

EMBA

Martin Buckland
EMBA Career Coach



HOW TO CONNECT ONLINE AND IN-PERSON To Maximize Your Career Management

Simply because you're not a featured product on one of those home shopping channels doesn't mean you shouldn't have a well rehearsed 30, 60 and 90 second infomercial. Do you?

If I did an Internet search using your name, would you be found?

Are you aware that 94% of recruiters have adopted a social recruitment philosophy?

If you're unemployed, what does your job search day involve? Are you surfing the Internet from the safety of your couch or are you actively getting out and having in-person, shaking hands meetings with potential career influencers?

Over 80% of jobs are found through networking, recruiters and agencies, not job boards.

In this seminar, Martin will shock you when he describes what an ideal job search day should entail. You'll learn how to connect online using active and passive social media sites. Advertise your infomercial. Build your online and in-person network. Aggressively unearth leads and reduce the time to secure your next challenge.

Be prepared to awaken your job search philosophy and leave energized with knowledge and filled with ideas to capture the attention of your next employer.

Listen as Martin boldly states:

"Failure to have a significant Internet presence is like committing career suicide!"

Be ready to explore new territory, take charge of your career management and boldly go where you've never been before.

After a distinguished career with the renowned London Metropolitan Police, Scotland Yard and RCMP, Martin retired in 1991 and launched Elite Resumes helping clients from over 74 countries climb the corporate ladder, expand their reach with executives and recruiters, and land the job they deserve.

His international reputation attracted the attention of the Association of Executive Search Consultants where he was handpicked to join their career services division, BlueSteps, as an Executive Resume Writer and Executive Career Coach for BlueSteps members across the world.

Martin has earned 20+ certifications including: Master Resume Writer, Certified Social Media Career Strategist, Personal Branding Strategist, Job & Career Transition Coach, Employment Interview Professional, and Job Search Trainer.

This seminar will transform the perceived attitude of waiting for a job to land in your lap. It will challenge the audience with new, simple and cost-effective ideas to boost your career management, personal brand and confidence. Key discussion points include:

- Your infomercial – creating an enticing marketing message.
- The importance of being found on various Internet platforms.
- Managing your first impression.
- The difference between active and passive websites.
- Utilizing social media to market your expertise, boost your personal brand and make yourself visible.
- Tap the power of social media to uncover job leads and opportunities.
- How to connect with key stakeholders and build your network of influence.
- Redefine your job search day to deliver results.

Find Martin Buckland on Social Media:



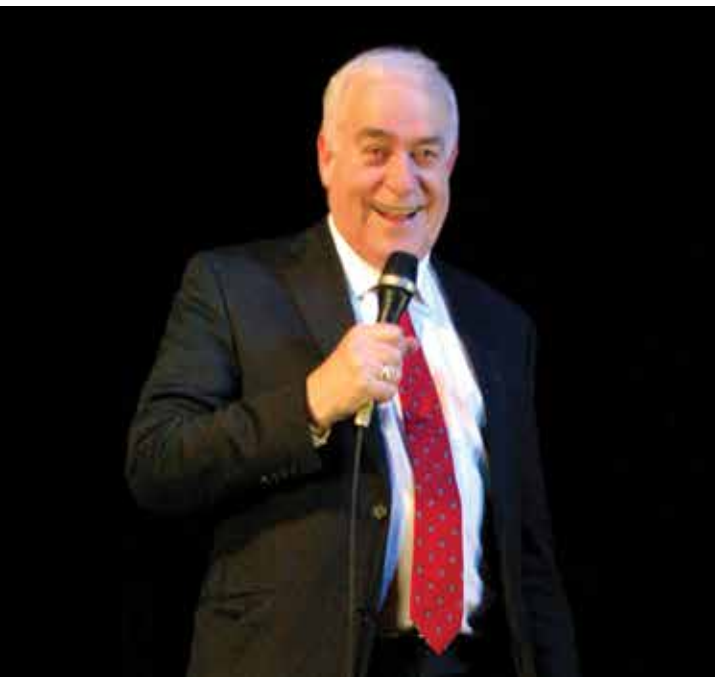
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/EMBACareerCoach



CLIENTS INCLUDE:

American Society for Quality (ASQ)
BlackBerry (formerly Research In Motion)
Certified Management Accountants (CMA)
Canadian Society for Training & Development (CSTD)
Institute of Chartered Accountants of Ontario (presently Chartered Professional Accountants of Ontario)
Communications, Advertising and Marketing Professionals (CAMP)
ExecuNet, Toronto and Montreal Chapters Happen
Human Resources Professionals Association of Ontario, Halton and Peel Chapters
International Association of Business Communicators (IABC)
LafargeHolcim
Lee Hecht Harrison
nextPosition
Professional Engineers of Ontario (PEO)
Right Management
Schulich School of Business – York University
Silicon Halton
Society of Automotive Engineers (SAE)
Society of Manufacturing Engineers (SME)
Ted Rogers School of Business
Toronto Finance Network
Torontojobs.ca
University of McGill
University of Ontario Institute of Technology (UOIT)
York Regional Networkers

TESTIMONIALS

“Martin Buckland dazzled our audience of communicators at a meeting of the IABC / Toronto Professional Independent Communicators when he spoke on the topic of networking. He is a recognized expert in the topic, and practices it in his daily business as well. Whenever someone asks me for advice about resumes, careers, networking, or job searching, I always refer them to Martin.”

Donna Papacosta, Principal, Trafalgar Communications

“Covering the heart of the Southern Ontario automotive region, many SAE Central Ontario section members were impacted by the Automotive recession of 2008 -09. To help SAE members affected by downsizing and career transition, the Central Ontario Section invited Martin Buckland to speak at their Career Transition Workshop where Martin provided his in-depth expertise to SAE members seeking to find new career opportunities. Martin provided valuable insights into effective resume writing, creating an on-line presence for increased visibility, and interviewing techniques. The career transition workshop was one of SAE Central Ontario Section’s most successful events with many members remaining long after the workshop’s conclusion to have their resume reviewed by Martin. SAE Central Ontario highly recommends Martin as speaker at any career related event.”

Phil Kling, P.Eng, MBA, Manager, Product/Field Investigations, General Motors of Canada Ltd.

“Your presentation on resumes was extremely well received. Members liked the new format you presented for the combined resume. They also liked and, from what I observed, were somewhat shocked at some of the current trends you were able to present. As always, the quality of your presentation and the information you provide were appreciated.”

Frances McKenzie, Speakers Coordinator, HAPPEN (Burlington, Ontario)