

**Stirring the Secret Sauce
Of Job Development**



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WHAT'S ON THE MENU TODAY?

- SECRET "SPICES"
- REVERSE JOB FAIR
- BIG CITY VS. SMALL TOWN
- USING LEVERAGE



BUT FIRST, THE WHY

WHY
CAN'T I JUST
KNOCK ON
DOORS?



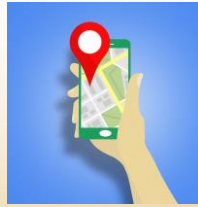
SECRET "SPICES"

DOING
YOUR
HOMEWORK



SECRET SPICES

GEO
MAPPING



SECRET SPICES

PHONE
CAMEO



SECRET SPICES

APPS
THAT
ADD FLAVOR



SECRET SPICES

SPECIALTY
NETWORKING



SECRET SPICES

USING YOUR
BOARD OF DIRECTORS



REVERSE JOB FAIRS

- WHY START
- WHO TO INVITE
- GOALS



REVERSE JOB FAIRS

- BENEFITS TO THE JOB SEEKER



REVERSE JOB FAIRS

- BENEFITS TO THE BUSINESS



REVERSE JOB FAIRS

- STEPS TO SUCCESS
 - CHAMBER INVITES
 - COMMUNITY
 - AGENCY PARTNERS
 - SOCIAL MEDIA



LOCATION LOCATION LOCATION CHALLENGES AND ADVANTAGES

BIG CITY



SMALL TOWN



BIG CITY/SMALL TOWN

•ACTIVITY!





USING LEVERAGE

QUESTIONS?
