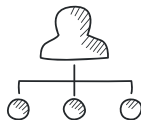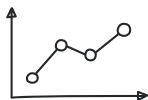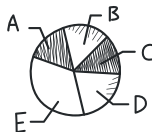# the*tool*box

Advices, ideas, tools

to build your own future

December 2020 Edition

What is
the Toolbox?

We live in a world that gets more and more complex every day, in which the intricacy seems to be overwhelmingly stronger than the tools we have to find the right path in the world of work.
It "seems", in fact! Because Internet has widely increased the possibilities related to our knowledge and has taken away the alibis of the "I don't know", of "I can't do it", transforming instead these statements of surrender into "How can I succeed?".
Giovanna Parascandolo's name will say little to you, but we invite you to read her story and find her videos on the Net. She, at 23 years old, has a degree in architecture and is a mechanic, or rather a restorer.
She takes old Fiat 500 cars, icons of the Made in Italy, to her small laboratory and brings them back to life. The young woman has literally invented this job, learning from the tutorials found on YouTube: "While looking on the Internet I realized that I could have been able to do it too". Giovanna has combined passion with desire to learn, curiosity with practical application, replacing many of her peers' preventive surrender with the will to try. She got herself involved and overcame stereotypes and prejudices, and has become an

extremely sought-after professional. The Toolbox is designed for those like you who can grasp suggestions from reads and set in motion dreams, imagination, creativity, curiosity, passion, knowledge. In the Toolbox you will find scenarios, tools, thoughts and advices: your first liter of fuel. After that, it is up to you to be willing to turn the ignition key and take the right path, with tenacity and resilience. Do not give up at the first difficulties, because a winner – as Nelson Mandela said - is simply a dreamer who never gave up!

Have a good future!
ESF Basilicata 2014-2020

The European Social Fund (ESF) is the main tool used by the EU to support employment, help citizens find better jobs and ensure fairer job opportunities for everyone. To do this, the ESF invests in the European human capital: workers, young people and those who are looking for a job. With a budget of 10 billion euros a year, the ESF increases the employment prospects of millions of European citizens, paying particular attention to those who find it more difficult to find a job.

Find your purpose

Today's job searching is more and more connected with a not very common but extremely important term: employability. It is achieved through continuous training and vocational retraining, but starts from an inner reflection linked to our deep values. This image summarizes the basic questions from where

we can start searching for the thing that, besides the "places" and work situations, will determine our destiny: our "purpose".

Let us get ready for the future!

Satisfaction, but feeling of uselessness

What you LOVE

Delight and fullness, but no wealth

PASSION

MISSION

What you are GOOD AT

Ikigai

What the world NEEDS

PROFESSION

VOCATION

Comfortable, but feeling of emptiness

What you can be PAID FOR

Excitement and complacency, but sense of uncertainty

Flexibility and resilience

Lack of rigidity and strength to withstand the shocks of life are two extremely important aspects in the world of work

Skills balance sheet

Do cyclic check-ups on yourself and if you can't, let an agency or specialized personnel help you

Curriculum

Do not send them aimlessly, pay attention and personalize your message. Do not cheat; it is very easy to find out whether what you are differs too much from what you can do

Self-entrepreneurship

Being able to turn a passion into one's work is the dream of those who aim to put their talent to work. To start your own business you need a lot of self-esteem and great strength to overcome falls. Success is built over time, as well as reputation

Stay hungry. Stay foolish

What Steve Jobs used to say, meaning that you have to conquer the job with thirst for knowledge, courage, as well as a bit of creativity

Startup

Build a winning team. Do not fall (too much) in love with your idea, even if you think it could be revolutionary. Shape it with what is already on the market and through the feedback you receive. Try to experiment

At the University

Be open to experiences abroad: Erasmus, internships, as well as small jobs. Sign up for specialized social networks like LinkedIn to start networking

Networking

It is the set of connections with people both in real life and through social media. Having good relationships is a competitive advantage of great importance

On social media

Be careful not to post comments, photos and experiences that may one day cast a negative light on you

Continuous updating

Changes in the world of work will require you to continue studying and updating, so that your knowledge will not be subject to obsolescence
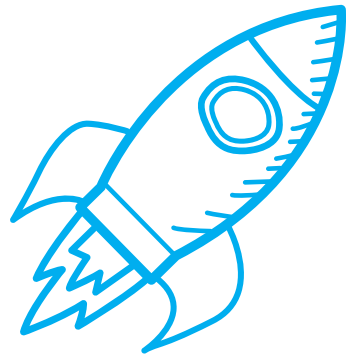
On the web

Create a website or blog according to your passions and skills. It will help you position yourself in the field

During school years

Start doing small experiences of volunteering and aggregation, be curious and interested. Attend exhibitions and events at work. It will help you project yourself into that world

A whirlwind of change

Scenarios change quickly, and paradigms with them. Likewise, we should become more aware of who we are and what surrounds us, and finally be able to say "I'm offering my skills" instead of "I'm looking for a job" to a market that is no longer local, but global.
What is the first step? Taking responsibility for one's own choices, day by day, without delegating anyone and without procrastinating. It is up to you!
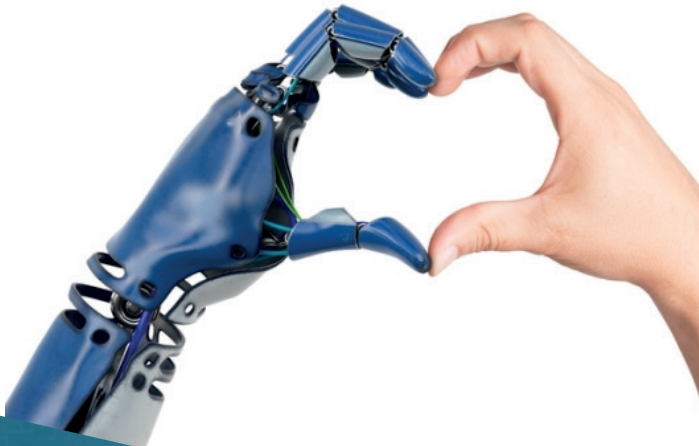
EVERYDAY
BRINGS NEW CHOICES

Trends and gaps to fill

Experts agree that there are several fields that have potential to provide jobs in the upcoming years: the whole green economy is quite attractive, with the environment, energy and agriculture showing increasing trends. Yet, these jobs remain empty: there is a lack of qualified digital experts, top managers or young people specializing in technology. In the field of **cybersecurity**, for example, the number of vacancies worldwide is estimated to be over one million. **According to the European Union, there will be around 900,000 vacancies in the web and ICT field in 2020.** The demand for IT skills therefore continues to grow at an impressive pace. In 2020, the European labour market is expected to grow by more than 670,000 new jobs, but could absorb 756,000 more ICT practitioners if the supply was sufficient.
Italy, first in Europe, has identified 25 new professions on the web, including data scientist, augmented reality expert, reputation manager and many others. You can find them all on skillprofiles.eu, with a detailed sheet for each profession, a brief description and identification of mission, skills, abilities and knowledge, as well as the area of application on the market. Of course, it is going to be necessary to quickly catch up with the digital divide that sees Italy at the bottom of many rankings, since 97% of the professions in the near future will have to deal with codes and data, and we will have to get used to cohabite with robots and algorithms.

Now?
Where should I begin?

Whether you have just finished high school or university, you may be wondering: where should I begin? The answer is simple: begin with yourself.
"Easier said than done", you would think; let us make the task easier for you with these three questions:

Who am I?

Write down your values: everything that inspires you, everything that guides you in the choices you make, even movie titles, songs, books or names of people you look up to.

What do I like to do?

Write down all those activities that make you forget about everything else, activities that make time fly without noticing.

Who needs what I can do?

Think about who may be that could benefit from what you can do.
If you have a clear idea of who you can be useful to, it is going to be very easy to find a company to apply to ;-)

Curriculum Vitae Guide ...

No CV can be good for everything and everyone.
The CV is meant to respond to a job offer, therefore to each job offer corresponds only one Curriculum Vitae.

Divide it in 9 blocks
50%

Personal and contact details
Summary
Core competences
Work experiences
Training
Languages
Technical knowledge
Hobbies and interests
Authorization to personal data processing

Read the job offers Carefully
25%

The description of the job you are applying for is fundamental, as well as the skills required and how to apply.

Give it and easy-to-read form
45%

Write it on a maximum of two pages. Use bullet points especially when you are talking about the goals you have achieved and use numbers to highlight them. Be Synthetic, Concrete, Technical and do not use the ( ) rather use the + and % symbols next to the numbers.

In the Summary

Describe your career, educational and personal path in maximum 5 lines. You can follow this framework:

Who am I? - What are my experiences? - How have I done them? - With who? - What goals have I achieved?

In the Core competences

Select the three most important ones. Give examples, talk about events and data to certify the competence.

In the Work Experiences

Select them according to their relevance to the job offer; use several bullets (maximum 5) in the first, the most important one, and less in the others.

3 advices

Be honest throughout the document, but especially in the Language and Technical Skills blocks; it takes only one question from the recruiter to find out that you are not C1 in English.

Always mention if you have certifications of competences in these blocks.
Do not overlook Hobbies and Interests; specify if you have volunteered, nowadays people who have not only technical skills but also soft skills (that make relationships in a teamwork easier) are the most sought-after.

Do not forget to include the Authorization to personal data processing (art. 13 of the Italian Legislative Decree 196/2003 and art. 13 GDPR 679/16): without it, the recruiter will not be able to contact you for the interview.

Some more advices on your CV

Today the curriculum vitae, especially the European format, is not enough. It is necessary to take into consideration several channels: from video curriculum to infographics and social networks So, where should I focus on?

1 Writing is a powerful tool. Be creative and personalize your curriculum (unless the European CV is explicitly requested).

2 The CV looks at the future, not the past. If you want to work in more than one field or profession, customize it to fit the one you are looking for.

3 Words matter. When writing your CV, set phrases such as "Good interpersonal skills" do not add value to your personality. Experiences are rewarding in terms of perception: for example, sports or volunteering ones convey spirit of initiative and motivation.

4 Less is more. Grammatical errors, long CVs that miss or have inaccurate contact details may compromise the application. Put yourself in the CV reader's shoes: what are the important things that the recruiter needs to know?

5 Prepare an English CV as well (it may be useful). Remember that updating is important and all information must always be kept up-to-date. Do not be discouraged by "no"s or lack of responses.

How to write a CV?

Some english and italian useful websites:

https://europa.eu/europass/en/create-europass-cv

https://www.thebalancecareers.com/cv-samples-and-writing-tips-2060349

https://www.indeed.com/career-advice/resumes-cover-letters/what-is-a-cv

www.studenti.it/curriculum.html

www.ilvinoeleviole.it/comescrivereun-curriculum-vitae/

Innovative Curriculum

The power of images: Video CV

Get a good quality smartphone or webcam and record your video CV.
It is a captivating CV format for those who want to experiment with computer and video skills. In Italy, it does not replace the classic curriculum vitae but it is the ideal tool to differentiate yourself and leave your mark among recruiters.

In practice. Exercise before you register. You must look convincing and empathic in two (maximum three) minutes, without overdoing it. When talking about your previous activities, be passionate and show that you are familiar with the field you are applying for.

An examples
www.youtube.com/
watch?v=OPMZoS1CcAI

Beyond the text, there is the infographic

Do you find it interesting to summarize dates and experiences? Are you thrilled at the idea of combining them with visual elements of impact? Do you think design content could be more eye-catching than textual one? Do you want to contact companies on social networks? Your ad hoc curriculum vitae format is infographic. It requires a lot of creativity, imagination, innovation and does not need greater knowledge of graphic software such as Photoshop, Indesign and Illustrator.

More details and platforms to subscribe to:
www.infogr.am
www.visual.ly
www.easel.ly
www.findresumetemplates.com/

GAME START

Cover Letter

The curriculum vitae, however nicely done, does not exhaust the information about you that may be interesting for a recruiter.

In your CV you write about your professional side, your experiences, what you can do; basically, you tell your past. However, you do not live in the past. You are applying for something you will do in the future.

The cover letter is the document in which, put aside the technique, you let your heart speak; it is the document in which you introduce yourself and explain why you want to work for that specific company and do that specific job. A cover letter is not always explicitly requested, but you'd better always have one prepared if it is not expressly requested to send the CV alone. If well written, it will allow recruiters to better understand the person in front of them and, trust me, this is very important to them.

Advices

- 15/20 lines maximum
- Divide it into 4 blocks
  - Who I am
  - Why me
  - What more I can give
  - Conclusions
- In Who I am, use your skills to speak about your work and training experiences in max 5 lines.
  Example: Do not say "I graduated in ..." but instead "I learned this during university". The scheme is: Who I am, where and how I found the offer.
- In Why me, tell what brings you to them. Create a bridge between you and them, perhaps referring to the professional growth they can offer in a field that interests you
- In What more I can give, explain what more can you give them to achieve their goals, compared to what they already have.
- In Conclusions, talk about your future by linking it to the source of the announcement of the job offer
  - Be honest and let your heart speak, here more than in the CV.

Where can I find work?
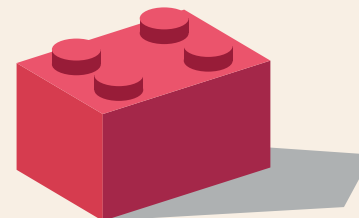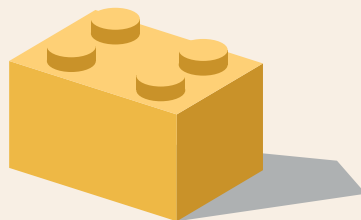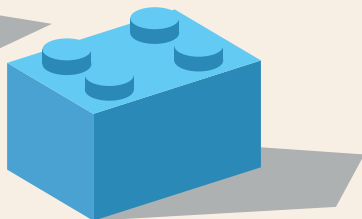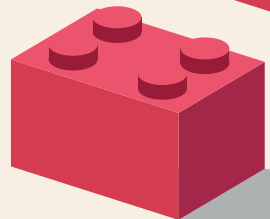
Job centres
Italian public administration offices that manage everything concerning the job market. You can register in the database and make yourself available for employment.

Labour Agencies
Private companies in charge of job placement activities; here, too, you can register in a database from which the agency chooses when receiving an application for employment and/or personnel selection from a company. There are about 100 of them in Italy: search on Google the ones that are nearer to you.

Website
So far, we have talked about where to find work as if we were living in the past; luckily since the day Tim Berners-Lee published his first website on August 6, 1991, there has been plenty of water under the bridge and, with the internet, opportunities to find work have increased.

How can I find work?

If we found a job advertisement that is relevant to our skills, if we built a CV that allowed us to have a job interview and if we passed the selection tests, then the process worked - now we have a job.

As you may have noticed, in the previous sentence there are too many ifs; you only miss one and everything fades away.

What to do then?

Simple: switch from a reactive incentive-reaction attitude to a pro-active attitude, be yourself the stimulus and create a relation.

"Tell me and I will forget, Show me and maybe I will remember, Involve me and I will understand."

Start with this Confucius quote, think about what you can do, who can be interested in it and what are the tools (compared to the ones made available by the Internet) with which you can show yourself and involve.

So far, what we have advised you to do can be more or less summarized as follows:

INCENTIVE (unemployment) > REACTION (record in a database) > WAIT

INCENTIVE (job advertisement) > REACTION (CV+cover letter) > WAIT

New frontiers of recruiting
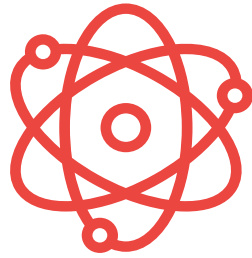
Do you remember the classic job interview? Well, that experience is about to end. Already today, in Russia, you can meet Vera, an AI personnel selection software. It speaks Russian and English and is used by 200 companies to pre-select candidates through automated interviews, either on the phone or by videocalls. In Italy, too, artificial intelligence has begun to automate the longest and most repetitive tasks of a recruiter, starting with pre-selection. The most advanced software analyses the CV and explores existing combinations, regardless of the position sought. For example, those who are looking for a job as a secretary could then discover that they are suitable for hotel reception. The possibilities multiply and the effectiveness of the match increases by 50%.

The formal interview is often replaced by informal chats to make the candidates' soft skills emerge. Some people choose the blind interview, in which the candidate is invited into a room without light and they have to answer classic interview questions ("How do you see yourself in 5 years?", "How do you react to stressful situations?"). After 18 minutes spent in absence of light, you lose the ability to play any kind of imposed role and start to respond instinctively.

More and more companies organize role plays to understand how the candidate behaves in a realistic situation, how they approach a problem or how they relate to colleagues and managers. Recruiting games are used to test their ability to act under stress and work in a team in a playful way, while in the escape rooms the candidate is asked to solve a series of puzzles: a test that requires resourcefulness, ability to work in a team and problem solving.

Digital recruiting: with whom should I speak?

The talent search takes place (in Italy too!) through specialized online platforms. Nowadays with the new medias it is easier to find information about jobseekers, be able to examine an almost unlimited range of professional profiles and connect the company with the ideal candidate.

Some of the most famous search engines that aggregate job offers and where you can check companies' open positions are:
www.monster.co.uk
www.jobrapido.com
www.careerjet.co.uk
www.jooble.org
www.bancalavoro.it
www.infojobs.it

Here are the main job matching sitesX

Just Knock
You can "knock on the door" of the company you are interested in by sending an idea without needing to specify your name, gender or CV, since only the project will be evaluated.
www.justknock.en

AddLance
Where companies post their programs specifying budgets and deadlines and freelancers can sign up and send their proposals and valuations.
It involves many fields: from programming to consultancy, from translations to design.
www.addlance.com/en

Get prepared for the interview

The key ingredient for overcoming tension and having a successful interview is proper preparation.

The company
Start by looking at their website and subscribing to their newsletter. Discover what the company's objectives and values are; stay up to date on how they use social networks. These are all elements of knowledge that will help you enter the world in which you want to operate.

Job description
Remember what your motivation was when applying and discuss your choice during the interview. Check the cover letter and the text of the email that has your CV in attachment; focus on your strengths and let your qualities shine through.

Do not get tongue-tied
Research the most common questions asked during a brilliant interview and prepare the answers.
Integrate with examples from your experience and highlight why you are the right person

for the position. Ask a friend to help you and try it out until the interview.

Verbal and non-verbal communication
Try to be spontaneous with the recruiter, make sure that your handshake is firm and secure. Avoid crossing your arms and putting your hands in your pockets, when sitting down do not relax your torso on the backrest. Do not interrupt the person you are talking to and change the rhythm of your tone of voice. Be professional in your clothing choice as well.

Good luck!

More information here:

www.manpower.ch/en/node/282?destination=/it&_exception_statuscode=404

www.cerco-lavoro.info/lavoro/colloquio

Organize your post-interview

In most cases, the interview ends with a "we will let you know". More often than not, there is usually a waiting period that may generate anxiety and misunderstandings.

How to behave?
Thank you e-mail
It is better to send it. It is an act of courtesy, shows that you enjoyed the interview and helps the recruiter remember you. Write a short text and add a reference that can help to link the recruiter to the person and the date of the interview.

Response time
Resist the urge to contact the company or the employment agency in a very short time. If not specified during the interview, wait between 10 days and 2 weeks. Then feel free to contact them to avoid uncertainties.

Which channel to use?
Send a first e-mail and if you do not get a reply (it happens frequently, don't worry!) send a second one. After that, go ahead and call the interlocutor - be assertive and interested.

In case of refusal.
Avoid reprisals and consider that rejection is not personal but linked to a different company decision. Try to ask and understand why another candidate has been chosen.

In case of a positive answer.
It is essential to reach a contractual definition of all the verbally made agreements as soon as possible.
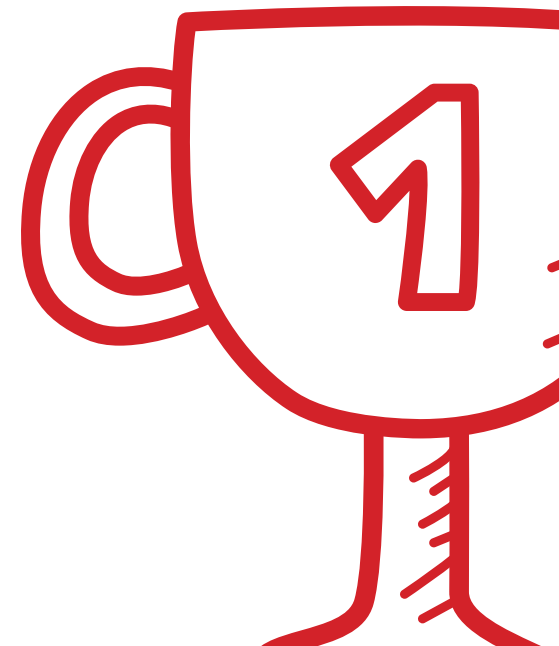
Entrepreneur yourself!

The future of work will always be more and more of those who succeed in becoming their own entrepreneur, no matter what is their role in the chain of job. Even employees will have to focus on entrepreneurship to add value to their company. **It will not be enough to just "do the job"; you must have an attitude of personal responsibility, focus on yourself and take your life into your own hands** throughout your daily life, your work but also in the way you look at life. Do not forget to always have that extra kick that will allow you to express your full potential.

An advice for starting? Face life with a "responsible", relationship-oriented attitude, create a wealth of important experiences and contacts. whet your curiosity and never stop asking questions. Be open to new working methods; always ask yourself what activities and behaviors to adopt to get the best out of yourself and others. These are all elements that will enhance your personal and professional skills.
In addition, study yourself to discover your strengths and what makes you different from others: the way you carry out an assigned task and face problems is unique and therefore makes you unique. **Think outside the box and live asking yourself: "What can I do to leave my personal mark?"**

Each gift is a chance of growth for yourself and an important contribution for those around you.

21st century skills

Technical skills are always very important, but they may not be enough. When choosing a human resource, the labour market is giving more and more value to other qualities as well.

Cultural and civic literacy
Understanding, appreciating, analyzing and applying humanities knowledge

Financial literacy
Understanding and applying in practice conceptual financial aspects

ICT literacy
Using and creating technological content, finding and sharing information, answering questions and interacting with other people and computer program

Literacy
Ability to read, understand and use written language

Numeracy
Using numbers and other signs to express quantitative relations

Scientific literacy
Using scientific knowledge and principles to understand an individual's environment and make assumptions

Collaboration
Working in a team to achieve a common goal, while preventing and handling conflicts

Communication
Listening, understanding and contextualizing information through verbal, non-verbal, written and visual signs

Social and cultural awareness
Interacting with other people in a socially and ethically appropriate way

Creativity
Imagining and designing new and innovative ways of dealing with problems, meeting the demands with synthesis and application of knowledge

Curiosity
Asking yourself and others questions, showing an open mind

Flexibility
Changing plans, methods, opinions and objectives in light of new information

Initiative
Taking charge of new tasks and objectives

Leadership
Directing, guiding and inspiring others to achieve a common goal

Critical thinking / Problem solving
Identifying and weighing up situations, ideas and information to formulate answers and solutions

Perseverance
Keeping it interesting to achieve a goal

Opening a Vat number in Italy: where do I start? How much does it cost?

In an economic context where it is difficult to find work as an employee, more and more people are deciding to start their own business by opening a VAT number.

Considering that its convenience varies from case to case and it is therefore advisable to talk about it with your accountant, the actual opening of a VAT number is very simple.

Who can open a VAT number

Owners of companies and self-employed professionals, i.e. those who carry out an economic activity with the aim of selling, producing and exchanging goods or services.

How to open a VAT number

Opening a VAT number is simple and completely free. It is necessary to inform the IRS about the start of your activity (within 30 days from the first day) with a special declaration drawn up in accordance with the specimen AA9/7 (sole proprietorship and self-employed persons) or AA7/7 (company): both models can be downloaded from the IRS website.

When opening a VAT number, you will choose the ATECO code (which refers to your specific activity) and choose the type of accounting system between the 2016 flat-rate scheme and ordinary bookkeeping. On the other hand, older taxpayers in the minimum scheme may remain in that system until their natural expiry date, i.e. 5 years or 35 years of age.

Once the signed declaration has been released or sent, we get the VAT number that will last until the end of the activity. The last step will be the INPS (or the insurance funds of your order of affiliation) opening your location.

Those who register a sole proprietorship should also register their company to the Chamber of Commerce and inform their Municipality about the start of their activity.

Useful links for Italy

https://www.agenziaentrate. gov.it/portale/web/guest/ iva-regole-generali-aliquote-esenzioni-pagamento/infogen-iva-regole-generali-aliquote-esenzioni-pagamento

Time to start! Which tools to use?

I have decided to start my own business or a startup with some friends, but I do not know how. There are many questions and aspects to understand... and I need to pinpoint them.

Before getting to a much more complex business plan, we recommend some simple and effective tools to start organizing it: **Lean Canvas** (simplified and suitable for start-ups at an early stage) and the **Business Model Canvas**, suitable for mature startups and innovative companies.

There is also a third model, the **Business Model You**, for those who dream of a new career or a new life path: the basic tool for everyone.

All these methods are contained graphically in the space of a page or a screen, but they are not quite easy to deal with.

It takes patience, concentration and deep analysis of yourself and your business to use them.

Personal branding: how to improve

Personal branding is the reputation strategy that you build over time, both in real and social life. It is much more solid than the image (that usually only refers to a flash or a snapshot) and becomes the reason why someone will choose you as a collaborator (whether they are looking for staff), a reference point (whether they are looking for help or specific information) or as professionals (for your products or services). It is a medium-term path, in which your online and offline life must always be consistent. Therefore, the sooner you start the better.

Tips to become a reference point in your field:
Open a website or blog where you tell about your business with valuable and original content that addresses users in your niche.

Be present on social networks and groups and on the pages of your field.
Create a community or participate in existing communities that are linked to your values and the contents of your field so that you can create contacts and prove your knowledge and ability to listen, give advices, create networking; participating actively in discussions means offering your help and availability to your audience.

Useful links
www.personalbrand.com

www.personalbrandingcanvas.com

www.personalbranding.it

How to express myself: from pitch to storytelling

The ability to communicate efficaciously is an essential skill in the world of work, especially when you want to express yourself without dwelling too much on your story while still leaving your mark.

The elevator pitch
Short speech to introduce yourself and your business idea in the time of a lift ride, capturing the attention and convincing the investor. It is a typical startupper skill and requires dedication and training. Where to start? Write your pitch on a piece of paper, repeat it aloud and record it. Expound it to family and friends, they will help you understand where and how to improve.

The art of storytelling
You can find storytelling in many areas of social life: from politics to marketing, from advertising to training to video games. Narrative formulas involve the senses and arrive straight to the heart with emotions, words, sounds and images, a symbolism that can

speak to different audiences just as it happens with fairy tales. Each one of us has a personality, a character, a temperament: values to be conveyed through storytelling.

A suggestion?
See how multinational corporations communicate and apply those principles to your personal story!

Useful links
www.livecareer.com/resources/ resumes/basics/storytelling-on-resume

www.livecareer.com/resources/ jobs/search/storytelling-that-propels-careers

www.livecareer.com/resources/ resumes/how-to/write/ storytelling-resume

www.livecareer.com/resources/ interviews/prep/capturing-job-interview

Reputation, social network and networking

There are many advantages in treating the Internet as an extension of real life. Cultivating online relationships increases the opportunities for meetings and allows you to collect information about available jobs. In turn, recruiters extrapolate other elements of evaluation by entering your name on search engines. Therefore, avoid posting extravagant photos or being in extremist groups. Instead, focus on quality content and healthy networking.

Put your blog at the center of communication

Start with yourself. Your story, your passions, your problems. Starting a blog means making knowledge, skills and solutions available to everyone.
The first months are challenging. Find the right content: within some time, you will get good results.

Facebook

"Sharing" is the watchword. How can you find a job? Read the posts from the pages of the companies you are interested in; be informed about the activities of potential employers. Make yourself recognizable by taking part in initiatives the company posts about and submitting suggestions. In other words: get noticed!

Twitter

After creating your account (https://www.wikihow.com/Make-a-Twitter-Account) there comes the most challenging part: building a professional network and qualifying yourself as a source to consult. Focus on who can be functional to your cause: companies and human resources managers, experts of the field, websites and specialized bloggers. Use a Twesume to insert the cv.

Linkedin

Much more than a curriculum, it is a living interrelationship space. Post interesting and valuable topics in groups and on your profile. Be careful about what you write: you will only get one chance, so do not compromise some serious opportunities!
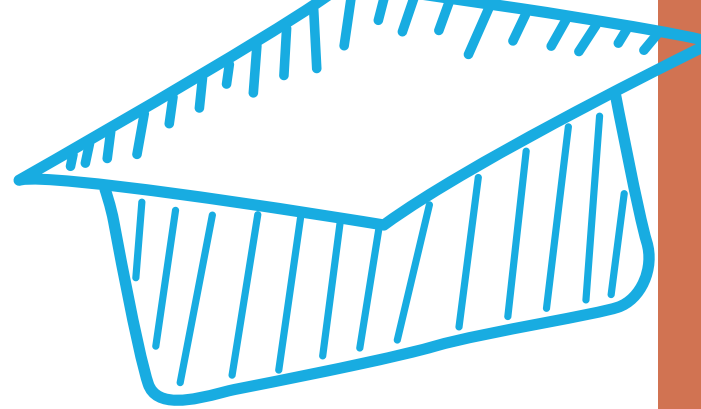
Generous people never fail

All the people you know and who know you constitute the network you belong. Sharing inclinations and interests creates a network.

Remember that both online and offline networking is only productive if you build authentic and solid relationships.

If you are generous, you will receive generosity in turn.

SOCIAL MEDIA
ELEMENTS BACKGROUND
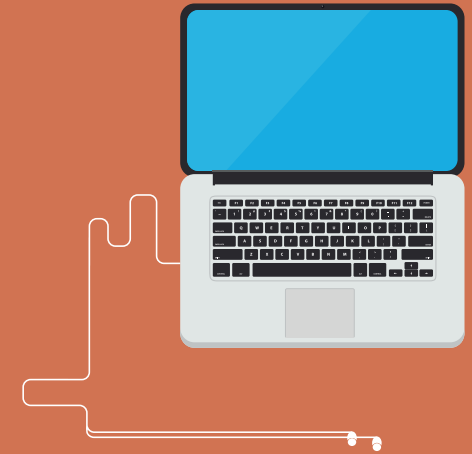
Social Media Revolution

Linkedin

Let us debunk the myth

LinkedIn is not an online curriculum vitae.
At first sight, it may look like a CV because it has a similar framework but LinkedIn is a social network first, a place where social relationships among people interested in working (like you) and career contents are created.

linkedin
Operating instructions

Follow its rules; LinkedIn is a place where you talk about everything that has to do with work and career: no cute kittens, selfies or spam friend requests. Attention should not be demanded but instead **won through quality content and information.**

Keep a special eye on "Above the fold": it is the very first screen that appears when people visit your profile. Just like with websites, you must be able to sum up everything you think could make people understand that they are in the right place.
- Use an eye-catching image as a background
- Use a professional, quality photo for your profile
- Use clear keywords for your qualifications; if you talk to Italians, no acronyms or English
- Briefly describe in max 120 characters
- Use appropriate keywords in the description you want to be searched for

The Recommendations section allows you to have testimonials. It is a very powerful tool if used well, but you must use true, real and concrete

recommendations that you can ask for without being annoying.
Recommendations are the crowning achievement of a well-done job.

The Experience section is not to be seen as a collection of every single one of your experiences; remember the keywords and make sure the experiences are consistent with them.

The Information section: since only the first three lines are visible and then you have to click on "View more" to read the rest, I suggest you start writing in first person, keeping in mind what is more convenient for the readers.

When describing your work, do not just tell them what you have done or can do, but the results you get.

Make connections. Participate in groups and discussions that interest you. This is how you find work with LinkedIn: by making connections.

Use Pulse as an internal blog to create useful contents.
When sending a Connection Request, explain:
- Who you are
- Where you met them
- Why you contacted them.

The European Social Fund facilitates integration in the labour market

The European Social Fund facilitates integration in the labour market and retraining, supports employment and innovation, promotes fairer job opportunities.

Basilicata's ESF Operational Programme 2014-2020 includes measures to promote employment and support labour mobility, promote social inclusion and combat poverty, invest in skills, education and lifelong learning, as well as increasing the effectiveness of administration and public services.

O.P. ESF Basilicata 2014-2020 actions are addressed to disadvantaged social categories such as unemployed people, people at risk of long-term unemployment, workers that cannot benefit of social shock-absorbers anymore, women, young people, families with hardships, second level schools and students, as well as to employees, freelancers, entrepreneurs.

For further information
www.europa.basilicata.it/fse/en/

With the ESF OP, more than 20,000 people have already benefited from funding to improve their living and/or working conditions by participating in master's degrees and specialization courses, internships, training for both employees and unemployed people, employment incentives, reconciliation for women of work and family life, support for people with multiple problems or serious disabilities.

FSE 2014-2020
POR
BasilicataEuropa

keep in touch

Follow the FSE Basilicata 2014-2020 Facebook page to be updated on all opportunities and announcements.

FSE 2014-2020
POR
BasilicataEuropa

REGIONE BASILICATA

Unione Europea
Fondo Sociale Europeo