Unwinding the Headlines:
A Worksheet_

Follow this step-by-step guide to unwind the headlines and start sharing high-value content with your audience.

Step 1: Find relevant headlines.

- ☐ Follow and subscribe to top publications in your industry. Ask your clients where they love getting their industry news and read the same sources.
- ☐ Each week, choose 30 headlines from your selected news sources that are directly or adjacently related to your industry.
- ☐ Focus on articles that have a real impact on your space, for instance:
    - ☐ Announcements about mergers and acquisitions
    - ☐ Commentaries on upskilling requirements of specific roles
    - ☐ Analysis of corporate performance

Step 2: Build out your projections with a headhunter's lens.

- ☐ Read these 30 stories start to finish — but don't just look for the obvious news story.
- ☐ Instead, extrapolate what these updates mean to careers in your category over the next 24 to 36 months.
- ☐ Reverse-engineer a meaningful projection on how this new story affects the World of Work. If we tie this back to the article topics listed above, this means:
    - ☐ Considering how an M&A will increase or decrease hiring opportunities
    - ☐ Assessing the most critical gaps in today's corporate structures
    - ☐ Analyzing why certain companies are over- or underperforming in the current climate
- ☐ Share the article to your LinkedIn feed.
- ☐ Use the 1,300 character caption field to share your perspective on how this news story impacts the World of Work.
- ☐ Use words like "could", and "you may want to consider", to emphasize that this is a projection — not a guarantee.

Step 3: Track your own story.

- ☐ Follow the trend and track the outcomes of your insights over time.
- ☐ Follow up with another post about how things are unveiling the way you anticipated.
- ☐ If they aren't, follow up with a post explaining why your expected outcome didn't take shape.

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