



Successfully Managing Your Career Transition in Any Economy:

Webinar Agenda

1. Preparing Yourself for a Career Transition
2. Creating Your Marketing Tools
3. Market Research and Positioning
4. Developing and Executing Your Marketing Plan
5. Landing that Interview
6. Interviewing Successfully and Assessing the Opportunity
7. Understanding Next Steps and Following Up Appropriately
8. Closing the Deal and Landing the Position You Want
9. Managing Your Career to Ensure Long-Term Success

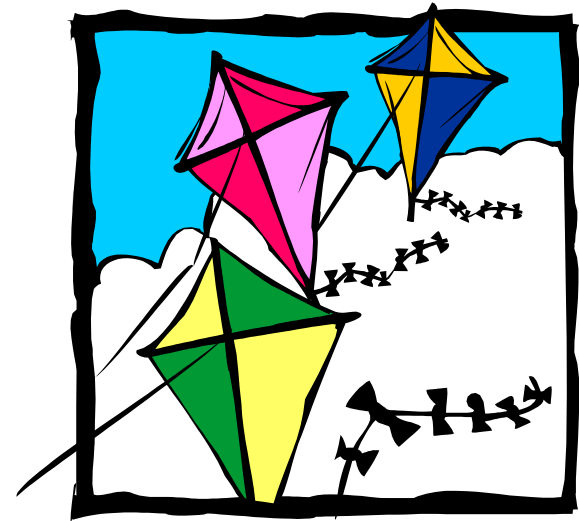


I. Preparing Yourself for a Career Transition

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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





I. Preparing Yourself for a Career Transition

Key Questions:

- What is it that I want from my work?
- What am I willing to contribute in order to achieve what I want from my work?
- What are my Career **KITES**[®] (Knowledge, Interests, Talents Experience and Skills)?
 - How can I apply these factors to developing my career?
- About what am I passionate about?
 - Can I relate my passion to my work – or should I express it in an avocation?



I. Preparing Yourself for a Career Transition

Methods and Tools to Understand and Set Your Career Goals

- Work with a certified Career Coach or Licensed Therapist
- Use of Informational Interviews and Job Shadowing
- Personality and Career Assessments, some of the most widely used and reliable are the:
 - Myers-Briggs Type Indicator (MBTI®)
 - Strong Interest Inventory®
 - California Predictive Inventory (CPI®)



2. Creating Your Marketing Tools



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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

2. 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*

2. Creating Your Marketing Tools

- ★ You should use your **STAR**[®] Stories to build your resume – highlighting the **Accomplishments**
- ★ You should prepare three to six **STAR**[®] Stories for each position for which you interview – and they should be related to the **KITES**[®] or competencies required for the position
- ★ This will create the **STAR Cycle**[®], in which the **STAR**[®] Stories used to create the **Accomplishments** on your resume
- ★ The interviewer will likely ask you questions related to the **Accomplishments** on your resume, for which you will have **STAR**[®] Stories prepared will serve as a partial roadmap for your interview



3. Market Research and Positioning

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- Understanding the Marketplace through Research, some tools and methods include:
 - Databases like Hoovers and Dun & Bradstreet
 - Periodicals and publications
 - Anecdotal – *talk to people who work in companies where you want to work!*

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



4. Developing and Executing Your Marketing Plan

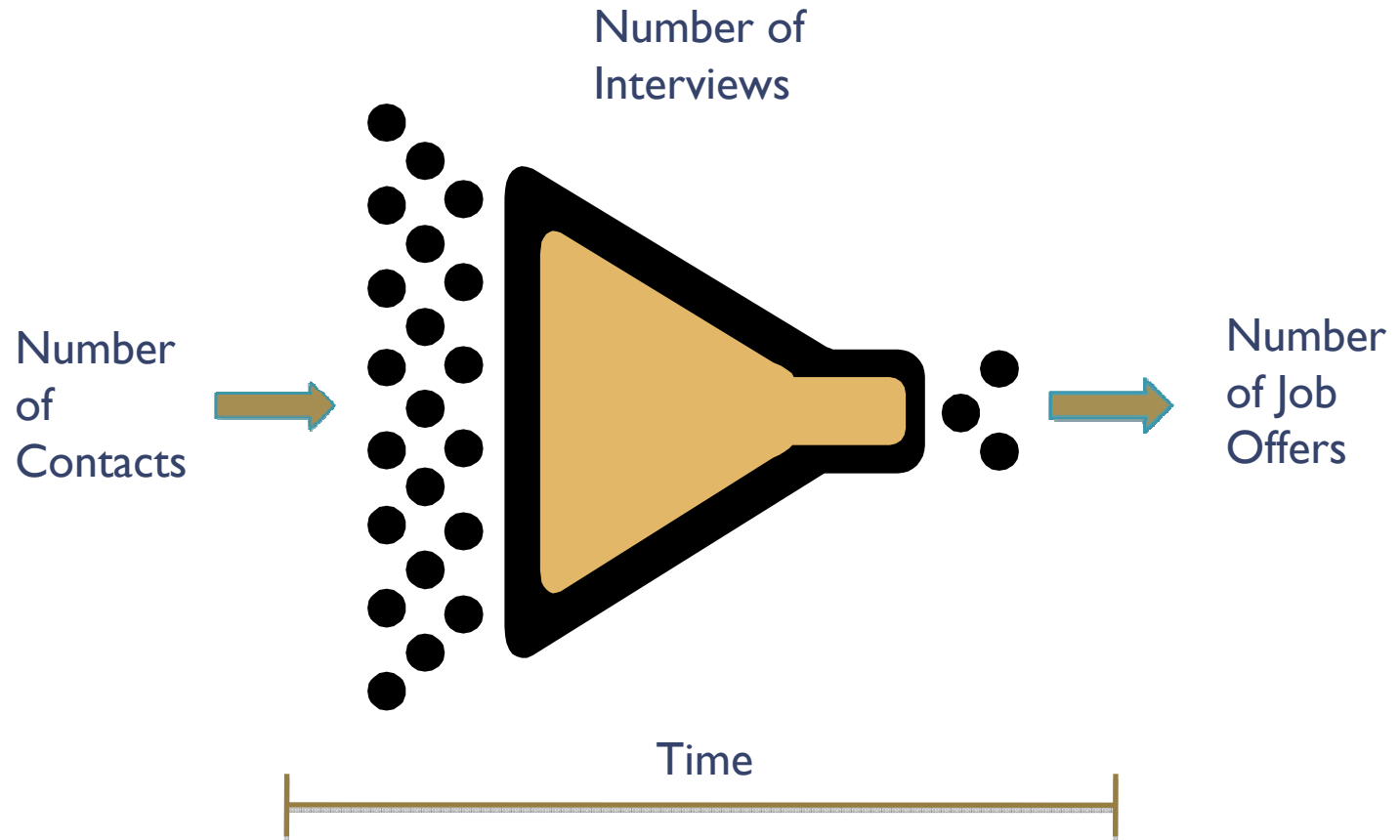


4. Developing and Executing Your Marketing Plan

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

4. 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



5. Landing that Interview and Interviewing Successfully

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- 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!



6. Assessing the Opportunity



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- Remember interviewing and hiring are a bi-lateral process
 - Be conscious of the interview process because it will probably be an accurate reflection of what it will be like to work in that organization



6. Assessing the Opportunity

- Be aware of how you feel and what you observe during the process
 - What will your manager be like?
 - What will your colleagues be like?
 - What is the environment like?
 - Is this the place and are these the people you want to spend most of your waking life with?

6. Assessing the Opportunity

- **Assess the Position and the Organization**
 - What kind of work will you be doing?
 - Is this the appropriate level for you?
 - Does the position offer a desirable career path?
 - Can you get behind what the organization does and how they do it?



7. Understanding Next Steps and Following Up Appropriately



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- Make sure you know what the next steps in the process are
 - Who will follow up with you (the Recruiter or the Hiring Manager)
 - WHEN & HOW??
 - If you did not find out before the interview, make sure you find out what the next steps are in the interview process
 - How and when will a hiring decision be made?



7. Understanding Next Steps and Following Up Appropriately

- Follow up appropriately
 - A personalized thank you card or email message for the Hiring Manager and the person referring you (if there is one), and maybe for the Recruiter
 - Email thank you messages for the other interviewers if you have their contact information

7. Understanding Next Steps and Following Up Appropriately

- **Be *Patient* and *Breathe!***

- Remember there are many things that go on behind the scenes that can affect what happens in the process after the interview – most of which have nothing whatsoever to do with you
- Stay engaged and don't take delays personally
- Wait for them to follow up with you as promised
- If no one follows up within a couple of days of when they promised you, follow up with them gently...alternately by email and phone every four days or so



7. Understanding Next Steps and Following Up Appropriately

- When you do follow up:
 - Express continued interest, but not desperation!



8. Closing the Deal and Landing the Position You Want



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- Most likely you will have a series of interviews with several people
 - Some companies have longer and more intricate hiring practices than others...once again – be aware of how the process feels for you

8. Closing the Deal and Landing the Position You Want

- Once you have received an offer – make sure it's absolutely what you want
 - You will most likely have to live with it for a while
 - Don't be afraid to walk away if the position or organization don't feel like the right fit for you
 - If it does feel like the right opportunity for you – don't be afraid to respectfully and appropriately counter and negotiate if you feel the details of the offer are lacking



8. Closing the Deal and Landing the Position You Want

- Do not stop your job search until you are on-board and have worked in your new position for a week
 - Once in a while positions can be closed or lose funding and offers withdrawn at the last minute for any number of reasons – none of which may have anything to do with you



9. Managing Your Career to Ensure Long-Term Success



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- Be sure to understand very clearly what your responsibilities and goals are
 - And what are the critical factors that will be used to measure your success, and how and when they will be assessed



9. Managing Your Career to Ensure Long-Term Success

- Manage your success by:
 - Meeting or exceeding goals whenever possibilities
 - Being aware of new opportunities without losing focus on your current role
 - Building trusting and collaborative relationships
 - Assessing new opportunities appropriately so that you can grow without over-committing, nor underperforming

9. Managing Your Career to Ensure Long-Term Success

- Be sure to keep a Career File (hard and/or soft copy) and update it with the following information two to four times per year or when you change positions
 - What new responsibilities did you assume
 - What new skills did you learn or talents did you develop?
 - What were your key accomplishments?
 - Keep track of any positive feedback, awards or recognition you receive




9. Managing Your Career to Ensure Long-Term Success

- You are now ready to successfully and proactively manage and grow your career, and prepared for unexpected changes!



Thank you!

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