**Career Advice #69 | Vicky Mulder-Lemmer | 25 March 2019**

**LinkedIn Profile:**

**LinkedIn Post**

**“Link to Brigette Hyacinth post”**

**Facebook post | 27 December 2019**

Career Advice #69 originated out of Johannesburg, South Africa on 25 March 2019. Vicky Mulder-Lemmer had commented on a post by well known LinkedIn influencer, Brigette Hyacinth. Although I never saved the comments made by Vicky, a recent review of her LinkedIn profile appears to indicate that she continues to search for a permanent role while working from home in her spouses business.

The response I submitted on 25 March 2019 was limited to one post and within the 1250 character limit set by LinkedIn:

Vicky,

For me, rise and fall of oil prices resulted in repeated layoffs/contract ended since 2008. In 2017, I took a deep dive into emerging technologies to diversify from energy.  Thus, I have a few suggestions for you to consider while you continue your job search:

Skincare. Learn what made Glossier, a NYC-based direct to consumer beauty company grow to be valued at $1.2 billion. [https://www.glossier.com](https://www.glossier.com/)

HR.  Learn about **Quinyx,** a cloud-based HR software solution that helps McDonald’s, London City Airport, Swarovski, Burger King manage employee scheduling, communication, task-management and payroll integration | [https://www.quinyx.com](https://www.quinyx.com/).  What if you became the local representative in South Africa for companies to adopt?

Angel List ([https://angel.co](https://angel.co/)). Website for startups to list their open jobs. US-based tech companies use it but I found many European, Indian and Chinese tech and non-tech companies listed thereon.  Mostly tech roles but also many non-tech roles.

Auto dealers. This Gary Vaynerchuk podcast with car dealers. From minute 14:40 to minute 22:30 narrows down on huge branding potential for automobile dealerships <https://apple.co/2BnGBC3>

\*\*\*

No further exchanges occurred after the above submission

§§§

**Invictus**

The word “Invictus” refers to the Roman divine epithet Invictus and may be translated from Latin as “undefeated” or “unconquered”. In 1875, the Victorian era English poet, William Ernest Henley wrote the short poem “Invictus” and was finally published in 1888 in his first volume of poems. In 2009, the Hollywood film “Invictus” was released to highlight the incredible challenges faced by South Africa and Nelson Mandela to not only unite a country but also pull together a rugby team to win the 1995 Rugby World Cup. Cliches and metaphors did not help Nelson Mandela or the rugby team. That is the same as job search. Taking personal action is needed in today’s fast and ever changing world of technology and social media.

It is my view that additional career advice ideas may provide Vicky with some ideas on improving her job search efforts. Earlier today, I reached out to Vicky to connect on LinkedIn in order to send the following detailed suggestions for her job search:

\*\*\*

Good day Vicky,

Thanks for accepting my LinkedIn connection request. You may recall that in March of this year, I had responded to your job search comments under a post made by LinkedIn influencer, Brigette Hyacinth. Although I did provide a couple of suggestions, it was too brief and was limited to one post and the 1250 character limit set by LinkedIn for any single post (or response to a post). In fact, I never thought to simply reply several times in order to provide more targeted and relevant ideas on how to improve your job search. My ideas and suggestions are meant to provide you with ideas for the long term and may or may not improve your chances of securing a permanent role in the short term.

I draw your attention to the following overview:

* Job Seeker Creativity
* Patty Miller | HR Expert
* Alice Hlidkova | Entrepreneur & Media Personality
* Gary Vaynerchuk | Branding & Awareness
* Angel List in South Africa
* South Africa innovation
* South Africa venture capital
* Small Business and Accounting SaaS
* Social media: articles, podcasts & videos
* LinkedIn Outreach

§§§

**Job Seeker Creativity**

Some job seekers get creative in their approach to attract the attention of recruiters and HR managers:

Azmil Hakim from Malaysia used a photo of an empty chair and the tag line “Hi, I’m looking for an interviewer to fill this chair”. His LinkedIn profile can be accessed from this link: <https://www.linkedin.com/in/azmilhakim/>

Youcef El Kouchi from Dubai created a video of his CV and posted that on LinkedIn to create attention to his job search (<https://www.linkedin.com/in/elkouchiyoucef/>

Paul-Johnston Naylor from the UK created a daily post on LinkedIn outlining his job search efforts (<https://www.linkedin.com/in/paul-johnston-naylor-43304464/>)

\*\*\*

See message 2 of 12 | Job Seeker Creativity (continued)

MESSAGE 2

Hi Vicky,

This is message 2 of 12,

**Azmil Hakim | A Viral Post**

In February 2019, I came across Azmil’s post after someone in my network “liked” or commented on his photo. I immediately submitted a reply within the comments section by drawing attention to his creativity to two colleagues of mine working in South East Asia and also tagging Brigette Hyacinth. Shortly thereafter, Azmil’s post went viral and had over 15,000 views. One of the primary reasons for that came from the Malaysian on-line news blogger, “World of Buzz” that had featured Azmil’s post:

https://bit.ly/2SXbjfV

\*\*\*

In October this year, I was looking back at the exchange with Azmil and it inspired me talk about this on my podcast, “Will You Review my CV”:

Episode 17 on 18 October 2019 titled “How a job search post can go viral (link: <https://bit.ly/2KrdCCF>).

After publishing this episode, I reached out to Azmil and invited him to join me on the podcast which we arranged remotely: he was in Kuala Lumpur, Malaysia and I was in Calgary, Canada. The time difference was 15 hours. This podcast interview took place on 19 October 2019 and was titled “Interview with Azmil Hakim” (Episode 18 link: <https://bit.ly/33XB5TI>)

Finally, I featured this exchange on a LinkedIn article I published on 19 October 2019 titled “How a job search post can go viral” (link: <https://bit.ly/2pmrNBr>).

§§§

**Patty Miller | HR Expert**

One idea is for you to reach out to Calgary HR expert, Patty Miller. I had the pleasure of interviewing Patty for my podcast “Will You Review my CV?”, during which she shared her views on today’s job market which can be applied to virtually any city, country and/or job title. Her website link can be found here: [www.Millernet.ca](http://www.Millernet.ca)

Patty’s LinkedIn profile can be found here: <http://linkedin.com/in/millernethr>

See message 3 of 12 | Alice Hlidkova

MESSAGE 3

Hi Vicky,

This is message 3 of 12,

**Alice Hlidkova | Entrepreneur & Media Personality**

In late 2018 and early 2019, Alice and I were working remotely as advisors to the Blockchain startup, Digipharm. On 13 November 2019, I invited Alice onto my podcast “Will You Review My CV?” (link to podcast: <https://bit.ly/33PdAfm>) to provide her thoughts on women and job search. Alice provided detailed commentary on guidance she provided to a job seeker in South Africa that focused on creating an “on-line” awareness and to virtually throw away the CV. In my view, this is really a blue-print for both men and women.

Alice’s LinkedIn profile can be found here: https://www.linkedin.com/in/alice-hlidkova/

§§§

**Gary Vaynerchuk** **| Branding & Awareness**

In my March 2019 post, I made a reference to Gary’s key note presentation at a gathering of auto dealers in America (this is the link <https://apple.co/2BnGBC3>). Gary repeatedly speaks about branding and awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts and Inside 4D’s workshops with startups and other founders. I have spent many hours consuming Gary’s content and I think that a good starting point for you would be his book, Crushing It. This is the link to the audio version on the Audible app: <https://adbl.co/2YfafaS>. There are several examples in the book that you may relate to including:

Louie Blaka | art teacher | https://www.louieblaka.com/

Jenna Soard | You can brand (@youcanbrand on Instagram) | http://www.youcanbrand.com/

Alex Hanse | Foolies Clothing Company | https://www.linkedin.com/in/alexhanse/

Timothy Roman | Imperial Kitchen & Bath | http://imperialkitchensandbaths.com/

Mimi Goodwin | Mimi G Style and Sew Sew Def Magazine | https://mimigstyle.com/

§§§

**Angel List in South Africa |https://angel.co**

This site is primarily used by tech startups to list tech & non-tech roles here. Quick search revealed:

30,100+ startups globally list open roles on the site

80 companies in South Africa with open roles listed on the site

33 in Cape Town

11 in Johannesburg

5 in Pretoria

See message 4 of 12 | Angel List (continued)

MESSAGE 4

Hi Vicky,

This is message 4 of 12,

Angel List (continued)

The low numbers in South Africa represent significant potential — especially given the significant number of venture capital companies investing in startups across South Africa (see below). You may want to consider spending time on the site. Set up your profile. Set search agents. Startups may not always use traditional recruiting sites. When they scale, they will need experienced staff.

NOTE: When I typed in the word “Beauty” under “Keywords” for the “global” companies listed on Angel List, the search returned with a total of 176 startups. A couple of examples include:

Cosme-de-com | Online beauty store | https://us.cosme-de.com

Orange Something | Direct to consumer beauty products | http://www.orangesomething.com/

WOC Beauty | Universal access to all shades of beauty | http://www.shopwocbeauty.com/

\*\*\*

What if you took the time to learn about one or two of such “beauty” startups and figured out a way to replicate this business model in South Africa? Perhaps simply reach out to one or more of such entities to suggest a way to be a local sales and marketing representative to expand their product offering in South Africa?

§§§

**South Africa innovation**

For the past 18 months or so, I have followed technology investments announced in various tech news feeds: StrictlyVC newsletter (Connie Loizos), Crunchbase News, Techcrunch, VentureBeat, UKTN and FinSME’s Inc.

I found a few South African-based startups that have made it into such funding announcements:

Nomanini, a Cape Town, South Africa-based fintech platform for the informal retail ecosystem, raised $4m in funding | https://nomanini.com/

Lulalend, a Cape Town, South Africa-based online automated provider of short-term funding for small and medium enterprises (SMEs), raised $6.5m in Series A financing | https://www.lulalend.co.za/

Ditto Hire | https://www.dittohire.com/

See message 5 of 12 | South Africa innovation (continued)

MESSAGE 5

Hi Vicky,

This is message 5 of 12,

South Africa innovation (continued)

Travelstart, a Cape Town, South Africa- and Dubai, UAE-based online travel company | https://www.travelstart.com

FlexClub, a year-old, South Africa-based startup connecting car owners with gig economy workers who need them, has raised $1.2 million in seed funding led by CRE Venture Capital | https://flexclub.co.za/en

NOTE: You may want to consider subscribing to local media newsletters that focus on providing announcements on investments and innovation in the technology sector. This may provide you with a better “pulse”, combined with Angel List, as to innovation that is driving the new economy in South Africa. Bloomberg, CNBC and other media tend to focus on publicly-listed enterprises or large private entities and may not necessarily provide in-depth coverage of smaller startups. The investments made by Venture Capital / Private equity companies in South African startups may provide additional ideas.

§§§

**South Africa Venture Capital**

Most VC’s / Private Equity (PE’s) list portfolio companies on their websites. Such companies will range from startups to full commercial entities. In my view, there are a couple of potential opportunities hidden within the VC network for administrative and/or finance roles:

* Strategic advisor to the VC partners and investment associates on a uniform set of administrative and bookkeeping procedures for their portfolio companies (particularly startups)
* Guidance to the VC partners and CEO’s of portfolio investments on implementing various small business and accounting SaaS (software-as-a-service).
* Strategic small business and accounting advice to one or more of the individual companies within the VC portfolio (particularly startups).

The following is a selection of VC’s / PE’s in South Africa. This is not meant to be a complete list. Google or other search functions may reveal additional VC firms:

ABAN | https://abanangels.org

African Development Bank | https://www.afdb.org/en

African Infrastructure Investment Managers \* | https://aiimafrica.com/

\* AIIM -- investments listed within "Funds"

See message 6 of 12 | South Africa Venture Capital (continued)

MESSAGE 6

Hi Vicky,

This is message 6 of 12,

South Africa Venture Capital (continued)

Agile Capital | http://www.agilecapital.co.za/

Aligned Capital (Pty) Ltd | https://www.alignedcapital.co.za/

AltCap Venture Capital | http://www.altcap.co.za

CRE Venture Capital | https://www.cre.vc/

Eighteen East Capital | http://www.18eastcapital.com/

Ethos Private Equity | http://www.ethos.co.za

Grovest Venture Capital | https://vc4a.com/grovest/

HAVAÍC | https://www.havaic.com/

Invested Asset Management | https://www.investecassetmanagement.com/en/

ishack ventures | https://www.ishackventures.com

JM Capital Africa | http://jmca.capital

Jozi Angels | https://www.joziangels.co.za

Kalon Venture Partners |https://www.kalonvp.com/

Mamor Capital | http://mamorcapital.com

Moshe Capital Pty Ltd | https://www.moshecapital.com

Naspers Limited | https://www.naspers.com

RMB Corvest |https://www.rmbcorvest.co.za/

SABAN | http://saban.org.za/

Venture Network | https://www.venturenetwork.co.za

\*\*\*

VC / PE action plan

1) VC’s & PE’s. You may want to consider learning the names of managing partners, investment associates & research analysts at the VC/PE you are interested in learning more about. Follow the VC/PE on LinkedIn & Twitter. Subscribe to VC/PE newsletter. Read & save links to articles on funding.

2) VC/PE portfolio companies. As with the startups on Angel List, many of the portfolio companies will seek to hire personnel as they grow and scale. VC/PE firms typically have “Portfolio” links on their websites. Consider making lists of companies you want to know more about.

Support over the VC/PE Portfolio

As VC’s/PE’s expand, the need increases for them to hire various support functions to “work across the portfolio” — such as HR, marketing, finance, IT, legal. This is a growing trend that Stephanie Manning Cohen from Lerer Hippeau, a New York-based venture capital firm, describes in this Forbes article: <http://bit.ly/2vNF9X6>.

Imagine if you became the “General Admin & Bookkeeping Support” over one or more of the above South Africa-based Venture Capital firms?

See message 7 of 12 | Small Business and Accounting SaaS

MESSAGE 7

Hi Vicky,

This is message 7 of 12,

**Small Business and Accounting SaaS**

The following SaaS (software-as-a-service) examples will likely be applicable to the small businesses (including the business of your spouse). All of these SaaS have received some level of venture capital funding over the past 18 months or so as reported in the media sources I mentioned earlier. This is not meant to be a complete list. A Google or similar search could reveal additional products / platforms available on the market.

***“Small Business SaaS”***

I tend to refer to these as “Back office support” SaaS:

Catalytic | SaaS platform designed to automate business processes | https://catalytic.com

Decisions |VA-based no-code business automation platform | https://decisions.com/

Evisort | artificial intelligence contract management company | https://evisort.com

Fleetsmith | automates device setup for SME's, handling Macs, iPhones, iPads, Apple TVs | https://fleetsmith.com/

FrontdeskAI |AI-assistants for small businesses | www.frontdesk.ai

Holded | allow SME’s to seamlessly manage every aspect of company from single

platform | https://www.holded.com/

Leapwork | automates repetitive tasks without hiring a developer | www.leapwork.com

Magaya Corporation | Fl-based warehouse, cargo and supply chain management software solutions | http://magaya.com

Onfido | AI to scan official documents to confirm people's identities | https://onfido.co

ShipMonk | back office support to startups for order fulfillment & shipping | https://www.shipmonk.com

SOCi | helps businesses to manage their social media presence | https://www.meetsoci.com

See message 8 of 12 | Small Business SaaS (continued)

MESSAGE 8

Hi Vicky,

This is message 8 of 12,

Small Business SaaS (continued)

Specright | Ca.-based enables customers to control critical supply chain specifications | http://www.specright.com/

Truss | marketplace to help SME's find, tour & lease space | http://www.truss.co/

Upsie | platform for purchasing product warranties from smartphones to appliances to power tools| https://upsie.com

Workable | recruiting automation platform for SME’s | http://www.workable.com/

Get Feedback | Create free surveys & feedback forms | https://www.getfeedback.com

Webware.io | Toronto-based providing small businesses with tools to achieve online success | http://www.webware.io/

\*\*\*

***“Finance and Accounting SaaS”***

As above, This is not meant to be a complete list. A Google or similar search could reveal additional products / platforms available on the market.

**Truebill** | SF-based personal finance app helps users track subscriptions, automates their budgeting | [www.truebill.com](http://www.truebill.com/)

**Pleo |** Denmark entity automates bookkeeping tasks as it integrates directly with accounting software providers | <https://www.pleo.io/en/en/>

**TeamPay** | New York-based startup whose software requests, approves, and tracks company spending in real-time | <https://www.teampay.co/>

**FreshBooks** | Toronto–based small business accounting software provider, with paying customers in 160 countries | [www.freshbooks.com](http://www.freshbooks.com/)

See message 9 of 12 | Finance and accounting SaaS (continued)

MESSAGE 9

Hi Vicky,

This is message 9 of 12,

Finance and accounting SaaS (continued)

**Suralink** | workflow management software for the accounting industry | <https://www.suralink.com/>

**SCALE Factor |** automated accounting, bookkeeping and payroll platform **|** <https://scalefactor.com/>

**Khatabook** | Bengaluru, India-based startup that is an accounting service provider for SMEs in India | **https://khatabook.in**

**Divvy** | Ut.-based business expense and budgeting platform | <https://getdivvy.com/>

**Roger.ai** | SF & Copenhagen-based startup whose accounting automation tool runs on top of accounting software to automate various processes | [www.roger.ai](https://www.roger.ai/)

**Botkeeper** | Boston-based maker of automated bookkeeping software | <https://www.botkeeper.com/>

**Pilot.com**, a San Francisco, CA-based provider of bookkeeping services for startups and small businesses | <https://pilot.com/>

**Back Office** | West Palm Beach, Fla.-based automated bookkeeping platform for small businesses | www.backoffice.co

[**Bill.com**](http://Bill.com) | a business payments and software platform | website: https://www.bill.com

**MineralTree** | maker of accounts payable and payment automation software | [www.mineraltree.com](http://www.mineraltree.com)

\*\*\*

See message 10 of 12 | SaaS Examples (continued)

MESSAGE 10

Hi Vicky,

This is message 10 of 12,

SaaS Examples | Resistance

Vicky, I know the above examples may seem overwhelming. That’s okay. Don’t panic and think you need to learn them all over night. I did not send these to scare you or intimidate you. The reality is local companies in South Africa likely will not adopt any of these SaaS products in the coming years until the market forces them.

The thing is, technology has advanced beyond many of the back office & support functions that are currently manually prepared or linked to legacy ERP systems. However, there will be resistance to introducing new SaaS which I faced while I was in Qatar but I recently found when I returned to Canada. The reasons for NOT adopting such SaaS will include

• It is too expensive

• It is not safe and not secure to protect our confidential records

• It is not compatible with our existing systems

• Our current system works just fine

These may or may not be justifiable reasons for rejecting SaaS and people you speak with may have contrary opinions as to how such SaaS will be of benefit. You may need to slowly test the waters and determine when it is best to introduce such ideas.

However, ignoring SaaS innovation just because potential employers choose not to implement them only reduces your competitiveness in securing administrative or accounting roles over the next 18 months, 3 years or 10 years.

SaaS learning

SaaS can be learned WITHOUT attending classes. WITHOUT getting an IT degree. SaaS have moved from the “IT Department” to “Operations” teams running the business. Most SaaS companies have free demos to download. You can subscribe to the company newsletter or other news releases. You can also follow them on LinkedIn, Twitter, Facebook and Instagram

SaaS Applicability

You may be thinking: “How can these SaaS help get me find a role?” In the short term, no SaaS will help. In the long term, the more you can learn about SaaS applicable to your functional area, the more readily you will be able to identify potential gaps and can suggest affordable and effective solutions to companies that you speak with; solutions that did not exist 10 years ago.

§§§

See message 11 of 12 | Social Media: articles, podcasts & videos

MESSAGE 11

Hi Vicky,

This is message 11 of 12,

**Social Media: articles, podcasts & videos**

As an extension of the Gary Vaynerchuk introduction, some ideas to consider for a potential Social Media strategy in Benoni:

***Tales of the Nails***

What if you write and publish a series on your experiences from your beauty therapy business? You could post on both LinkedIn and Medium. Articles could include: The toughest nails you had to work with? The roughest feet you had to “cure”? The Top 10 things to know about Pedicure. Manicure. The top 10 reasons why men do not attend to their feet. Their nails. Imagine how many clients passed through your “therapy doors” over the 2-year period? Perhaps run a before and after series — Before you sold the business and After you sold the business.

Imagine if your articles became the feature story for Glamour Magazine?

\*\*\*

***Video Series***

Extend the articles to expand into videos for posting on YouTube and TikTok. Gary Vaynerchuk refers to TikTok as being the platform with underpriced attention and currently having the most potential (similarly with LinkedIn). You can post for free and do not need permission.

What if you created a series of unique videos — call it “Tales of the Nails” (same name as the articles) and create a series of “How To” videos using local friends, families, neighbors to model for the video. Their fingers and toes will make cameo appearances and do not have to show their face!

\*\*\*

***Benoni Business Podcast***

What if you created your own podcast series using the free “Anchor” app and call it the “Benoni Business Podcast”? By the way, this idea comes from a Gary Vaynerchuk podcast. He suggested this for a small businesswoman in Boca Raton, Florida. This is the link to the podcast he held with small business owners (referred to as “Inside4D’s”):

Apple Podcast: [https://apple.co/2XVGfMD](https://podcasts.apple.com/ca/podcast/the-garyvee-audio-experience/id928159684)

Sound Cloud Podcast: <http://bit.ly/2kO6MgO>

YouTube link: [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ)

See message 12 of 12 | Social Media: articles, podcasts & videos (continued)

MESSAGE 12

Hi Vicky,

This is message 12 of 12,

Just to let you know the kind of inspiration that Gary Vaynerchuk provides, after listening to the above podcast in September of this year, I started the “Calgary Business Podcast”. Episode 1, with Gord Hobbins, founder of Gord's Running Store was released on 17 September 2019 and episode 44 on 18 December after interviewing Tyler Chisholm, the CEO and co-founder of clearmotive marketing group. Based upon the recommendations of Gary Vaynerchuk, I focus on three simple questions:

• What got you started in the business?

• What changes have you seen since you started the business?

• What do you think are the key issues you feel will impact your business in the next 2 to 3 years?

The process is simple and allows you to meet local business owners and learn about real issues they are facing in their business. Feel free to text me with questions if you decide to pursue this option.

§§§

Outreach

Once you are ready to reach out to various companies (including your podcast guests) then you should consider using LinkedIn to commence your outreach.

Step 1: Prepare 300-character introduction

Use LinkedIn “Personalized Message” to connect. Not everyone will reply and accept your request when you simply click on “Connect” with the template reply “Vicky wants to connect with you”.

A example of an introduction for the Co-founder and CTO of FlexClub (Rudolf Vavruch) could be as simple as:

Hi Rudolf, I am reaching out to startups in South Africa to expand my network. I have a business management degree and have worked 13+ years with small and large businesses… [EXPAND/AMEND, as needed]. I would be keen to connect learn about your business & see if there is common ground to work together now or in future.

When they accept your connection, thank them & request permission to send your CV; confirm appropriate email address.

Step 2: Use email to send your CV & relevant cover letter

\*\*\*

Feel free to message me to bounce across ideas. Have fun researching!

§§§

**#southafricacareers #careersza #recruitingza #southafrica #southafricahr #jobsearchza #careeradvice #recruiting #jobsearch #jobsearchadvice #jobsearchtips #selflearning #HR #jobseekers #career #recruitment #cv #resume #headhunter #humanresources #venturecapital #technology #yyccareers #yycjobsearch #yycinnovation #yycrecruiting #yycadulteducation #yycjobsearch #yyccareers #yyccareeradvice #garyveechallenge**