The Power of YOU!
Managing Your Own Career

Establish a Product, Develop the Plan, and Execute in Your Marketplace!
You are the Product!

- Know who you are and what your value is BEFORE anything
- Create/Maintain an internal network - think circular, not linear
- Develop a “Product” mentality and maintain a tactical and strategic plan
- Maintain an Updated resume
- Stay 3 Deep
- Stay informed Seek out advice
  - Don’t wait for review or appraisal
Marketing 101

• Know who you are and what value you have to offer – BEFORE you go to Market!!
“I am a senior VP in merchandising. My career has been a tremendous success. I have gone where my company has asked me to go, done what they have asked me to do, lived where they asked me to live...but...what do I do now?”

- Transitioning Executive
National Retail Company
Overview
You as the Product

• Understand Your Features - Your Benefits
  - Functionally as well as from the corporate viewpoint

• Product Differentiation

• Strategy
  - Sales
  - marketing

• Product Packaging
  - How do you fit today? Does it fit also with where you want to be 5 years from now?
External Market Today

- 2012 Statistics
- Average job lasts 1-3 years
- People starting a career today will have an average of 8-10 jobs and will change careers at least 3 times
- Companies are not looking for life long employees - its impact NOT loyalty!
- Expertise Sells!

Build Internal Marketability
Managing Your Career

• Know Your Product
• Know Your Market
• Stay up to Date with Current Market Trends!
• Stay Current with Your Product Offerings

...How do I Do That?
Personal Marketing Plan

- Am I good at what I do?
- Do I like what I do?
- Where do I want to be 3-5 years from now?
- How do I get there?
  - Tools, execution, education, etc
  - (What do I need?, Who do I need?)
“It’s so ironic. Here I am the Head of Strategy for a multimillion dollar corporation and I have never once developed a strategy for myself. I just move along with the needs of the company.”

-Head of Strategy
Consumer Goods Company
Product Differentiation Skills

What is a Skill?

- **Anything!!!**
  You are good at - you don’t have to like to do it!

- **DON’T BE GENERIC!**
Product Differentiation
Interests

What is an Interest?

- ANYTHING you like to do!
- Whether you are good at it or not!
Product Differentiation

Strengths

Skill + Interest = Strengths....

The things you like to do that you do well...

Career Maintenance!!
Accomplishments - Product Differentiation!

• **Accomplishments make the difference** between generic and brand name product offerings!
Accomplishments

• Action
• Result
• Quantify

NOBODY ELSE HAS IT!
You are the Product Market Strategy

The Value of Networking

• 90% of jobs today are solicited through networking

• You do it Every Day
  - Where you live
  - Where you dine, vacation, buy cars
  - Doctors, dentists, lawyers, insurance, etc

Why Not for Your Career Development
The Job Market

Networking
• Positions not posted yet
  • Created Positions

Postings / Recruiters/contract firms

Formal

Informal

Where is Your Control?
Who is in my company Network

<table>
<thead>
<tr>
<th>Professional Peers</th>
<th>Friends</th>
<th>Neighbors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Boss</td>
<td>Relatives</td>
<td>Hair Dresser</td>
</tr>
<tr>
<td>Parents at Soccer Games</td>
<td>Fitness Club Friends</td>
<td>Doctor/Dentist/Banker/Probation Officer</td>
</tr>
<tr>
<td><strong>Who Else??</strong></td>
<td><strong>Networking is Not Hierarchical</strong></td>
<td></td>
</tr>
</tbody>
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Network Keys

Do’s

• Seek out Development Advice
• Ask for and Provide Functional/Industry Insight
• Have an agenda
• Conclude every meeting with action items

Don'ts

• Ask for promotions
• Seek To Gossip
• Expect the other to carry the discussion
• Waste valuable time - yours or theirs
Strategy
Networking Keys

• Meetings, emails, coffee, lunches
• Information loop - not a line!
• Don’t reach out only when you need them! (Networking is for Life!)
• Keep meeting requests to short amounts of time and with a purpose (10-15 minutes)
• Focus on Positive Energy...Don’t fall into the water cooler funk.
Product Packaging

• What you wear and how you look makes a difference
  - Name Brand vs. Generic

• Know your Buyers and Know the Market
  - Fellow employees
  - What are your managers wearing?
  - Special events and functions
Strategy
What is a Mentor?
A Senior employee who can advise, Consult & provide development options
The Power of Asking!!

- What do I need to do?
- How am I doing?
- Will you consider me?
Mentors

- Any function - doesn’t have to be yours
- Needs to WANT to be
- Needs to KNOW they are! Often better when not in a Formal program.
- Better if they are not your boss or HR representative
  - Openness
  - Performance appraisal ramifications
Value of Mentors

- Been there.....Done that
- Easier to Network to “3 Deep”
- Greater exposure to different cultures and information
- No threat advice for problem solving or difficult decision making
Conclusion

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