**CAREER ADVICE #360 | Nicholas Stark\_\_HSE\_Los Angeles\_18 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

so I am having a heck of a time finding a position. I have applied and gotten a few call backs to interview over the phone and even fewer still requests to come in for a face to face interview. this last time I was disappointed to find out that I was passed over because another applicant had just a bit more experience than me. what can I do to make myself stand out and look like the obvious choice?

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Hi Nicholas,

Some ideas for you to consider

Gary Vaynerchuk

MBA students Q&A Podcasts

HSE Expert Podcasts

HSE Innovation

Active Interviewing

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Gary Vaynerchuk

You may want to consider listening to Gary Vaynerchuk to help trigger ideas for you. Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, FB live, TikTok live and Clubhouse chats with students, business owners, musicians, corporate executives and others.

You may find one or more of the following links beneficial towards building your own personal brand and create awareness of your experience at Marine Corps Community Services.

The following are links to Gary Vee podcasts and/or YouTube videos:

Key Note Speech at Web 2.0 Expo in New York

link to podcast: <https://apple.co/2WCXZMX>

link to YouTube: https://bit.ly/3etqMP0

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Advice to 23 Year old marketer / influencer | posted 18 April 2019 of original August 2016 interview

Podcast Link | [apple.co/2VcHxVI](http://apple.co/2VcHxVI)

YouTube video link: <http://bit.ly/2GQiyOR>

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Please see post 2 of 7 | Gary Vaynerchuk (continued)

POST 2

Hi Nicholas,

This is post 2 of 7,

Gary Vaynerchuk | continued

**Inside 4D’s | High School Party Concept**

The basis for this idea is around the person who hosted the parties in High School could easily go from a “D” on the “Popularity Scale” to a “B” or “A”. Gary provides some practical examples as to how this concept can be applied to virtually any business situation:

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)

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MBA student Q&A Podcasts

In February this year, I started a series of podcast Q&A sessions with Haskayne School of Business MBA and Master of Management candidates and an industry expert. A total of 10 have been released to date.

You may want to consider listening to one or more of the following podcasts that may provide ideas related to your query on “…what can I do to make myself stand out…”:

Episode 244 | Alitta Tait, head of partnerships at Harvest Ventures | <https://bit.ly/2Nmmj5k>

Episode 245 | Allie Knull, founder of ResumeFree | http://bit.ly/3pleCJP

Episode 273 | Harish Consul, CEO of Ocgrow Group, a venture capital investor & real estate developer | <https://bit.ly/3f2bUYo>

Please see post 3 of 7 | HSE expert podcasts

POST 3

Hi Nicholas,

This is post 3 of 7,

HSE Expert Podcasts

The following two podcasts may be directly related to your work with the Marine Corp Community Services:

Inunison

InUnison, a cloud-based health & safety solution. Co-founder, Graeme Math, joined me for episode 222 on 21 December 2020

InUnison website | https://inunison.io/

InUnison on LinkedIn | https://www.linkedin.com/company/inunisontech/

Graeme Math on LinkedIn | <https://www.linkedin.com/in/graeme-math-a0732555/>

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**Bastion Safety Solutions**

Bastion provides training, certification and management systems through its cloud-based HSEQ software. Owner, Barry Lawrence, joined me for episode 234 on 21 January 2021

Bastion Safety Solutions website | https://bastionsafe.com

Bastion Safety Solutions on LinkedIn | https://www.linkedin.com/company/bastion-safety-solutions/

Barry Lawrence on LinkedIn | https://www.linkedin.com/in/bastionsafetysolutions/

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You may want to consider reaching out to Graeme and/or Barry to seek their advice and/or mentorship as you navigate through your job search.

Please see post 3 of 7 | HSE Innovation

POST 3

Hi Nicholas,

This is post 3 of 7,

HSE Innovation

During my investor relations work from 2018 to 2020 with several tech and non-tech startups including UnCloak (UK), TimberWise (Vancouver) and AI Vali (Toronto), I came across funding announcements linked to innovation in many sectors.

From time to time, I come across innovation in the industrial space. Here are two examples that may be relevant to your work:

16 April 2021 | FinSMEs Ltd newsletter

**Encamp**, an Indianapolis, IN-based company which provides a software platform for environmental, health, and safety (EHS) compliance data management and reporting automation, raised $12m in Series B funding from OpenView with participation from High Alpha Capital, Allos Ventures, and IU Ventures

Link to FinSME article: https://bit.ly/3spNAmc

29 November 2020 | BetaKit newsletter

Intelex of Toronto, which provides SaaS-based environmental, health, safety, and quality management software, has acquired Vancouver-based [ehsAI](https://www.ehsai.ca/), a compliance automation technology startup. The purchase price of the deal was not disclosed

Link to BetaKit article: https://bit.ly/32r8ZB6

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Please see post 4 of 7 | HSE Innovation (continued)

POST 4

Hi Nicholas,

This is post 4 of 7,

Technology-focused newsletters

You may want to consider subscribing to various tech news feeds that feature funding announcements covering innovation in the industrial sector, including trade publications around occupational safety, health and environment.

The tech publications I subscribe to include funding from a multitude of sectors:

StrictlyVC | [https://www.strictlyvc.com/](%22)

Crunchbase | https://news.crunchbase.com/daily/

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | https://www.finsmes.com/the-daily-deal-newsletter

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Active Interviewing

When you do find yourself preparing for an interview – live or on Zoom – you may want to consider the “Active Interviewing” book written by Eric Kramer. Eric wrote this book approximately 10 years ago and in my view, the principles remain relevant today. The book provides useful and practical tips to improve your chances before, during and after a job interview.

Please see post 5 of 7 | Active Interviewing (continued)

POST 5

Hi Nicholas,

This is post 5 of 7,

There are many “Interviewing” resources on-line and in fact, if you Google key “interview” words you will receive millions of possible results. After I Googled: “interview questions” (1.5 billion results returned); “Interview answers” (542 million), “strength and weakness interview answers” (10.3 million).

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These are some links for you to consider as you navigate through the millions of resources available on the internet:

Eric Kramer on LinkedIn | https://www.linkedin.com/in/erickramercareerexpert/

Website | https://www.activeinterviewing.com/

Audiobook on Audible / Amazon | <https://adbl.co/2PFfugF>

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Clubhouse

Clubhouse | [https://www.joinclubhouse.com/](%22)

You may be aware of the Clubhouse App that is increasingly becoming popular and frequently being used by celebrities and influencers to talk about everyday issues with everyday folks. In fact, it became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

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Please see post 6 of 7 | Clubhouse (continued)

POST 6

Hi Nicholas,

This is post 6 of 7,

Clubhouse (continued)

Tanisha Cherry, a #podcaster here in #Calgary was a guest on #CalgaryBusinessPodcast to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Tanisha also prepared a #YouTube explainer video: [https://bit.ly/2Z41e2e](%22)

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Why is all of this relevant?

You could take the “Highschool Party Concept” of Gary Vaynerchuk and create a Clubhouse chat room to invite HSE professionals from the Marine Corp (and possibly the counterparts from the companies you work with) to come “on stage” to your chat room and speak about all things HSE. Such as regulatory compliance, HSE training, HSE certifications, technology and innovation, costs of conversions, incentives to report and/or misreport (ie. Time Lost Due to Accidents). You likely have a better understanding of the topics of relevance and importance in your network.

Please see post 7 of 7 | Clubhouse (continued)

POST 7

Hi Nicholas,

This is post 7 of 7,

Clubhouse (continued)

You could invite executives from the two examples noted above – Luke Jacobs, Sam Jacobs or Gerritt Graham from Encamp; Mike Baggley, Alan Tan, Cory Gendron or Ray Kanani from Intelex -- to join you “On Stage” to share the key features of their platform?

Perhaps you may want to consider first reaching out to Tanish Cherry to obtain her advice on inviting such people. She recently hosted an influencer marketing session which included Cristina Cordova, the head of Product, Platform & Partnerships at Notion (<https://www.notion.so/>)

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How does a Clubhouse chat room relate to job search?

Imagine the discussions you will have with recruiters and/or HR managers of potential future employers AFTER running these thought-leader sessions on Health, Safety and Environment for the next 6, 12 or 18 months?

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Good luck and have fun creating!