Building a Solid Social Media Presence for Career and Business Success (1-Day)

Background
Do you know that the average recruiter spends about 15 to 20 seconds reviewing your traditional CV or resume? But that’s not it, recruiters are increasingly also reviewing your “digital footprint” on social media. If you claim you’re a “sociable” and “connected” person on your resume but you hardly have any connections on Twitter or Facebook, then you’d better sit up and take control of your social media presence.

Above and beyond that, you need not be all passive about this whole social media craze. Instead, if you actively build a solid social media presence, you create for yourself more opportunities to be seen as visible and credible in front of your recruiters at your desired corporations.

Methodology
To allow participants to understand, appreciate and apply the different techniques of building and maintaining a robust social media presence, attendees will go through an extremely hands-on session where checklists will be provided to guide attendees on what they ought and ought not to do.

Coupled with the online modules, there will also be a mini module on how to connect with influencers as this is an essential segue into the offline world i.e. reality where the action takes place and attendees put the principles they have learnt into application.

Objectives
1. To set up a strong, recruiters-friendly and “sellable” LinkedIn profile and acquire the basics of a robust LinkedIn profile
2. To master effective networking strategies for real-time engagement with recruiters and employers so you create meaningful, lasting impressions for more job opportunities
3. Leverage social media tools and other connection frameworks to progressively build multiple networks of influence for career and business success

Content Overview
1. Social Media Platforms at a Glance
   a. Sync your traditional CV and resumes with the active social media platforms you can manage
   b. Master the fundamentals on three mostly frequently used social media platforms and how to showcase your expertise and authority to recruiters
   c. Identifying, building and maintaining niches so you create a strong presence online for greater career and business opportunities
2. Offline Strategies to Build Your Social Network
   a. Fundamental personal branding strategies to create strong positioning among recruiters and employers
   b. How to network effectively and create a personal board of directors who can expedite your personal growth
Being on stage means differently to many people.

For some, it’s where they become a bundle of nerves and the entire experience turns awry. For others, it’s the pedestal for glory and their precious “minutes of fame”

For Benjamin, being on stage means finding his “voice” in his “stage of life”. The stage is the platform where he has discovered what it means to be one with himself – to speak with authenticity and passion about what matters to him.

This is the philosophy and the intention he brings forth to his public speaking training and coaching – that when you are able to discover and create why it means for you to be on stage, the other aspects of speaking (like speech delivery and content) come naturally with ease.

Till date, Benjamin has been a seasoned public speaker and emcee for the past 4 years. He has trained over 400 clients in the following subject matters – public speaking, presentation skills, coaching, interview skills and youth leadership. Benjamin is also one of the youngest Associate Certified Coach (ACC) with the International Coach Federation (ICF) based in Singapore. His training and experience as a professional coach further empowers him to work intimately with his clients on the inter-personal level.

To constantly sharpen his craft and gain more stage time, Benjamin enjoys the thrill and excitement that comes from competing on the stage. He has finished off strong as the Top 8 Finalists in the Singapore Can Speak 2010, a nation-wide public speaking competition for youths. He was also the Charter Club President of the Charisma Toastmasters Club under Toastmasters International and clinched 7 championships titles in his maiden attempt in competing in the Humorous & Evaluation Speech Competition. Also, he has led his team to clinch championships for the YMCA Youth For Causes 2009 and the Parkroyal – Singapore HR Challenge 2011. In the latter, he has also been awarded as the Best Presenter for the University Category.

“Benjamin founded a Toastmasters Club recently and he is not only able to impress more seasoned speakers with his steady stage presence and charisma but also is extremely willing to train his other Club members to do likewise.”

- Soon Loo, Director of AdvantEdge Coaching
Training Credentials

Founder & Principal Trainer, Speaker's Flare Training & Consultancy

- Trained more than 300 clients in public speaking, presentation skills and facilitation

Trainer & Accounts Manager, Take The Stage

- Trained more than 200 clients (students from secondary schools and JCs) in Public Speaking, Interview Skills, Debating and Leadership

Life Coach, Supervising Coach & Coach Trainer, Executive Coach International (ECI)

- Trainer for over 20 apprentice coaches to date in basic coaching, questioning and communications skills
- Designed and crafted training curriculum in accordance to International Coach Federation (ICF) training standards

Event Hosting

- Joo Chiat 17th term BGM
- Joo Chiat Photography Competition
- East Coast GRC & Joo Chiat SMC Forum
- Dover Park Hospice – Sunflower Remembrance Day
- Russia Singapore Business Forum (RSBF) 2011 – Opening Party
- Singapore Anti Narcotics Association (SANA) D&D 2011
- SMU School of Accountancy Commencement Ceremony 2012

Awards & Accolades

- Associate Certified Coach (ACC), International Coach Federation (ICF)
- Country Ambassador - Commonwealth Youth Ambassadors for Positive Living (CYAPL) 2008
- Country Ambassador - ASEAN+3 Youth Festival (AYF) 2008
- Ambassador, SMU School of Accountancy (SoA) Programme 'It's all about Social and Ethical Responsibility'
- Champion, SMU EyE Cashflow 101 Competition
- Champion, YMCA Youth For Causes 2009 Competition and awarded Best Team (above 21 years category) Award and Best Public Outreach Award
- Singapore Soka Association - Ikeda Peace Award 2009/2010
- National Youth Council (NYC) Singapore - Stars of SHINE 2010
- Youth Endeavor Award (YEA!), Mendaki Club Singapore
- Champion (Tertiary Category), Parkroyal - Singapore HR Challenge 2011
- Best Presenter, Parkroyal - Singapore HR Challenge 2011