A Proactive Approach To Career Transition: 
The 30,000-Foot View

April 18, 2019
Presented By Ellis Chase
The 30,000-Foot View

Agenda

- Strategic Career Management
- Assessment and Research (Targeting)
- Marketing Yourself (Pitch and Resume)
- Networking (Contact Development)
- Search Techniques (Approaching the Market)
- Conclusions
- Q&A
Strategic Career Management

What is Your Situation?

- Do you really want to make a change?
- What to keep vs. what to throw away
- Is your sentiment a “BURN” or is it for real?
- Consider all needs:
  - Interests
  - Skills
  - Values
  - Style
  - Needs (geography, financial, family, time, etc.)
Strategic Career Management

- Assessment & Research (Targeting)
- Marketing Yourself (Pitch & Resume)
- Networking (Contact Development)
Assessment and Research

• Why necessary?
• What is a target?
• Overall goal: 2-3 targets
  • Plans A, B, C
Assessment and Research

Research Resources

• Library/online research – LexisNexis, Factiva, Career Beam
• SIC Research – Hoovers, D&B, S&P
• Industry/trade papers, magazines
• Building networks – personal, alumni database (on LinkedIn)
• Build critical mass of information
• Professional organizations, clubs, SIGs
• Reading: stay current; become an insider (WSJ, NYT, etc.)
Once We Have Two or Three Baseline Ideas…
Assessment and Research

- Validate areas of interest
  - Are there gaps in your skill set?
  - Reasonable vs. reach
- Primary market segments
- Identify target companies
- Understand your market
  - Research, research, research!
Marketing Yourself

• A great pitch is key
  • Label/positioning statement
  • Two or three relevant skills or experiences
  • Unique selling proposition
  • Settings/history
  • Summation
• A few resume observations
• LinkedIn
Networking

BIG BROTHER IS WATCHING YOU

NETWORKING IS EVERYWHERE
Networking

Never Say The Word "NETWORKING" (In Public)
Networking

Benchmarks of the Networking/Informational Meeting

- Relationship and memory
- Information and advice
- Building the network, name by name
Search Techniques

Referral (Networking) (81%)
- Personal contacts
- Blind contacts
- Social media
- Professional associations
- Former business associates
- Undergrad alumni associations
- Personal affiliations and groups

Ads (7%)
- Newspaper and internet classified advertising
- Professional publication job boards
- Organization website postings

Search (6%)
- Executive Recruiters
- Employment Agencies

Civil Service / Unions (5%)
- State employment service offices
- Federal Government (US Office of Personnel Management)
- Labor unions

Corporate Personnel / HR (<1%)

Source: US Department of Labor Bureau of Statistics

Cornell/SC Johnson Graduate School of Management
I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions.
Search Techniques: Interviewing

- Match between the company and you
- Proving your points
- Opening and closing
- Answering the questions
Search Techniques: Communicating with Impact

- Why so important?
- Introducing yourself
- Cell phones
- Cover letters and email
From: Stewie Griffin  
To: Brian Griffin  
Subject: RE: Application from Entry Level Trader from Brian

Brian,

Over my last 12 years in the business, I have found that "passion" trumps a 4.0 GPA 99/100 times. Why do you want to be a trader? Why do you think you’ll be a good trader? Any color you can add to your application would be appreciated.

Thanks,
Stewie

From: Brian Griffin  
To: Stewie Griffin  
Subject: RE: Application from Entry Level Trader from Brian

Hello Stewie,

I would have to agree with you that “passion” out beats a GPA 99% of the time. I may be young, and a few think that I am inexperienced but I do have the passion to be successful and to grow with a company. I want my personal achievements to show on my work with the company. I want to be a trader because of the such strong interest I have for the financial market. I work well under pressure and independently. I know for a fact that I would be a good trader because I have such a high attention to detail and I work well under pressure. Retain strong discipline and assertiveness to all my work. I have great communications skills and people enjoy working with me, I find that very important. I would love to be given the opportunity to come in for an interview, I know that once you meet me and see what I can bring to the table you would see I am perfect for the company and the position.

Best regards,
Brian
Conclusions

• Develop a marketing plan
• Managing emotions
• Time management
• Discipline and consistency - imperative
Check out ellischase.com, "resources" section, for materials on resumes (and examples), negotiating, personal branding, communications skills, and more.

Available in print and e-book formats on Amazon.