



Johnson
Cornell
SC Johnson College of Business

Myths and Legends of Career Transition

December 9, 2019

Presented By Ellis Chase, Consultant to
EMBA and Alumni Career Development



MYTH

Job search is frequently very unpleasant. Share your feelings freely.



REALITY

A solid support system

- Strong emotional resources.
- (And time off is allowed.)



MYTH

Answer as many ads as you can.
The more resumes out there, the better.



REALITY

Take responsibility for your own search

- Be proactive
- Show confidence even if you don't feel like it
- Demonstrate high energy level



MYTH

If you meet enough people during your search, then you can just sit back and wait for the offers to come rolling in.

REALITY

Work the system (no shortcuts)

- No reliance on passive techniques: take initiative!



MYTH

When you think that one or two offers are about to come, then focus all your energies on making those happen – drop everything else immediately.

REALITY

6 – 10 things in the works



MYTH

The more people I talk with, the better.



REALITY

Work the “right” networking contacts

- Stage 1: Market information
- Stage 2: People in the right jobs in the right levels in the right organizations in targeted areas
- Stage 3: Decision makers and real job possibilities

MYTH

Effective networking technique is telling everyone you know that you're looking for a job, and asking if they have leads.

REALITY

Great networking technique

- Striving to reach the benchmarks of successful networking meetings.
- Follow up is where the action is.



MYTH

Pitch everyone you meet, anywhere.



REALITY

PITCH

One size
does NOT
fit all!



MYTH

I should apply for any kind of job while on search.

Seeking Adult Drunk Clown for 30th Birthday party

Date: 2008-08-26, 3:22PM CDT

We need an Adult Drunk Clown who is good at getting drunk and stupid. No need to do any clown tricks, just hang out and drink a boatload. We will be hopping around to different bars and want a clown to tag a long and drink heavily. He doesn't even need to socialize with anyone, just drink.

the birthday is on Friday, Sept. 5th in Bucktown. Oh, did I mention that the clown needs to get plastered. Don't worry, we will purchase all the drinks.

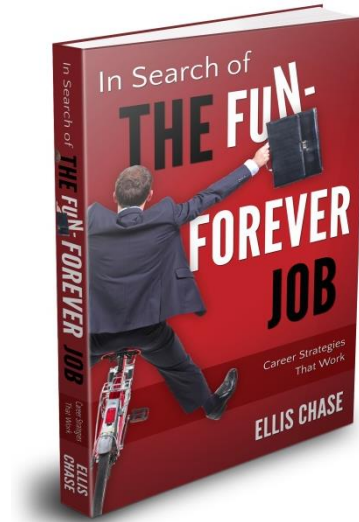
REALITY

Clear, well-researched targets

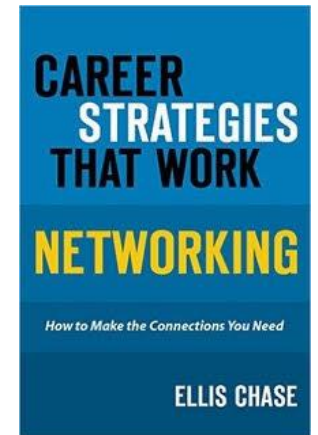
- Multiple options
- Identify target companies and market segments
- Reading, and more reading
- Informational networking
- Favorable market conditions



Q&A / Additional Resources



Available in
print and e-
book formats on
Amazon



Check out **ellischase.com**, "resources" section, for materials on resumes (and examples), negotiating, personal branding, communications skills, and more.

Johnson EMBA/Alumni Career Development Team



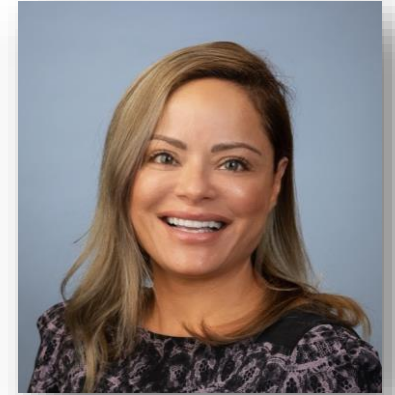
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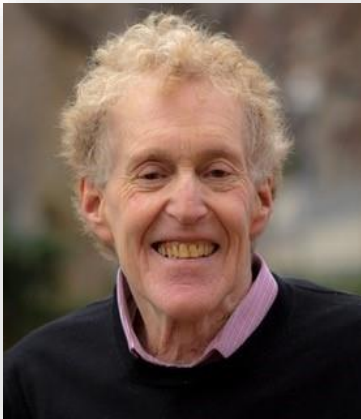
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