



Successfully Managing Your Career Transition in Any Economy – Your Plan, Resume and Interviews:

Webinar Agenda

- 1. Creating Your Marketing Tools**
- 2. Market Research and Positioning**
- 3. Developing and Executing Your Marketing Plan**
- 4. Landing that Interview**



KEY POINT!

A Positive *Attitude*
and Focused *Activity* =
Timely Results!

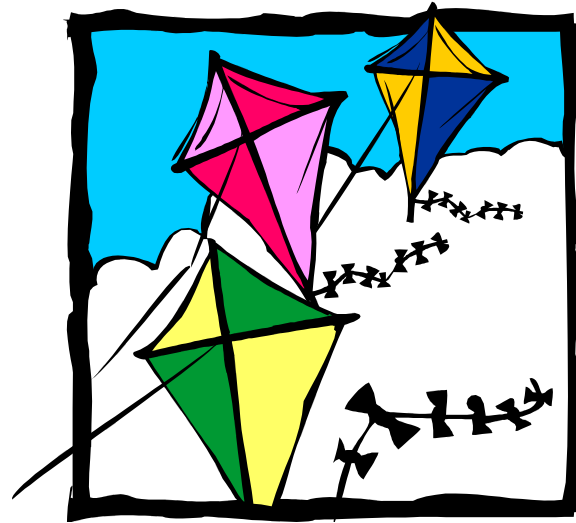


I. Creating Your Marketing Tools

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What are my **Career KITES**[®] that will take me to higher levels?

- **K**nowledge
- **I**nterests
- **T**alents
- **E**xperience
- **S**kills





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Your Career **KITES**[®]

- **Knowledge:** Define your knowledge base – what do you know and how do you know it?
Some examples are:
 - Education and training: A PMP certified Project Manager well versed in various project management methodologies
 - Knowledge acquired through experience: Solid grounding in project management protocols and procedures acquired by successfully managing dozens of projects through to completion



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Your Career KITES[®]

- **Interests:** In what are you personally interested – what drives, motives and excites you – about what are you passionate?? Some examples are:
 - Driven to bring projects in on-time and under budget without sacrificing quality
 - Passionate about developing the people when leading a project
 - Excited about creating impactful and memorable customer experiences



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Your Career **KITES**[®]

- **Talents:** What are your innate or developed abilities or gifts? Some examples are:
 - A gifted communicator
 - Well developed ability to lead cross-functional teams of diverse people
 - A talented business analysts with the ability to translate business needs into actionable technical requirements



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Your Career KITES®

- **Experience:** Define, quantify and qualify what you have done. Some examples are:
 - 12 years experience in managing enterprise-wide projects
 - Led project teams of up to 30 direct reporting and matrix-managed team members
 - Five years experience of delivering high-touch customer service



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Your Career **KITES**[®]

- **Skills:** Identify your technical (hard), business or management (medium), and people (soft) competencies. Some examples are:
 - Skilled in the use of Six Sigma Black Belt methodologies
 - Strong financial management and budgeting skills
 - Able to identify and influence diverse stakeholders



I. Creating Your Marketing Tools

Your Marketing Toolkit Should Consist of the Following:

- Positioning Statement
- Résumé(s)
- Cover Letter(s)
- Marketing Plan



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Positioning Statement

- Is the statement you will use to introduce yourself in a way that engages others and informs them of how you can add value and should include the following information:
 - Your profession and related capabilities, i.e., **Career KITES®**
 - Your years of experiences
 - Your professional goals
 - Something personal about you



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Sample Positioning Statement

I am an accomplished **Project Manager** with 7 years of experience in implementing technical and non-technical projects in the Healthcare Industry with budgets of up to \$300,000. I am acknowledged as a leader with the ability to build relationships and manage teams effectively. I possess excellent oral and written communications skills. I am certified in all current Project Management Methodologies. I am a team-oriented and organized manager able to lead diverse project teams to successful project completion.

I am extremely motivated to build high-performing teams, and passionate leading these teams to deliver high quality customer focused technology solutions.



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Résumé

- Is a document that provides a chronological or functional representation of your professional experience and should include the following information:
 - Your professional summary
 - Your work history broken into to functional duties and responsibilities
 - Your education and training
 - Your professional affiliations, certifications and special awards or recognitions



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Cover Letter

- Is an introductory message or document stating your qualifications as they relate to the position's requirements
 - The T-Letter is usually the best format to present this information



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Marketing Plan

- Is a living document that provides a comprehensive plan for managing your career transition and should include the following information:
 - Your career goal or objective
 - Your target market, i.e., your ideal position and employment situation
 - Your activities program
 - Your Top Ten List



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Behavioral Interviewing

- Is based upon the premise that past behavior is the best predictor of future performance
- Interview questions are based upon experiences in past situations that relate to competencies that are required for the current position



I. Creating Your Marketing Tools

Write your **STAR**[®] Stories to identify your **Career KITES**[®] and build your communications tools

- ★S – situation
- ★T – talents
- ★A – actions
- ★R – results



2. Creating Your Marketing Tools

- ★ Your **STAR**[®] Stories should identify the ***Situation*** related to a specific ***Accomplishment***
- ★ Your **STAR**[®] Stories should identify the ***Talents*** you have and used to achieve a specific ***Accomplishment***
- ★ Your **STAR**[®] Stories should identify the ***Actions*** you took to achieve a specific ***Accomplishment***
- ★ Your **STAR**[®] Stories should identify the ***Results*** of the Actions you took to achieve a specific ***Accomplishment*** – and be sure to qualify or quantify the ***Accomplishment*** as much as possible
 - ★ Remember ***Results = Accomplishments***



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Sample STAR[®] Story:

- ★ **Situation:** I was asked to take over a project that was running three months behind schedule and quickly realized that the project was under-resourced
- ★ **Talents:** I interviewed the project owner and several key stakeholders about their expectations, performed a business analysis of the situation, built a business case to acquire more resources, and influenced the owner and key stakeholders to increase the budget and headcount by 35%
- ★ **Actions:** I partnered with our HR representative to rapidly acquire the additional necessary human capital, and negotiated with vendors to acquire additional technological resources
- ★ **Results:** As a result and with the support of a strong team and partners, I was able to lead the project team to a timely completion of the project and set the standard of best practices for future projects in the group



I. Creating Your Marketing Tools

- ★ You should use your **STAR**[®] Stories to build your resume – highlighting the ***Accomplishments***



I. Creating Your Marketing Tools

- ★ You should prepare three to six **STAR**[®] Stories for each position for which you interview – and they should be related to your **Career KITES**[®] or competencies required for the position



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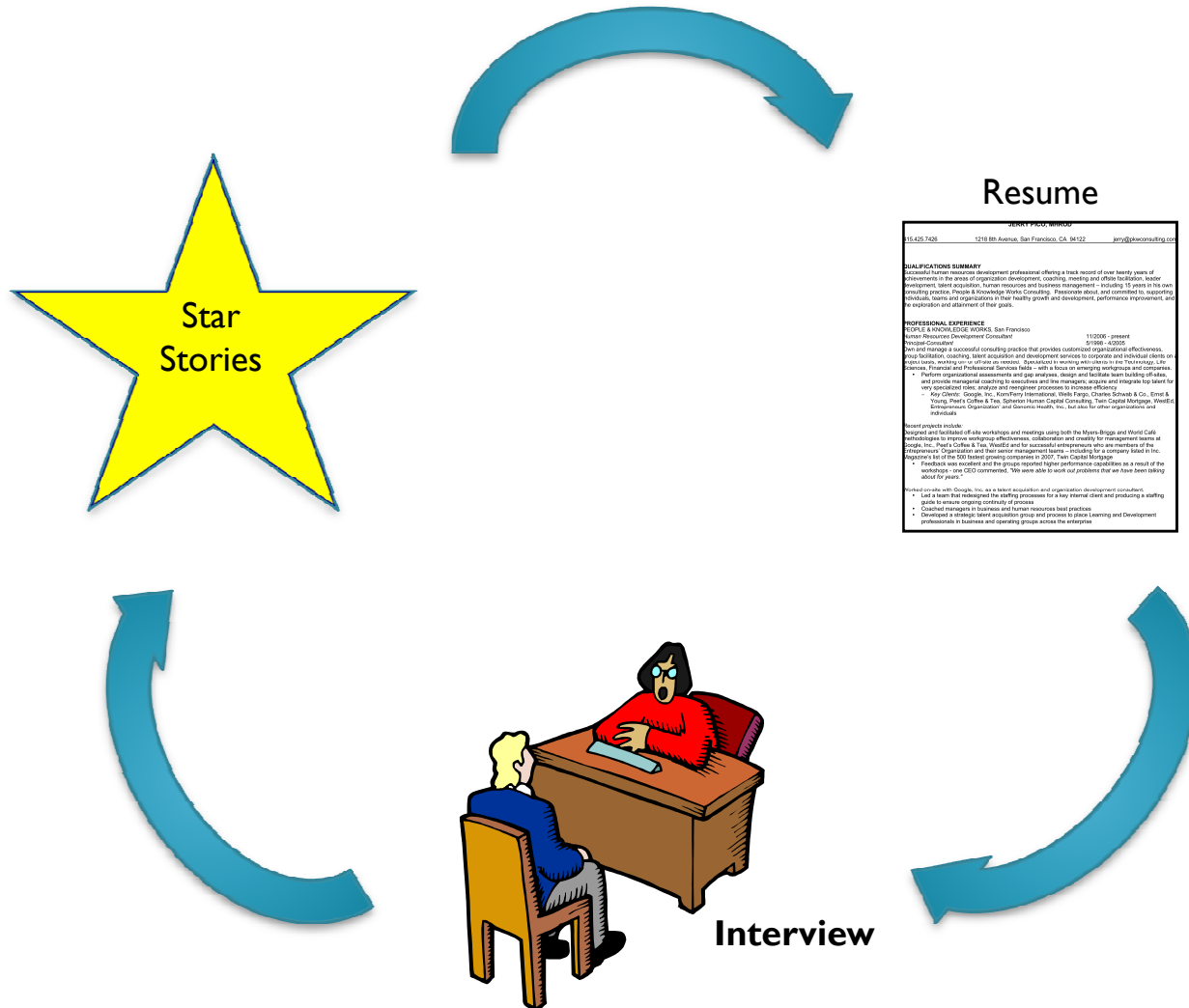
- ★ This will create the **STAR Cycle**[®], in which the **STAR**[®] Stories used to create the **Accomplishments** on your resume will serve as a partial roadmap for your interview (the position description will provide the other part of the interview roadmap)



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- ★ The interviewer will likely ask you questions related to the ***Accomplishments*** on your resume, for which you will have **STAR[®]** Stories prepared – several of which should be based upon the competencies or qualifications required for the position

The Star Cycle[®]



Resume

JOHN P. FICORINARO	
15.425.7428	1210 8th Avenue, San Francisco, CA 94112 jpf@pkworksllc.com
QUALIFICATIONS SUMMARY	
Successful human resources development professional offering a track record of over twenty years of effectiveness in the areas of organization development, coaching, meeting and client facilitation, in-house development, talent acquisition, human resources and business management. Focused in plans to share knowledge, people & knowledge works consulting. Passionate about, and committed to, supporting individuals, teams and organizations in their healthy growth and development, performance improvement, and the expansion and attainment of their goals.	
PROFESSIONAL EXPERIENCE	
PEOPLE & KNOWLEDGE WORKS, San Francisco	11/2006 - present
Human Resources Development Consultant	2/1998 - 03/2006
Plan and manage a successful consulting practice that provides customized organizational effectiveness, group facilitation, coaching, talent acquisition and development services to corporate and individual clients on both local, national and global levels. Services include training and coaching for the following: Life Sciences, Financial and Professional Services fields - with a focus on emerging workgroups and companies.	
<ul style="list-style-type: none"> • Perform organizational assessments and gap analyses, design and facilitate team building exercises, and provide managerial coaching to executives and line managers, acquire and integrate top talent for very specialized roles, and implement processes to increase efficiency. 	
<ul style="list-style-type: none"> • Key clients: Google, Inc., Scientific Innovations, Shell Corp., Zenith, Citibank & Co., Sprint & Young, Peter's Coffee & Tea, Spherion Human Capital Consulting, Talc Capital Mortgage, World's Best Performance Organization and numerous health, tech, and other organizations and individuals. 	
Recent projects include:	
<ul style="list-style-type: none"> • Design and facilitate 8-12 week workshops and meetings using both the Myers-Briggs and World Café techniques to improve working effectiveness, collaboration and loyalty for management teams at Google, Inc., Peter's Coffee & Tea, World's Best and for successful entrepreneurs who are members of the Entrepreneur, Organization and their senior management teams - including for company sales in the top 500 list of the 200 fastest growing companies in 2007, Talc Capital Mortgage. • Feedback was excellent and the groups reported higher performance capabilities as a result of the workshop - over CEO commented, "We were able to work our problems that we have been taking about for years." 	
<ul style="list-style-type: none"> • Worked closely with Google, Inc. as a talent acquisition and organization development consultant. • Led a team that managed the staffing processes for a new remote client and producing a staffing plan to ensure ongoing continuity of growth. • Coached managers in business and human resources best practices. • Developed a strategic talent acquisition group and process to place a learning and development professionals in business and operating groups across the enterprise. 	



2. Market Research and Positioning



2. Market Research and Positioning

- Understanding the Marketplace through Research, some tools and methods include:
 - Databases like Hoovers and Dun & Bradstreet
 - Online resources like The Vault and LinkedIn:
www.vault.com, www.linkedin.com
 - Job Boards
 - Periodicals and publications: SF Business Times,
www.bizjournals.com
 - Professional Associations
 - Anecdotal – *talk to people who work in companies where you want to work!*



2. Market Research and Positioning

- Gather Data about your Regional Economy and the Organizations in it
 - Learn what sectors are growing or contracting
 - Learn what organizations are hiring
 - Look for jobs and professions that are in demand and those that are becoming obsolete
 - Gather information about position and professional requirements
 - Gather salary data



3. Market Research and Positioning

- Positioning Yourself – who's out there and wants to buy what you're offering?
 - Make sure that the position or career you want is something that the market place will support
 - When you find the position or career you want make sure you meet the requirements and can demonstrate that with your marketing and communication tools



3. Developing and Executing Your Marketing Plan



3. Developing and Executing Your Marketing Plan

Marketing Plan

- Is a living document that provides a comprehensive plan for managing your career transition and should include the following information:
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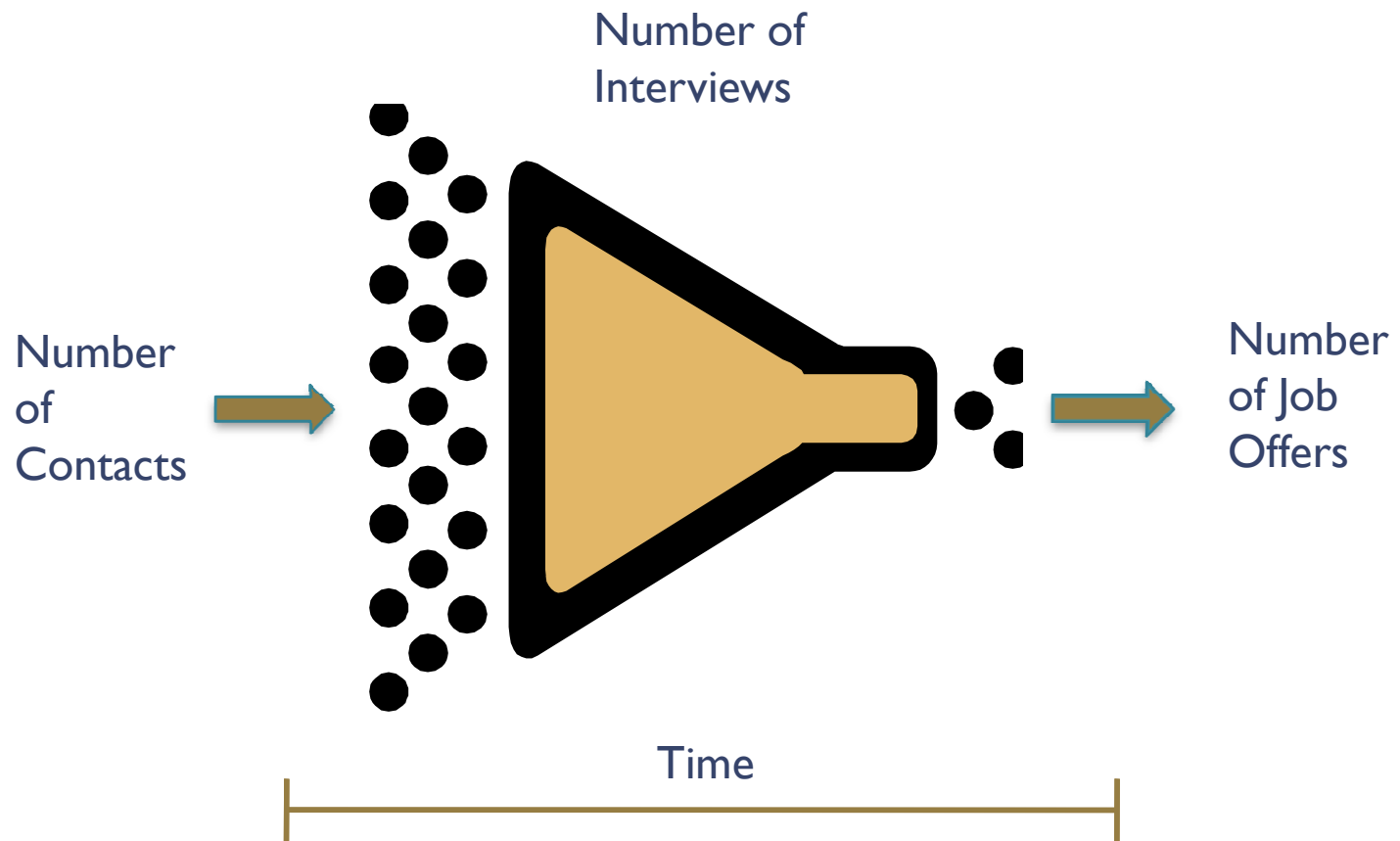


3. Developing and Executing Your Marketing Plan

- **Managing a successful career transition is like a sales and marketing campaign – it's a numbers game**

3. Developing and Executing Your Marketing Plan

- Sales Funnel





4. Developing and Executing Your Marketing Plan

- Targeting ensures greater and more qualified results
- Leverage the power of your network!
 - Approximately 70% of people find their next position through their network (that number increases with years of experience and level)
 - Approximately 20-25% of people find their next position through positions posted on the Internet and in print media
 - Approximately 5-10% of people find their next position through recruiters or other sources



3. Developing and Executing Your Marketing Plan

- Apply for positions online and then look for a contact you know through your personal or social network



4. Landing that Interview and Interviewing Successfully



4. Landing that Interview and Interviewing Successfully

- Setting up the interview for success by asking the right questions up front
 - With whom will I be interviewing?
 - What will the format of the interviews be, i.e., individual or panel interviews?
 - Do you have a schedule that you can share with me?
 - How much time should I allow?
 - What will the process be after the interviews?
 - What is the appropriate attire – business professional or business casual?
 - Can you tell me anything else that will help me prepare so that I can interview successfully?



4. Landing that Interview and Interviewing Successfully

- Preparing for the interview
 - Research
 - Prepare
 - Practice your **STAR**[®] stories so that you your **Career KITES**[®] will fly high and you will shine!



4. Landing that Interview and Interviewing Successfully

- Flawless execution during your interview
 - Be early
 - Wear the appropriate attire
 - Breathe, center, relax, smile
 - And be **Confident** – you wouldn't be here if you weren't qualified!



4. Landing that Interview and Interviewing Successfully

- Flawless execution during your interview
 - Ask powerful second and third level questions
- Preparing for the interview
 - Research
 - Prepare
 - Practice your **STAR**[®] stories so that you your **Career KITES**[®] will fly high and you will shine!
- Flawless execution during your interview
 - Be early
 - Wear the appropriate attire
 - Breathe, center, relax, smile
 - And be **Confident** – you wouldn't be here if you weren't qualified!




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Thank you!

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