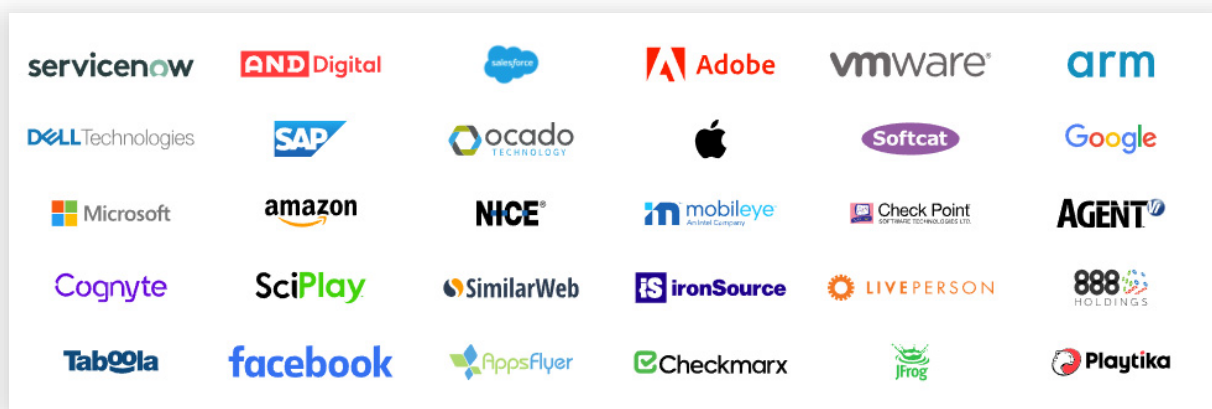


PROFESSIONAL BRANDING INTENSIVE COURSE

The high-tech job market is hot, but it's still competitive. Whether you are changing careers or simply want to upskill, without understanding and implementing certain methods you won't be able to stand out above the rest. That is why we created an intensive course that will help elevate your career with easy-to-use, practical methods. By mastering your self-presentation skills, your job-searching materials (such as your CV and LinkedIn), and your networking and interviewing skills, you will learn to accurately communicate your worth, find what you want, and have the confidence to get it.

Our course is taught by industry experts who have helped dozens of people make huge career moves. The objective of the course is to prepare you for success in any chosen career. You will understand what hiring managers really want to see and how to properly position, market, and "sell" yourself as a candidate to potential employers – from CV writing to LinkedIn positioning, from interview coaching, networking with intention and through developing a bulletproof mindset to carry you through the process – we've put together a transformational process that is singularly geared towards one thing – every student in the perfect job for them.

OUR ALUMNI WORK WITH THE BEST



THE INSTRUCTORS



Adi Sulimani

Technical Talent
Sourcer



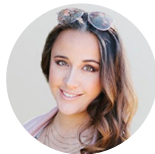
Tom Milner Gurevich

Talent acquisition
and L&D specialist



Ella Kaner

Leadership Talent
Sourcer



Adi Nouriel

Business Development
Manager



Danielle Zukerman

Head Of
Growth



WHAT YOU'LL LEARN

+ Introduction: The Game and How to Win It

Let's be clear: there is an invisible career game being played around you, that determines whether you land your lucrative next job quickly or with a lot of difficulty. We're here to uncover that game so you can see it for what it is and begin your training in how to win it. In this module you will:

- Understand what the job search looks like from the hiring manager's point of view
- Learn how to start positioning yourself as the most viable candidate
- Understand the high-tech industry, its various roles and identify the exact position for you
- Start strengthening the habits that will get you hired for the right job faster

+ Creating a CV & LinkedIn Profile That Convert

How do you win as a candidate in such a competitive landscape? The answer lies in your positioning – how you communicate your unique value. In this module we'll define your unique value and show you how to communicate it, whether in your CV or in “water cooler talks”.

- Pull back the curtain on what hiring managers REALLY want to see on your CV
- Using job descriptions to get hiring managers to reveal their hand
- How to position yourself as a super-relevant candidate, even if you're changing industries
- Create a CV and LinkedIn profile that recruiters will drool over

+ Leveraging LinkedIn and Your Network

You know the old saying, “it isn’t what you know, it’s who you know”? It’s true, and we want to show you how you can use it to your advantage. In this module, you’ll discover how to use the biggest professional social platform to find jobs and meaningfully connect with people who will play a key role in catapulting your hiring journey.

- The one thing that supercharges your LinkedIn profile and how to master it
- Strategic interviewing techniques to raise your positioning as a candidate to hyper-relevant
- The “secret strategy” for bypassing the filters rigged against you and getting interviews
- How to get invited to interviews even before your CV is perfect

+ Interviewing Like a Pro

They say the devil is in the details, and when it comes to interviewing, this couldn’t be more true. Learn these simple (but easy to miss) methods that will help you prepare and nail every interview!

- Why you’re not getting called back to interviews (and what to do about it)
- Flipping the tables: how to take control of the interview for maximum results
- What 90% of people miss that makes their interview process mediocre (at best)
- The one thing more impactful than having good answers to interview questions

+ Optimize Your New Skills in Weekly Feedback Sessions

Whether you’re reinventing yourself, or just looking to level up your skillset, in our laser-focused group sessions you will get personal guidance from our experts about your updated professional branding, CV, LinkedIn, and any real-time challenges in your job search.

- Laser-focused group sessions with our experts every week (in addition to time in class)
- Iterate on your job-search marketing materials with real-time feedback until it's perfect
- Get feedback on the home assignments to ensure optimal results from the course
- Ask any question or bring up anything you're struggling with – nothing is too big or small



+ Learning Outcomes

On successful completion of this course, you'll be able to

- Have a crystal-clear definition of your dream job and the tools to make it a reality
- Understand what hiring managers expect and what motivates them to select some candidates over others
- Have both a CV and a LinkedIn profile that convert
- Know the right questions to ask that will give you an edge in your job search
- Have the tools to succeed in every interview

Ready To Upscale Your Career?

APPLY NOW