


I Incorporated

Career Planning and Personal Entrepreneurship



Career Planning that truly empowers an individual to take full control of their destiny

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Mike Callahan

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Finding a job - Two different worlds Old School vs. New School




- ▶ Inside the Company
- ▶ Colleagues
- ▶ Referrals
- ▶ Drop-Ins with Proof
- ▶ Contacts
- ▶ Agencies
- ▶ Ads
- ▶ Resumes

Source - What Color is your Parachute? - Bolles

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- Self- Assessment
- Entrepreneurial Mindset
- Survival Strategy

Exploring your Passion

- Personal Brand
- Value Proposition
- Underserved Need

Discovering the Opportunities

- Written Form
- Social Media
- Oral Form

Telling your Personal Story

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Self-Assessment

Commit to being happy


Potential assessment tools



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Core Values

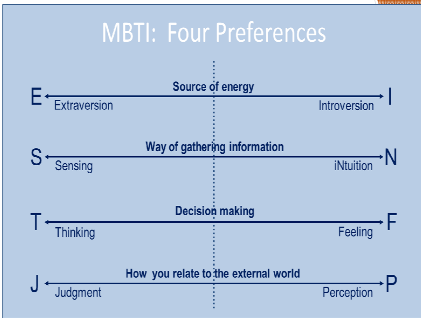


- ▶ List of potential values
- ▶ Select 10, then 5 then 3
- ▶ Reflect and consider opportunities that are consistent with these values

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MBTI: Four Preferences

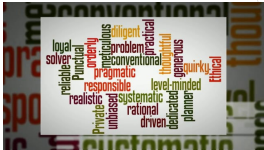


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Holland's Six Personality Types

- ▶ Realistic
- ▶ Investigative
- ▶ Artistic
- ▶ Social
- ▶ Enterprising
- ▶ Conventional




loyal solver practical ambitious problem solver conventional practical level-headed pragmatic responsible systematic rational driven

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Entrepreneurial Mindset


- ▶ Business Plan/Career Plan
- ▶ Do not play the Blame game
- ▶ Value Scanning/Network with a purpose
- ▶ Informational Interviews
- ▶ Marketing principles
- ▶ Resource availability/Product knowledge
- ▶ Personal drive

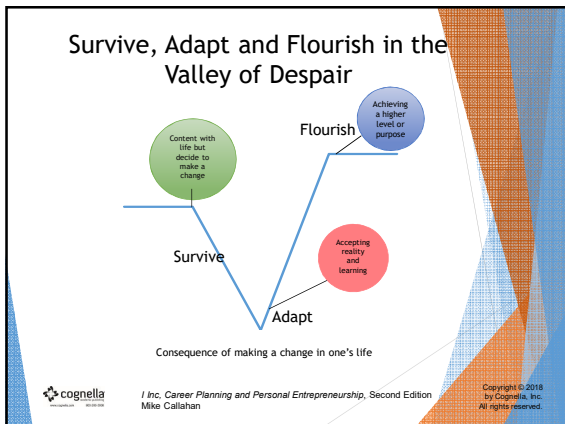


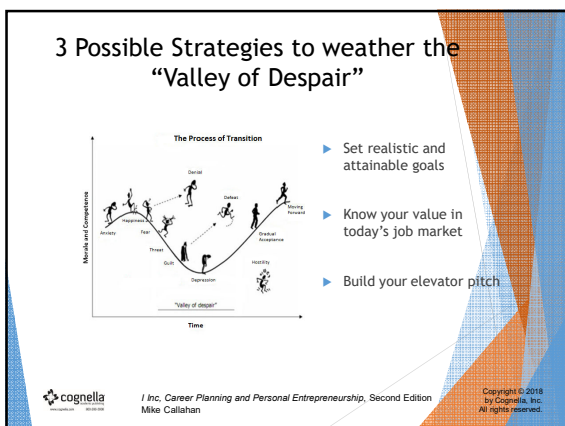
WHO WANTS TO BE AN ENTREPRENEUR WHO WANTS TO BE AN

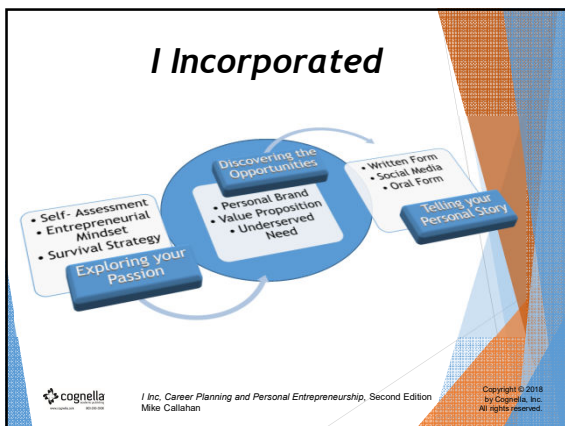
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Survival Strategy











Personal Brand

“A brand is what people say about you when you are not in the room”
Jeff Bezos, CEO Amazon




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Key Questions to Ask Yourself

- ▶ Do people have a clear understanding of what you do and the value it brings?
- ▶ What words, concepts, and ideas do people associate with your name and image?


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Brand Story

“You’re not defined by your job title and you’re not confined by your job description.” - Tom Peters

- ▶ What makes a personal brand story successful?
 - ▶ It is **Persistent**
 - ▶ It is **Memorable**
 - ▶ People can **Relate** to it
 - ▶ People **Feel Good** when they associate with it

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"It's this simple: You are a brand. You are in charge of your brand, and there is no one right way to create the brand called You. Start today. Or else." - Tom Peters




- ▶ Make it Great!
- ▶ Make it Exciting!
- ▶ Make it worthy of your Efforts!

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Personal Value Proposition A "valuable" context

- ▶ People
- ▶ Customer
- ▶ Business



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Personal Value Proposition

Compelling, Valuable, Relevant, Current and Expansive




- ▶ What is my value?
- ▶ What evidence exists?
- ▶ Who will endorse it?
- ▶ Who will benefit from what I do?

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Finding the Under-Served Need


Define/Assess/Enter the Market



- ▶ **Define** - Industry, Size, Non-Profits, Government, Location, Employment Models
- ▶ **Assess** - Set your priorities/reward expectations, entry requirements, outlook prospects
- ▶ **Enter** - Conferences, networking, informational interviews

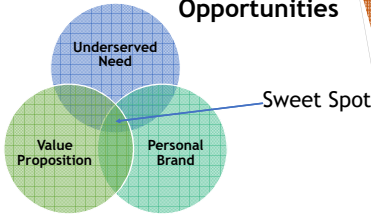
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Reading the Room



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Discovering the Opportunities



The sweet spot is a place where a combination of factors results in a maximum response for a given amount of effort.

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Written Format

- ▶ Represent you when you are not there
- ▶ Flawless grammar and punctuation
- ▶ Keep it simple
- ▶ Know your message

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Resume Experience Section

Weak	Strong
<ul style="list-style-type: none">▶ Worked with businesses to carry out United Way fund-raising goals▶ Helped accountants with various public accounting projects▶ Developed marketing plans to promote concert series on campus	<ul style="list-style-type: none">▶ Partnered with more than 20 area businesses to raise \$15,000 for United Way, exceeding the goal by 23%▶ Assisted accountants with auditing \$55,000 in account receivables for company's largest client▶ Developed fully integrated marketing campaign distributed to 10,000 students, resulting in 12% increase in concert attendance

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Social Media

- ▶ LinkedIn used extensively by recruiters in the US
- ▶ Know your message
- ▶ Keep it Professional




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LinkedIn

LinkedIn checklist for students


<https://students.linkedin.com/>



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Key Questions in an Interview

- ▶ Can you do the work?
- ▶ Will you do it if you come work for us?
- ▶ How will you fit in?



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Before the interview



- ▶ Research the organization
- ▶ Prepare your “A” game
- ▶ Plan to be part of the solution

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During the Interview




50-50 & 20-2 Rules

Fear!

Science?

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A customer comes in angry and upset. How would you handle this situation?

A deadline for a project is near and it looks like you won't meet the deadline. How would you handle this?


▶ *Situational interviews*

Questions focus on the candidate's ability to project what his or her behavior would be in a given situation

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Situational questions are looking for leadership answers - they are looking for **VALUE**

- ▶ Vision
- ▶ Alignment
- ▶ Understanding
- ▶ Enactment




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Give me a specific example of a time when you had to conform to a policy with which you did not agree

Describe a time when you were faced with a stressful situation that demonstrated your coping skills

- ▶ **Behavioral interview**


Applicants asked how they behaved in the past in a given situation



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Behavioral Interview Questions

- ▶ Based on the belief that past performance is the best predictor of future performance.
- ▶ Increasingly used by employers.
- ▶ S-T-A-R (Situation - Task - Action - Result) format.



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It can be the little things that can hurt the most!



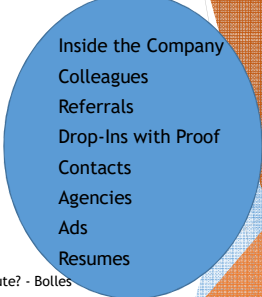
- ▶ First 2 minutes
 - ▶ Appearance
 - ▶ Eye Contact
 - ▶ Handshake
- ▶ Be Confident
- ▶ Be Considerate
- ▶ Be Valuable
- ▶ Professional voice mail message

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Finding a job - Two different worlds

Commit to Operating in this context


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- ▶ Colleagues
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- ▶ Drop-Ins with Proof
- ▶ Inside the Company



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Questions/Comments



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