

# HOW TO GET A JOB PART 4

By Mark Brownley

## *Become a content creator so I can find you on Google...*

### **Checklist**

- 1.** Create content that expands the body of knowledge in your profession. It doesn't have to be revolutionary technology or even mind-boggling research and development. Professional views that you hold and can articulate, that are evidence and/or experience-based, are valuable and need and deserve to be heard. It enhances your reputation.
- 2.** Don't pass opinion off as fact. Opinions require no evidence base or substantiation. Engineers and the profession require an evidence base. Now you know why engineers should never publish opinions as fact. Opinions dilute your argument and diminish your personal brand value.
- 3.** Expand your reach across all social channels. The more platforms you use to disseminate your professional views, the better. It enhances your reputation and it also means you infect more people with your razor-sharp thinking. The multiplier effect then carries on the job of spreading your good ideas further. In other words, multiple platforms scale your thinking.
- 4.** Promote, spread and recognise the great work that other engineers and professionals are doing. By validating others' work, you are growing the body of knowledge and accelerating the knowledge effect through the engineering and STEM community. You are also cementing your reputation as an advocate, promoter and thought-leader, traits that are highly regarded by industry leaders and employers.
- 5.** Recognise that Google is a more powerful search tool than LinkedIn. LinkedIn is a moderated or curated platform. By you. Google is far more revealing in a positive or negative way. Experienced leaders and recruitment managers will use both and that means you need to be "favourably regarded" by both search engines.
- 6.** You know this. Do not publish anything to social media your mother would not be proud of. You have been warned. The quickest way to trash your reputation and destroy your employment prospects is to share your darkest secrets (or moments!) on the internet. And remember, other people tag you so what you think is secret is actually public property.
- 7.** Comment on issues that you feel deeply about. It's easy to sit back and watch from the side-lines but active participation advances the public debate and enhances the reputation of the profession as well as your own. Engineers must help shape public policy now more than ever. You are never too young or inexperienced to have something worthwhile to say.

8. Make public appearances to showcase your work. Most people are petrified of and hate speaking in public. Overcome it if that's you and get up on stage. People will then talk about you in print and on social media, which will cause your professional stocks to rise and even more demand for your services. You might even get paid.
9. Master Apple Keynote and MS PowerPoint. Your content should always be truly engaging. If you're developing presentations, read Garr Reynolds' Presentation Zen ([www.garrreynolds.com](http://www.garrreynolds.com)) for the best tips in the business. Imagery and design are crucial in creating content. Get good at both.
10. Get someone else to critique your content and ask for criticism. Engineers tend to focus on the technical and the detail. The average person doesn't. Your content needs to be engaging – and accessible – all at once.

### STILL HAVE MORE QUESTIONS?

Just email us at [tellus@myengineerexchange.com](mailto:tellus@myengineerexchange.com) and we'll get right back to you.

