



A Career in Transition: First-hand Lessons From the Front Line

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Survey

- Raise your hand if you are
 - Currently conducting (or about to start) a job search
 - Active job search in last 5 years
 - Active job search in last 5-10 years
 - Active job search 10+ years ago



Background

- Started at large financial institution right out of college (1995)
 - Worked 16 of 17 years at same company
 - Brief stint with “dot-com” startup
 - Survived numerous rounds of layoffs
 - 2012 – laid off due to position being moved offshore
 - After 9 month job search, landed consulting role in healthcare IT
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Disclaimers

- This product is meant for educational purposes only
- No warranty expressed or implied
- Past performance is not a guarantee of future success
- Subject to change without notice
- Your mileage may vary



Be Ready

- Financially
 - Mentally
 - Build your network ahead of time
 - Know what you want/like to do
 - What previous jobs/roles did you enjoy? Why?
- 



Set Expectations

- For yourself
- For others close to you



Prepare your “Marketing Materials”

- Resume
 - LinkedIn profile
 - Business cards
- 



Resume

- Get rid of the “so what's”
 - Hardworking, energetic, dedicated, etc.
 - Skills which can be assumed – MS Office, Windows, etc.
 - Project Manager - “Prepare and deliver project status reports to stakeholders”
 - Quality Assurance - “Develop and execute test cases as assigned by team lead”




Resume

- Show the value you added, not just what you did - ask yourself why the company would pay someone to do this
 - “Improved defect containment rate (DCR) from 85% to 92% by implementing standard test planning processes across multiple product teams”
 - “Developed standardized project metrics and progress reporting, which led to improved estimation and planning accuracy”



Resume

- Think about what transferable skills you can bring into a new industry
 - Consider using a bulleted list or table for areas of expertise
 - Keep it short (2-3 pages)
 - Have multiple formats (MS Word, Acrobat, text), but not multiple versions
 - Once it's done, leave it alone!
- 


LinkedIn Profile

- Recommendations
- Professional photo
- Custom URL
- Content matching resume
- Consider a “Personal Plus” or “Job Seeker” account for additional functionality






Business/Networking Cards

- Simple, clean, professional layout
 - Professional email address (e.g. scott.wadland@hotmail.com)
 - URL for LinkedIn profile
 - Spend a few \$\$ for good card stock
 - Consider using the back for additional information (e.g. recommendation quotes)
- 



Finding Opportunities

- Networking
 - Working with Recruiters
 - Using Job Sites
 - Keep the “pipeline” full
 - If you’re not working
- 




Networking

- Make efficient use of your time at networking groups
- Focus on person-to-person networking
 - Start with your friends and family
 - Don't eliminate someone because they don't work in your field - you never know who they know
- Build a network of other job searchers
 - Support group
 - Accountability
 - Lead swapping
- Personalize your invitations to connect



Working with Recruiters

- Let someone else do the searching and help close the deal!
 - Be clear on what you are looking for (and what you're not)
 - Take the time to go meet them (if they're local)
 - Make sure you know where they submit your resume
 - Remember that their first allegiance is to their own business, not to you
- 




Using Job Sites

- Don't use until your resume is finished
- Use alerts to learn about new opportunities
- Couple it with networking
 - See who you know (directly or indirectly) who works at the company
 - See if they can get your resume directly to the hiring manager – bypassing HR screeners



Keep the Pipeline Full

- Think of your job search like a sales cycle
 - Networking
 - Applying for jobs
 - Phone screens
 - 1st round interviews
 - 2nd round interviews
 - Offer / rejection
 - Throughout your search, make sure you are spending time on all phases
- 



If You're Not Working

- Make sure you have some job search activity every weekday
- If you have space available to you outside the house, use it 2-3 times a week
- Take some time for yourself and your family
 - Go to the gym
 - Catch up on yard work
 - Read some good books




The Interview

- Background Research and Preparation
 - Find out who you're going to meet with (name, position, role, etc.)
 - Research each person (LinkedIn, Google, etc.)
 - Research the company
 - Prepare notes and questions for each person you'll meet
- Take notes (after asking if it's okay)
- Be prepared for stock interview questions
 - Can you tell me about yourself?
 - What are your strengths/weaknesses?
 - What interests you about this opening?




The Interview

- Be prepared for objections, address but don't be defensive
 - Remember that you're interviewing them as much as they're interviewing you - maintain a reasonable balance of power
 - Ask courageous questions
 - “What does this organization do well? Where is there the most room for improvement?”
 - “What is it like working with/for (hiring manager)?”
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The Interview

- Close the sale - “Are you gonna kiss me or not?”
 - “What do you see as the next step in this process, and what timeframe do you have in mind?”
 - “Based on our discussions, do you have any concerns that I’m not the right person for this role?”
 - Send thank-you emails to each person you met (no mass emails!)
 - Highlight specific notes from your discussion
 - Follow-up as agreed to
- 



Once You've Landed a New Job

- Pull your resume from any job boards you've used
 - Proactively notify recruiters that you've been working with that you have accepted a new role
 - Send thank-you notes to people who helped you during your search
 - Update your LinkedIn profile
 - Continue to build your network!
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Questions / Comments?

