Career Growth:

The employer's perspective

Agenda

Intro

Tech Recruiter by training.

People geek by choice.

Startup vs corporate.

01 Skills

02 Impact

03 Pace

04 Working styles

05 Role titles

#startuplife

Obstacles.

01 Cultural norms

02 Vertical vs lateral growth

03 Evolving landscape

04 Imposter syndrome

Let's share!

Tech industry HR + HM's.

01 Who are they?

02 What do they know?

03 How do they think?

04 What are they looking for?

pro tip

Short and punchy

Market mapping.

pro tip

Figure out why they want
you to work for them.
WIFM = what's in it for me?

Research companies   +   Pitch yourself

pro tip

Segment out companies you
want to work for - by industry,
size, series etc.

Pitch yourself.

Exercise.

How would your friends
describe you in 5 words?

Now turn those into
professional context

Same same but different.

Stubborn		Determined
Argumentative		Passionate
Bubbly		Personable
Nice	=	Empathetic
Dreamer		Visionary
Doodles		Creative
Nerd		Nerd

Steps to make your LinkedIn profile *POP.*

01 Cover + Profile photo

02 Headline + summary

03 Experience

04 Education + Skills

05 Recommendations

pro tip

Customise your public profile
URL to just your name

Headshot shows entire face + is not too close or far away

Accurate and up to date

Add media so viewers can further educate themselves #clickbait

Company mission and job description

Break it up in tangible chunks + have a call to action

Remember to quantify and talk about projects you're proud of

Change the world by putting people first.

Myranda Heipel
The People's Tribe

On a mission to help conscious founders build human-led organizations.

Toronto, Ontario, Canada
7K followers · 500+ connections

See your mutual connections

About

Tech recruiter by training. People geek by choice.

I help establish and enhance people functions to prepare startups to scale sustainably. With a focus on holistic people practices, my areas of expertise are:

💻 talent function - streamline recruitment, hiring processes, systems and strategies
💡 employee development - people programs and strategies to enable growth and performance
🌈 culture - how to foster and harness what makes your org unique so as to attract and retain talent aligned with your values

Empathy is my greatest strength. I put people first, no questions asked. Because I firmly believe that by creating a sustainable, safe and supportive environment, your team will flourish - and inevitably, so will your business. My background in yoga has also established a teacher mindset, where my approach is not to plug-and-play but to educate and enable.

Let's change the world by putting people first.

Experience

Founder
The People's Tribe
Feb 2023 - Present · 10 mos
Canada · Remote

The People's Tribe is just that, a tribe for the people. Our mission is to help purpose-driven organizations build sustainable, scalable and holistic people practices. … ...see more

The People's Tribe

Creator
The Yogi Social
Jun 2023 - Present · 6 mos

A community where we go beyond the mat to foster meaningful connections, nourish the body & soul and celebrate local flavours.

IG | The Yogi Social

Mentor
Startup Lisboa
May 2023 - Present · 7 mos
Portugal

Startup Lisboa supports the creation of companies and their first years of activity through mentoring, strategic partnerships, access to investment, networking activities and a community based on kr ...see more

Blog | Startup Lisboa

Director, People Operations
UpGuard
Aug 2020 - Nov 2021 · 1 yr 4 mos
Australia

UpGuard provides all-in-one third-party risk and attack surface management software, combining third party security ratings, security assessment questionnaires and threat intelligence capabilities to give businesses a full and comprehensive view of their risk surface.

My role with UpGuard was "anything and everything people," managing the entire people space from talent through HR during a highly transitional growth phase scaling the company >100% through global expansion.

UpGuard   Blog | UpGuard

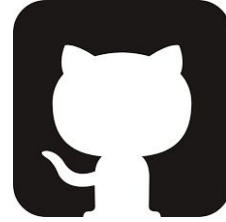# Professional Network.

01 Platforms

02 Build knowledge

03 Share knowledge

04 Increase connections

05 Expand reach

Build knowledge   +   Share knowledge

pro tip

Keep comments fact based or
be very clear it is your opinion

Increase connections   +   Expand reach

pro tip

Add a personal note to
your connection request

Create a post.

01 Select a topic you have strong knowledge in

02 Headlines are critical

03 Keep it short and concise

04 Use visuals

05 Hashtags + CTA

#makeithappen

Q&A.

Thank you!

https://www.thepeoplestribe.com