



Johnson
Cornell
SC Johnson College of Business

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

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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

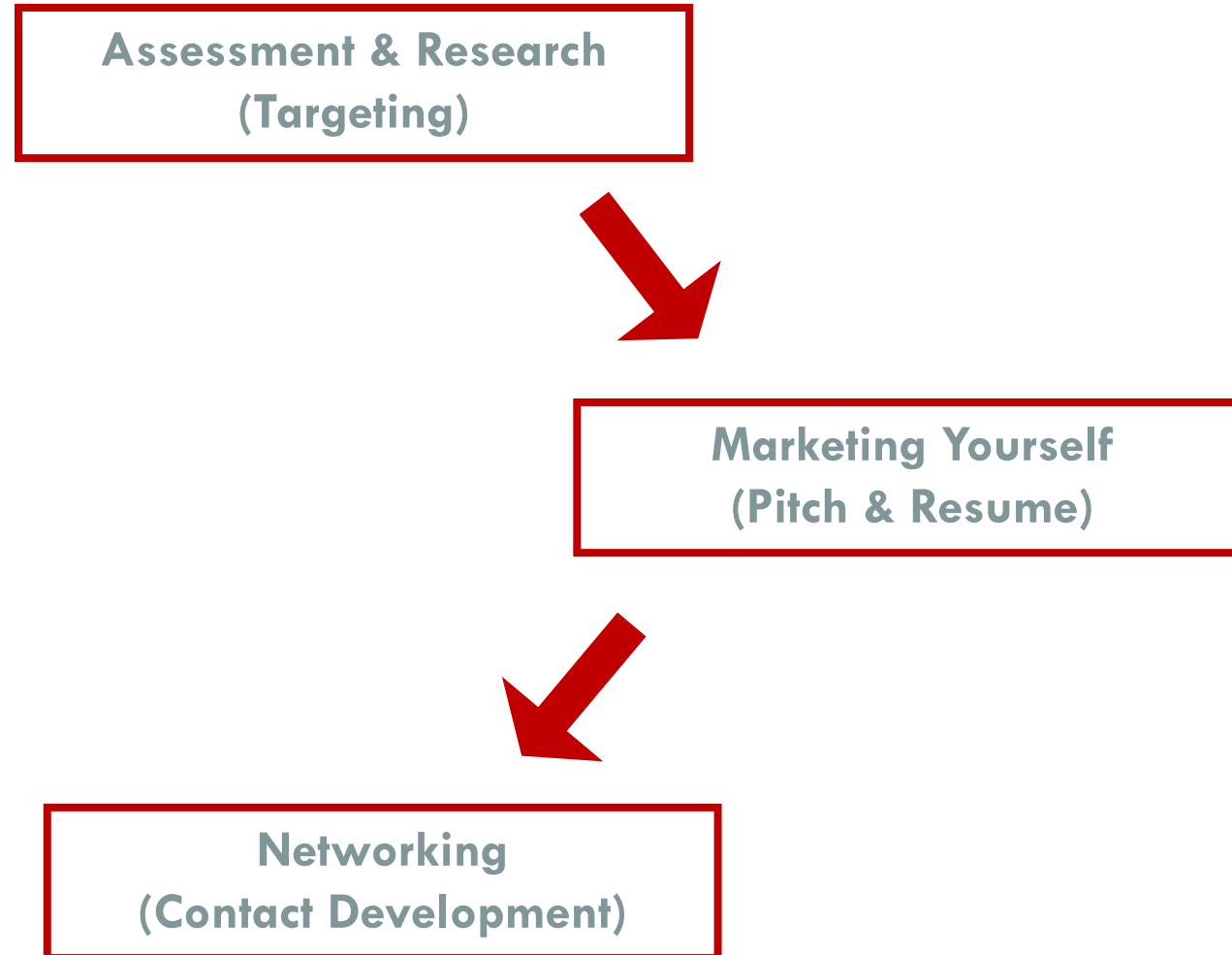
Strategic Career Management

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 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.)

Assessment and Research

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



NETWORKING
IS
EVERYWHERE

Networking

Never Say The Word “NETWORKING” (In Public)



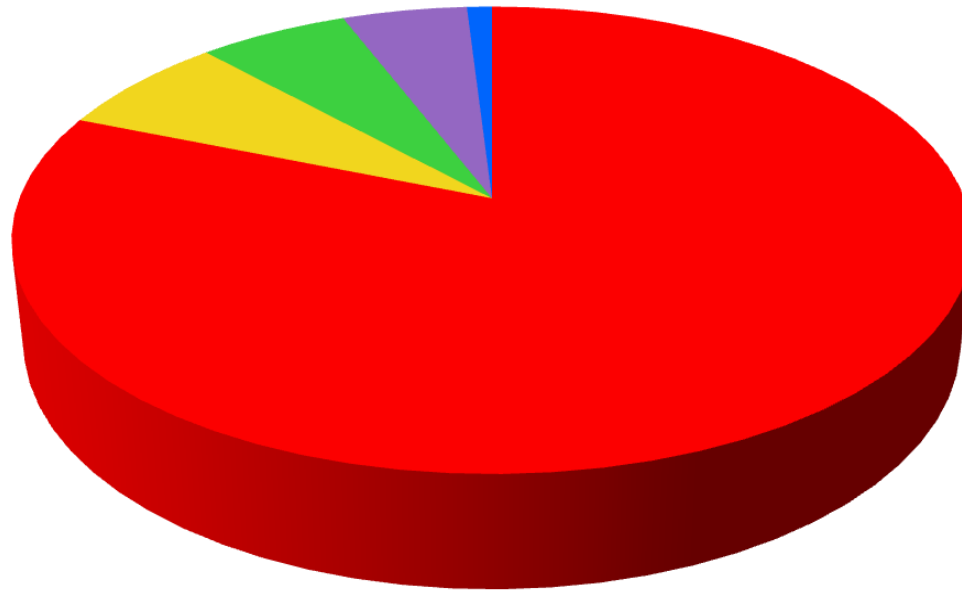
Networking

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

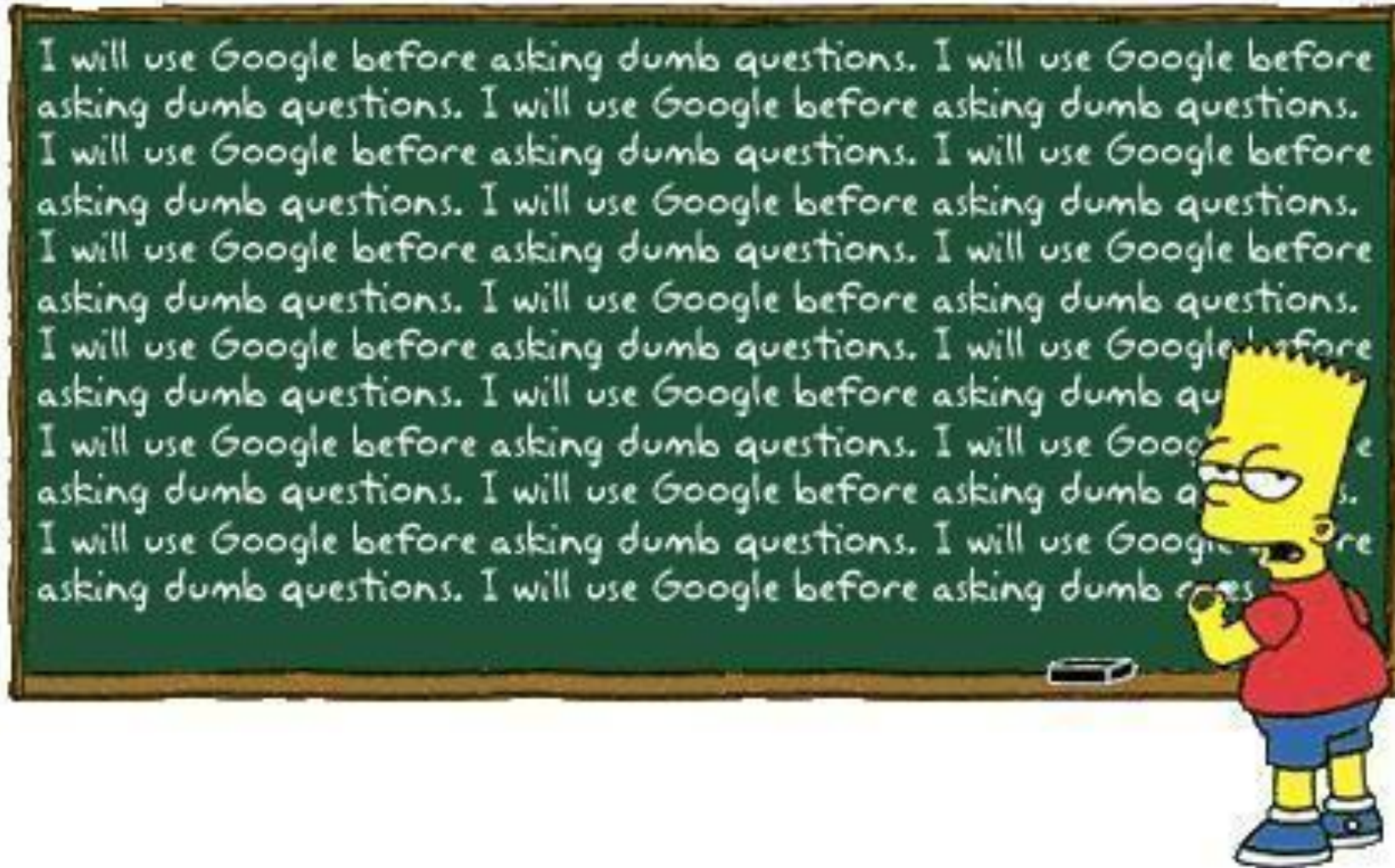
Civil Service / Unions (5%)

- 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

Search Techniques: Research



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



Search Techniques: Communicating with Impact

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,

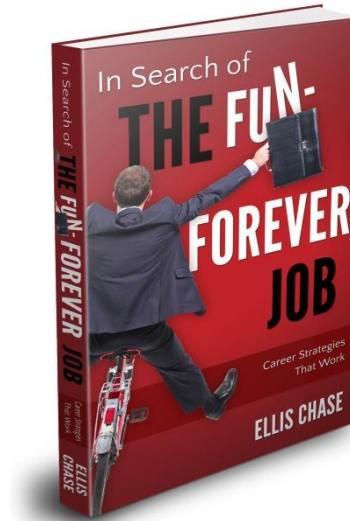
Brian

Conclusions

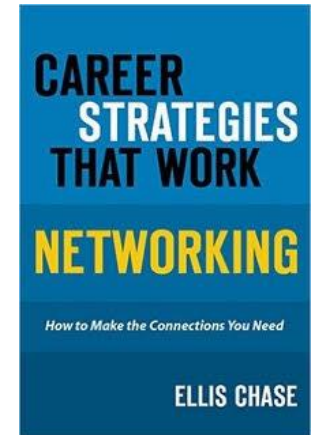
- Develop a marketing plan
- Managing emotions
- Time management
- Discipline and consistency - imperative



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.