

Career Lecture Series

Career Management Strategies

by

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Career Management Strategies



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About the Presenter

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- Director of Career Services
- M.Ed. in Counseling and Development
- Former Career Counselor with U.S. Department of Labor



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The Role of Career Services

- Enhance the knowledge of Walden students regarding career management and job search strategies
- Online Career Services Center – **<http://careercenter.waldenu.edu>**

Career Development Process

- **Self-assessment** – interests, values, personality, skills
- **Research** career information and job opportunities – info interviews and networking
- **Decide** what types of **opportunities to target**
- **Tailor** application materials to employers' needs
- **Land** the job and **actively manage your career**

Ask Yourself

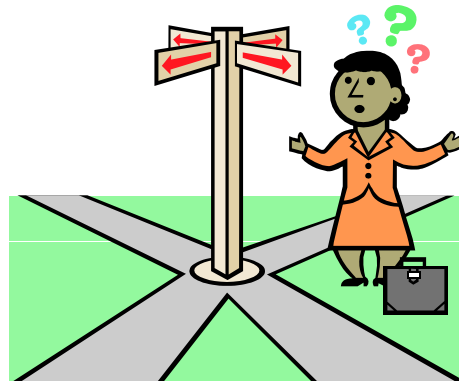
Which group is yours?

- Those who **MAKE IT HAPPEN.**
- Those who **WATCH IT HAPPEN.**
- Those who **WONDER “WHAT HAPPENED!?”**



Making It Happen

- What are your career-related goals?
- How can you start to "walk the talk" of your future career role now?



Webinar Nuts and Bolts

- “Begin with the end in mind” - future roles
- SMART goals
- Researching career options
- Networking, branding and informational interviews
- Use the “CAR” framework for accomplishments

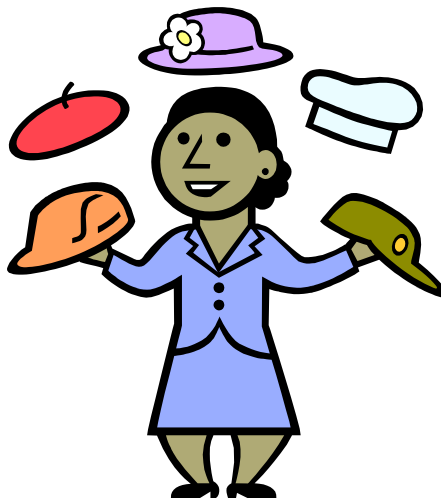
Begin with the End in Mind

- How do you want to use your degree and background?
- What led you to pursue your degree? What are you best at and passionate about?
- How do you become highly competitive for your future desired role(s)?

The Bottom Line

The key is knowing:

- ***how to use your qualifications & passion***
- ***to add value and solve problems***



Self-Assessment

William Bridges' "Mining the DATA":

Desires – what you want to do - your passion

Abilities – naturally good at

Traits - personality

Assets – degree, language skills, etc.

Other “fit” factors? Organizational culture, values, benefits, etc.

The Bottom Line

- How can you use your “DATA” to “add value” and solve problems?



Those Who Make it Happen...

- “Humans are more likely to act their way into a new way of thinking than to think their way into a new way of acting...”
(Working Identity by Herminia Ibarra)
- Transitions occur through **small incremental actions.**
- **How do you start to “walk the talk” now?**

Take Action – Set SMART Career Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time-Specific



Goal – Drilling Down Career Options

A “SMART” GOAL:

- By March 1, 2009, thoroughly research three career options regarding
 - potential employers and jobs
 - their desired qualifications
 - whether they fit my interests, values, skills and “must haves” like salary, location, etc.

Sample Goals – Drilling Down Career Options

Subgoal 1:

- Choose 3 career options to research by December 15, 2008.

Subgoal 2:

- Conduct Internet and Library research re: jobs, potential employers, qualifications, employment outlook, and salaries in my desired location by January 15, 2009.

Resources

- Use “Research” link on Career Center website
- Study professional associations’ websites for trends and jobs – also use job sites like www.indeed.com
- Review professional publications, employers’ websites, your city’s business journals, etc. – drill it down
- Will you need additional training, skills, and work experience to be competitive?

Networking

Subgoal 3:

- Build your network and get the “inside scoop” through conducting six informational interviews by February 15, 2009.

Types of Informational Interviews

- 1) General – knowledge of career fields
- 2) Advice and suggestion - meet with people in the job you want
- 3) Job prospecting: meet with someone in a position to hire you

Sample Questions

- How did you land your position?
- Likes/dislikes about career field/job?
- Top qualifications your organization seeks?
- What is the workplace culture like?
- What are the organization's top challenges?

Avoid asking for information on their web site.

Try to add value – take an article or a book review.

Who will serve as your coach?

Find a partner to hold you accountable and support you in accomplishing your goals.



Beyond Informational Interviews: Networking and Branding

- There is a shift away from career ladders.
- Continuously expand your connections and gain new experiences and skills.
- Rather than a career ladder, consider how to widen your circle of influence inside and outside your organization.
- **Network and Build Your Brand!**

Networking Trivia

- Benjamin Franklin started a club in the 1700's which met on Friday evenings for the purposes of "mutual improvement."
- The group was instrumental in starting the University of Pennsylvania.

Networking Defined

Networking is:

- the art of building and sustaining mutually beneficial relationships.
- Be sincere, appreciative, and give back!

Benefits of Networking

- Uncover jobs in the hidden job market.
- Gain access to insider information.
- Impress colleagues/employers in a non-interview context.
- Further establish your “brand” – your reputation.

Branding – “Just Do It”

- It takes 3 to 20 seconds to make a first impression through your “brand.”
- Your brand: What is unique about you?
- Consider your accomplishments, experiences and attitude to differentiate yourself – your brand is your competitive edge.

How to Strengthen Your Brand

- Play to your strengths. What are you passionate about?
- Connect with people via the most effective way for you and for them. (LinkedIn, email, meetings)
- Consider how you can help your audience meet their needs; identify how you can add value.
- Recognize the gaps in your personal brand and work on closing them.

Increasing Your Marketability

- Continuously track your accomplishments:
 - **Challenge:** What was the problem?
 - **Action:** What did you do? Did you initiate it?
 - **Results:** Who or what was impacted and how?
 - How many people served?
 - Money saved or raised?
 - Process improved? Goals met?

Drilling Further

- If you were selling your qualifications to a potential employer, what would you emphasize in an interview?
- What would you say if the employer asked about your weaknesses? What are you doing to strengthen those areas?

Closing the Gaps

- Ways to gain new skills and knowledge:
 - Volunteering for non-profits groups – grant writing, financial management, event planning, crisis management, etc.
 - Join an interdisciplinary committee in your organization to get some cross-training
 - Identify and complete a project that adds value
 - Read books, journals, magazines

A Review - Your Career Management Roadmap

- Set SMART career goals.
- Stay updated on trends/necessary skills for your field.
- Actively track your accomplishments.
- Network and Build Your Brand!
 - Join professional associations
 - Get involved in your community
 - Consider Walden's LinkedIn group

Answers to Your Questions

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Thank You for Attending

Thank you for participating
in this online career lecture.

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