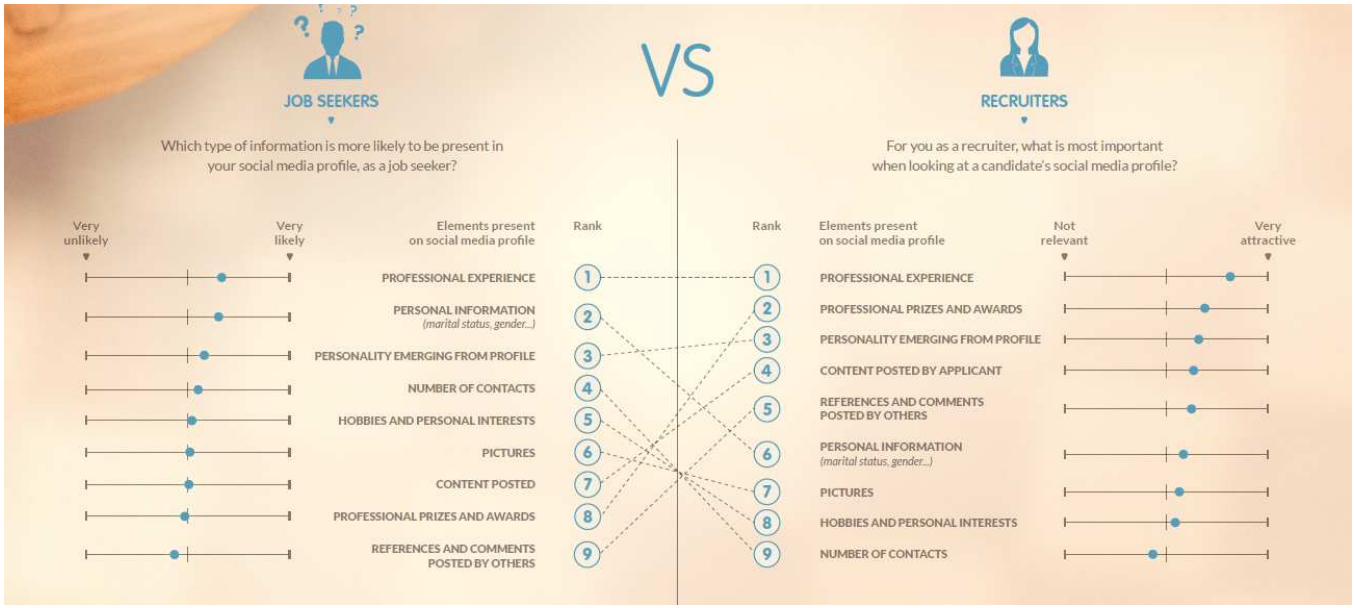
Social media
Ricerca Adecco

Tab. 9 - Training Sessions (from company) About How to Recruit Using Social Media and Usefulness Indices About Training by Company Size. Total Survey, 2014.

Note: Usefulness indices value from -1 (max usefulness) to 1 (max usefulness). The first is calculated using the responses by recruiters who have had training sessions and the second, by recruiters who have not had them.

Company size	Training sessions	Usefulness index of training session made	Usefulness index of potential training session
Micro: < 10 people	17.2	0.41	0.12
Small: < 50	21.3	0.26	0.24
Medium: < 250	28.7	0.25	0.31
Large: over 250	35.8	0.38	0.44
Total companies	**30.2**	**0.34**	**0.33**

Social media
Ricerca Adecco



Social media
Ricerca Linkedin

Top 10 most important places to find quality hires

Sources of Quality Hires	2011	2012	2013	Increase (+) Decrease (-)
Internet job boards	36%	39%	38%	-1%
Social professional networks	20%	26%	37%	**+11%**
Recruitment agencies	41%	36%	35%	-1%
Employee referral programs	35%	31%	35%	+4%
Internal hires	32%	32%	34%	+2%
Company career website	28%	31%	30%	-1%
Internet resume databases	14%	13%	16%	+3%
Company ATS/internal candidate database	12%	12%	13%	+1%
College recruiting programs	12%	10%	11%	+1%
General career fairs	4%	4%	5%	+1%

Social media
Ricerca Linkedin

I 10 luoghi principali dove trovare candidati di qualità

Fonti di assunzioni di qualità	2011	2012	2013	Aumento (+) Diminuzione (-)
Agenzie di ricerca	59%	51%	42%	-17%
▶ **Social network professionali**	17%	19%	37%	**+20%**
Siti di offerte di lavoro	25%	26%	33%	+8%
Sito Web per le opportunità di lavoro dell'azienda	19%	25%	28%	+9%
Assunzioni interne	21%	25%	25%	
ATS aziendale/database di candidati interno	24%	15%	20%	-4%
Database di CV su internet	14%	21%	20%	
Programmi di ricerca del personale dei neolaureati	22%	14%	16%	-6%
Programmi di segnalazioni dei dipendenti	14%	21%	16%	
Fiere del lavoro in generale	4%	6%	9%	

Social media
Ricerca Linkedin

I 10 principali trend consolidati		
Migliorare l'employment branding	40%	33%
Utilizzare social network professionali	**38%**	**39%**
Formare gli addetti alla selezione del personale e i responsabili delle assunzioni	25%	16%
Dare maggiore importanza ad assunzioni e trasferimenti interni	19%	12%
Promuovere i programmi di segnalazioni	17%	21%
Ottimizzare il sito di opportunità di carriera	17%	15%
Determinare i modi migliori per trovare candidati passivi	15%	27%
Assumere un ruolo strategico di consulenza per l'assunzione di talenti in azienda	15%	22%
Misurare la qualità delle assunzioni in maniera più costante	15%	11%
Assicurarsi che le offerte di lavoro siano pubblicate su più siti	15%	6%

Social media
Ricerca Linkedin

Competitive Threat

Top 3 Threats

1. **Invest in their employer brand**
2. Improve employee retention
3. Learn to use social networking and social media more effectively

Competitive Advantage

83%

Believe employer brand has a significant impact on ability to hire great talent

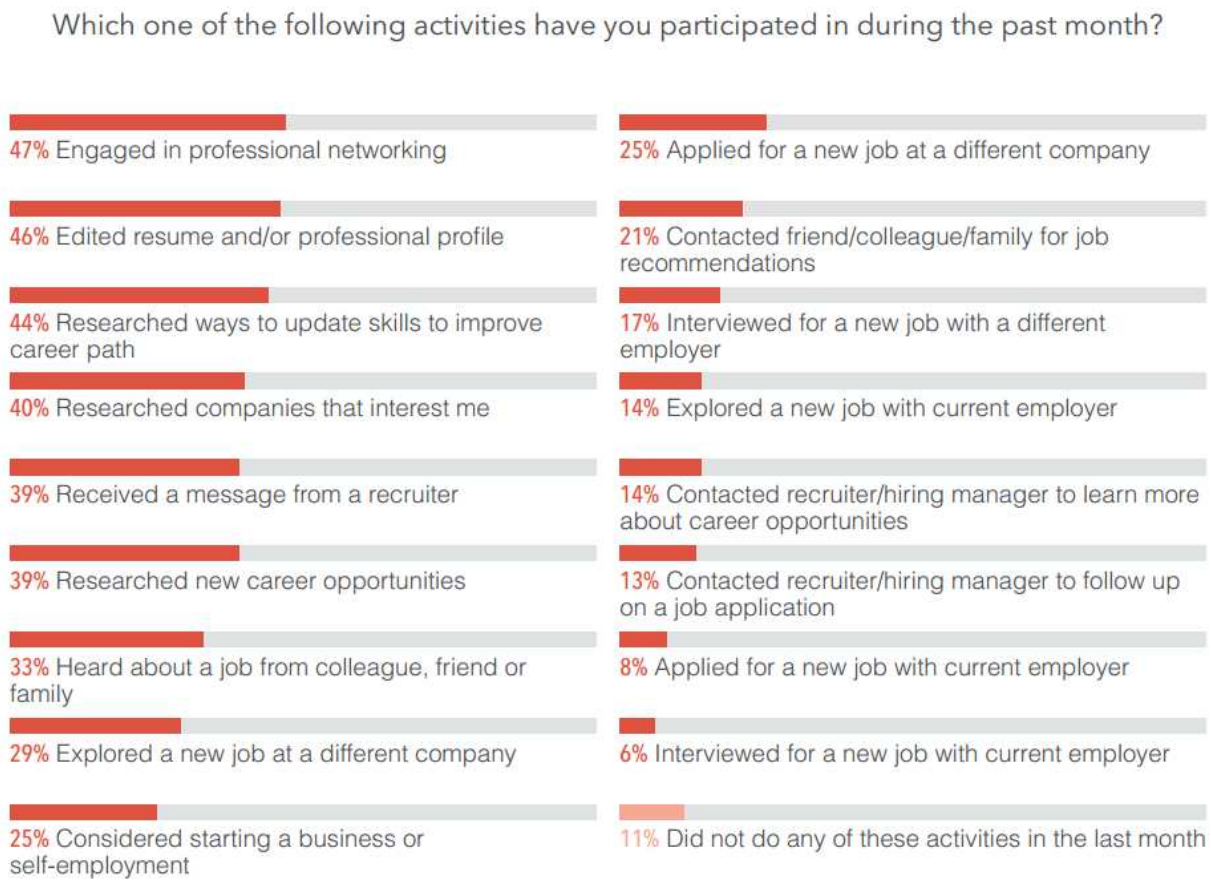
Social media
Ricerca Linkedin

Most effective ways to have your employer brand be seen and heard

Top 10 Channels to Communicate Employer Brand	2012	2013	Increase (+) Decrease (-)
Company website	78%	78%	0%
▶ **Online professional networks (e.g. LinkedIn)**	46%	56%	+10%
Friends/family, word of mouth, etc.	56%	54%	-2%
Social media (e.g. Facebook)	38%	44%	+6%
Public recognition/ awards (e.g. 'Best Places to Work')	30%	36%	+6%
Traditional Job Boards	34%	28%	-6%
YouTube videos	14%	12%	-2%
Print ads	16%	12%	-4%
Other online advertising	12%	10%	-2%
Search engine marketing	9%	9%	0%

"Which channels or tools have you found most effective in spreading your employer brand?"

Social media
Ricerca Linkedin

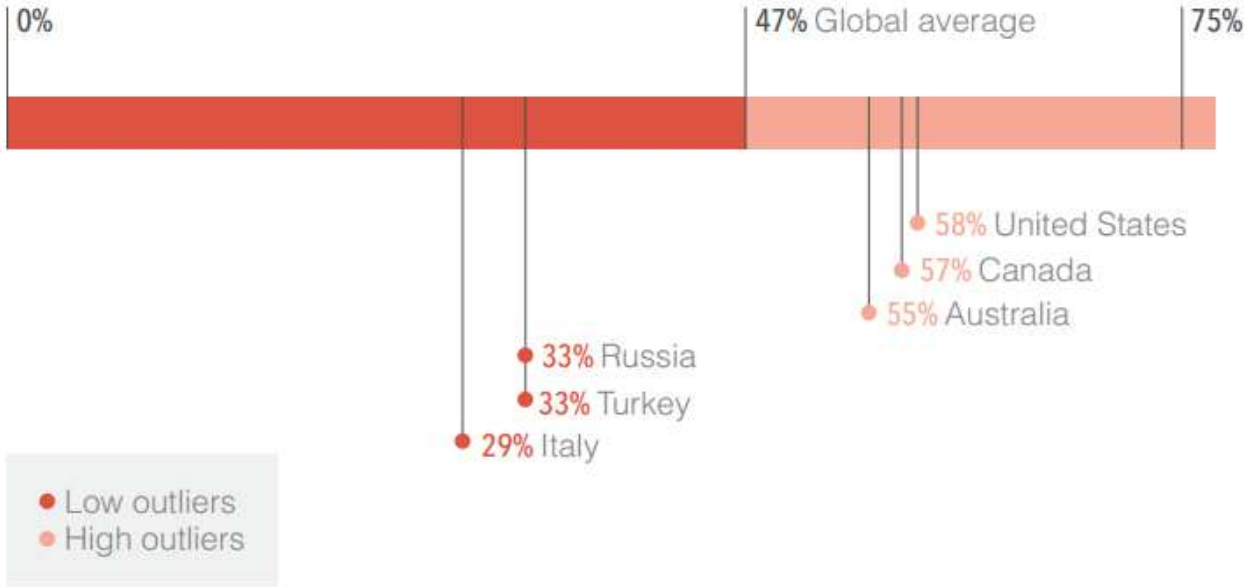


Social media
Ricerca Linkedin

Social media
Ricerca Linkedin

Talent trend outliers

Countries with unusual levels of professional networkers



Social media
Case study

Case Study
L'Oréal

L'ORÉAL
WORLD LEADER IN BEAUTY PRODUCTS

LinkedIn helps L'Oréal cut the cost of recruitment,
reach a broader pool of candidates and raise its employment brand.

Social media
Case study

Business Challenge

L'Oréal company recruits around 6,000 new managers a year (including internships) and it uses all the "traditional recruitment tools" to find them. However, L'Oréal faced three challenges where a more innovative approach was required to solve them.

Sourcing 'difficult-to-hire' candidates

They wanted to improve how they recruit senior, early-career professionals and specialists in areas like logistics and finance, but without the expense of head-hunters.

Reaching passive candidates

The company also wanted to attract passive candidates. Job boards only reach about 15-20 percent of the working population who are actively looking for a job. L'Oréal wanted to reach the other 80 percent.

Online reputation

It was essential for L'Oréal to develop and manage its employment brand in order to attract the best candidates and build its employer brand for potential future applicants.

Social media
Case study

Highlights

- Using LinkedIn increased the quality and diversity of candidates
- Reached candidates who would not normally apply directly
- Hired the right people faster by reaching out directly and proactively
- Improved the company's online profile and reputation
- Saved money compared to using head-hunters
- Doubled the number of LinkedIn Recruiter licences in less than one year

Social media
Case study

"I have sourced around 90 top profile candidates in less than five months using LinkedIn. It lets us really select and focus on quality candidates. It has given us stronger employer credibility, accelerated our recruitment and reduced head-hunter expenses."

Oskar Isenberg Lima, Luxe, HQ Paris

Social media
Case study

Social media
Case study

Career Path Studies

Ricerca STFC, 2009

- Studio del 2010 promosso dal Science & Technology Facility Council, UK
- Analisi delle carriere dei loro PhD a distanza di 14 anni

Career Path Studies

Ricerca STFC, 2009

Christopher Parker, Senior Manager, Traded Credit Risk Systems at HSBC

PhD: Theoretical Physics, Imperial College, 1992 to 1995

"Develop and maintain contacts in and outside the fields in which you want to work. People move in and out of academia and industry, so the more people you know when you are looking for the next move, the more chance there is of finding the one that will be right for you. Implicit in this advice is that you have to look for the chance to change role, rather than expect it to come to you."

« Sviluppa e mantieni contatti all'interno e all'esterno del campo in cui lavori »

Career Path Studies

Ricerca STFC, 2009

Barry Lapthorn at Research Analyst, Citi (formerly Citigroup)

PhD: Solar Physics, Queen Mary and Westfield College, University of London, 1993 to 1998

"If you are applying for a job in an industry that is even moderately dissimilar to pure science, you should research it. I have interviewed dozens of postgraduates and many have been very underprepared. We do not expect you to be able to do the job straightaway, but some applicants seem to have little knowledge of what it is they are being interviewed for."

« Non ci aspettiamo che tu sia in grado di svolgere il lavoro nel modo corretto, ma molti candidati non sembrano conoscere per cosa vengono intervistati [...] Prepararsi è vitale »

Career Path Studies

Ricerca STFC, 2009

Debbie Morgan, Senior Consultant, Ernst & Young

PhD: High Energy Physics, University of Sheffield and CERN, Switzerland, 1995 to 1998

"Use every opportunity to refine your transferable skills through writing papers, attending and presenting at conferences and working with international colleagues. The international experience I got through my PhD has certainly helped my career progression as so much business is conducted globally. Do not be afraid to change direction. My decision to leave academia was very difficult but it is also one of the best decisions I ever made."

« Cogli ogni occasione per perfezionare le tue competenze trasferibili »

Career Path Studies

Ricerca STFC, 2009

Danny Heron, Director, Business Modelling Group, Deloitte

PhD: Theoretical Astrophysics, University of Leicester, 1992 to 1995

"When you are undertaking a PhD, you tend to spend a lot of time working on your own or in small teams. In the commercial world, the ability to work in teams and to communicate with a range of people is really important. So grasp any opportunities you get to develop presentational and communication skills during your PhD, as they will really help you later."

« Cerca di sviluppare capacità di presentazione e comunicazione »

Career Path Studies

Ricerca STFC, 2009

Martin Millmore, Director, Oracle Corporation

PhD: Particle Physics, Imperial College London, 1992 to 1995

"Any PhD student who goes into a career for motivations other than enjoyment will spend their time wishing they were doing something else, and neither put the most in nor get the most out of their job. There are careers in industry doing just about anything, and an enthusiastic PhD candidate will always do well in them."

« Essere entusiasti è sempre vantaggioso »

Career Path Studies

Ricerca STFC, 2009

Coreena Lofting, Senior Patent Attorney, British Telecom (BT)

PhD: Space Physics, Imperial College London, 1994 to 1997

"If you feel you lack a skill, ask around about courses and additional projects that might help you to develop wider experience, whilst still undertaking your PhD. This will definitely develop your "can-do" attitude and be something you can talk about to employers during interviews."

« Se ritieni che ti manchi una competenza, cerca di svilupparla »

Career Path Studies

Ricerca STFC, 2009

Peter Kightley, Senior Laser Scientist, QinetiQ

PhD: Experimental Solar Physics, University of Birmingham, 1994 to 1997

"People who have developed a range of transferable skills during their PhD such as computer programming, quantitative analysis, team working, communication and self-motivation will always be in demand."

« Chi ha sviluppato competenze trasferibili è sempre richiesto »

Career Path Studies

Ricerca STFC, 2009

Keith Norman, Account Manager, Tessella plc

PhD: Particle Physics, University of Birmingham, 1993 to 1996

"Don't forget that, as well as intelligence, employers look for the ability to work in a team, communication skills and enthusiasm, as there is nothing worse than a bright person who cannot work with other people"

« Oltre all'intelligenza, le aziende ricercano persone che sappiano lavorare in team »

Career Path Studies

Ricerca STFC, 2009

Senior Systems Analyst, Atomic Weapons Establishment

PhD: Particle Physics, University of Liverpool and CERN (Switzerland), 1992 to 1996

"Be patient. UK jobs outside academia involving a good deal of physics are hard to come by but there are opportunities."

« Sii paziente »

Career Path Studies

Ricerca STFC, 2009

Heidi Munn, Civil Servant, Department for Business Innovation and Skills (BIS)

DPhil: Particle Physics, University of Oxford, 1995 to 1998

"Look a bit further ahead than the next post-doc. I saw some really excellent colleagues not getting tenure and having to settle for jobs that were not what they had hoped to do. I didn't want that and so decided to step out of academia at a relatively early stage to develop a whole new career."

« Guarda un poco più in là del prossimo assegno di ricerca »

Career Path Studies

Ricerca STFC, 2009

Ian Brawn, Electronics Design Engineer, Rutherford Appleton Laboratory, STFC

PhD: Particle Physics, University of Birmingham, 1992 to 1996

"Opportunities arise from the people you impress, so invest time in developing good networks and delivering high quality work"

« Le opportunità nascono dalle persone su cui fai colpo »

Career Path Studies

Ricerca STFC, 2009

Lucy Wenham, Advanced Skills Teacher in Mathematics, Uxbridge High School

PhD: Theoretical Physics, Imperial College London, 1992 to 1996

"A PhD is fundamentally training in developing problem-solving skills. You are given difficult challenges and the onus is on you to find solutions, through identifying and breaking down the issues, effective modelling, refining and extrapolating. This type of problem solving is a key skill you gain through PhD training which is transferable to all types of jobs."

« Le capacità di problem solving sono trasferibili a qualsiasi altro tipo di lavoro »

Career Path Studies

Ricerca STFC, 2009

Jon Woodcock, freelance scientific writer and consultant

PhD: Space Plasma Physics, Queen Mary and Westfield College, 1993 to 1996

"If you are thinking of moving outside academia, consider getting your first job in a large company because this will give you more opportunity to move around, experience different types of work and see what you like best. Do not be afraid to change tack to find work that is rewarding. My experience is that an STFC PhD student has a very saleable set of skills that has currency for some time."

« Non aver paura di cambiare strada »

Career Path Studies

Ricerca STFC, 2009

Joanna Hart, Director, global investment bank until 2008, now full-time mother of two children

DPhil: Particle Physics, University of Oxford, 1995 to 1998

"Use all the opportunities you can to meet different people, especially people in business, when you are looking for a job. Make the most of being able to research a pure academic subject – it does bring rewards and skills that can be used in business – you just have to be a bit more creative about how you present them."

« E' necessario essere un po' più creativi nel modo in cui si presentano riconoscimenti e competenze »

Career Path Studies

- Gli avvisi più frequenti sono:
  - Fai in modo di sviluppare e dimostrare le **competenze trasferibili** ad altri settori/contesti
  - Sii proattivo nella creazione di opportunità di carriera, in particulare attraverso il **networking**
  - Sii consapevole del fatto che le aziende ricercano persone in grado di lavorare in **team** e con buone competenze **communicative**, oltre alle competenze **tecniche**

Career Path Studies

- Capacità di lavorare come parte di un team
- Capacità di apprendere
- Rigore e metodologia di lavoro
- Capacità di scrivere *scientific papers* anche se in *business prose*
- Esperienza internazionale
- Conoscenze tecniche

« Nessun vento è favorevole per il marinaio che non sa a quale porto approdare »

Seneca, Lettere a Lucillo, Lettera 71