

You Have Challenges. We Have Solutions.

Social Media Marketing & Training  
Web Based Business Solutions  
Web Design • Web Hosting  
Email Marketing • Digital Signage  
Video Production • Animation  
Graphic Design • Project Management

**GBS**  
Gibbons Business Solutions

Holly L. Gibbons

## COACHING & TRAINING SERVICES

### Job Search Coaching

Whether you are searching for your first job, experiencing a job loss, or are entering/re-entering the job market later in life, our team can help you with training to help ensure your success. This service begins with an individual assessment, which will allow us to understand your particular situation and needs for job search skills, such as sending e-mails with attached documents and use of the internet for searching job listing sites. We can teach you where to find and how to search the internet using job listing sites and other methods. We also offer training in other computer programs to help round-out your business computer skills. (See our Training page for details).

### Personal Presentation Training

Personal Presentation is so important, particularly in the job search! Our team will spend a 1-hour session coaching you in the appropriate way to dress for the job interview, the appropriate greetings to use, and interview etiquette. You will learn how to dress, give an appropriate handshake, speak confidently, be prepared for the interview, how much personal information is appropriate to divulge, and more tips for a successful interview. These lessons extend beyond the interview to serve you well in your new position as you meet new people, represent your company, and move up in the ranks!

### Mock Interviews

Now that you have great job search documents, know how to present yourself and have learned where to search for jobs, how are your interview skills? Even the best qualified candidates, with years of experience in the workforce, can choke in an interview. GBS can help you prepare to face your interviewer with confidence. Our Career Coach will meet with you one-on-one to conduct a mock interview to help you prepare for the real thing. This will be the first time you meet, so it will have the feel of an actual job interview. When you schedule your interview, we will ask you what type of job you will be applying for, so that our Coach can give you an authentic experience. After the mock interview, one of the GBS team members (not your interviewer) will provide you with feedback and make suggestions for how you can improve your interview skills.

### Second Mock Interview

This is an optional second-shot, giving you the chance to refine your interview skills. At the end of this

interview, your coach will give you any final bits of feedback to further help you refine your skills and make you more confident as you walk into that real-life interview.

### **LinkedIn Assessment**

LinkedIn is a great networking tool, but also a job search tool. More employers are now reviewing social media profiles of job applicants, so sharpening your online profile is important for professionals. If you already have a LinkedIn account, our team will review its content and send you a detailed list of recommend edits for your profile. It's important that you have a quality professional photo for your profile, so we may recommend that you have our in-house photographer take a photo (or a new photo) for you.

### **LinkedIn Account Development**

Don't have a LinkedIn account? This social platform is a great tool for professional level workers, executives, business owners, artists and freelancers. Use it to network, serve as a supplement to your resume, connect with potential customers, and more (see our LinkedIn Training below). GBS can help you create your entire profile, from setup to crafting your professional summary and inserting all of your history. Our fee for this service can vary, depending on the individual's experience, profession, and the complexity of their history, as well as their level of computer/internet skills. We will first meet with you to assess the level of assistance you need, review your professional, education and community service history and develop a quote on helping you to build your profile.

### **LinkedIn Training**

Like many social media tools, this platform is often not used to its full capacity. Our Social Media Specialist can show you how to make the most of LinkedIn to network, job search or connect with potential clients. This 1-hour one-on-one training is a great add-on to our LinkedIn Assessment or LinkedIn Account Development services. Trainings are conducted in the GBS offices at your convenience, daytime or evening.