

DEConnect Job Conference Call

Career Change / Networking

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Changing Careers

- Define the nature of the change
- Assess your risk tolerance for change
- Determine timeline and financial constraints
- Perform a skills/talents gap analysis
- Build a roadmap and acquire new skills
- Re-Brand and Re-Cast yourself

Practical Career Development Framework®

A Collaborative Model for Planning, Building, and Managing Your Career

Career Transition Model®

	Current Career	New Career
Current Industry	JOB CHANGE	CAREER CHANGE
New Industry	INDUSTRY CHANGE	TRANSFORMATION

Career Transition Model Examples

	Current Career	New Career
Current Industry	Job Change <ul style="list-style-type: none">Marketing Manager transfers from Dell to Hewlett-Packard.	Career Change <ul style="list-style-type: none">Marketing Manager at Dell becomes Sales Associate at Hewlett-Packard.
New Industry	Industry Change <ul style="list-style-type: none">Marketing Manager transfers from Dell (Technology) to Cardinal Health (Healthcare).	Transformation <ul style="list-style-type: none">Marketing Manager in technology industry becomes Audiologist (Healthcare).

Practical Career Development Framework®

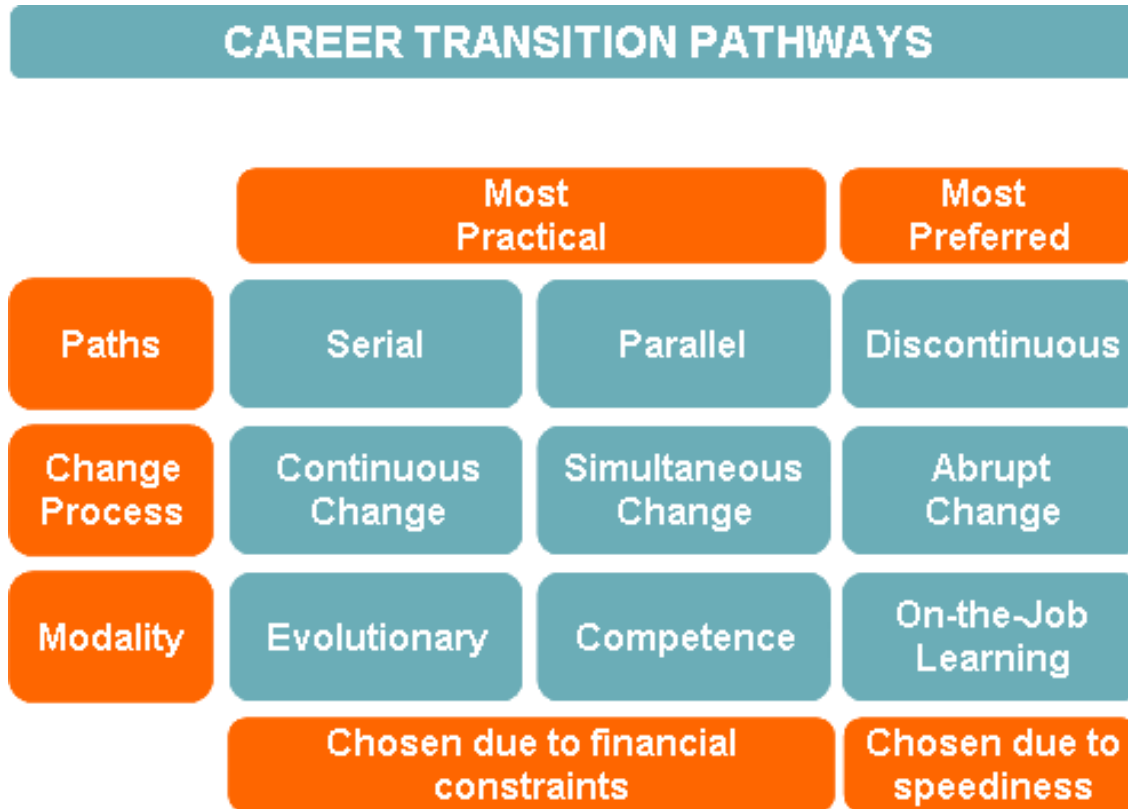
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Career Transition Model®

	Current Career	New Career
Current Industry	Job Change <ul style="list-style-type: none">• Generate Job Opportunities• Identify Companies• Sell Current Career Assets• Leverage Network• Improve Skills	Career Change <ul style="list-style-type: none">• Identify Career Choices• Identify Companies• Acquire New Skills and Knowledge• Align Interests• Sell New Career Assets• Leverage Network• Re-package Existing Skills
New Industry	Industry Change <ul style="list-style-type: none">• Identify New Segments, Geographies• Identify Companies• Expand Industry Knowledge• Repackage Existing Skills• Grow Network• Learn Industry Culture	Diversification <ul style="list-style-type: none">• Explore Career Aspirations, Interests, Skills, Values• Research Options• Acquire New Skills and Knowledge• Repackage Existing Skills• Sell New Career Assets• Grow Network• Start a Business

Module 3

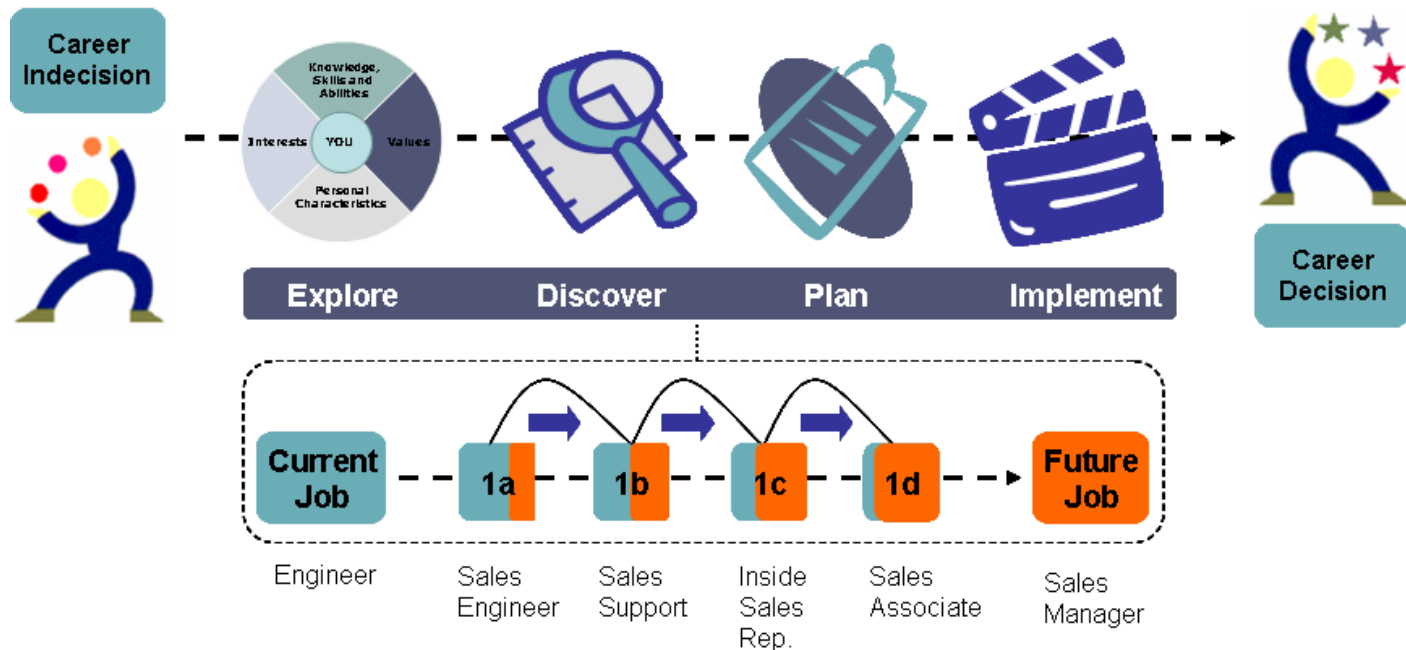
Career Transition Pathways®



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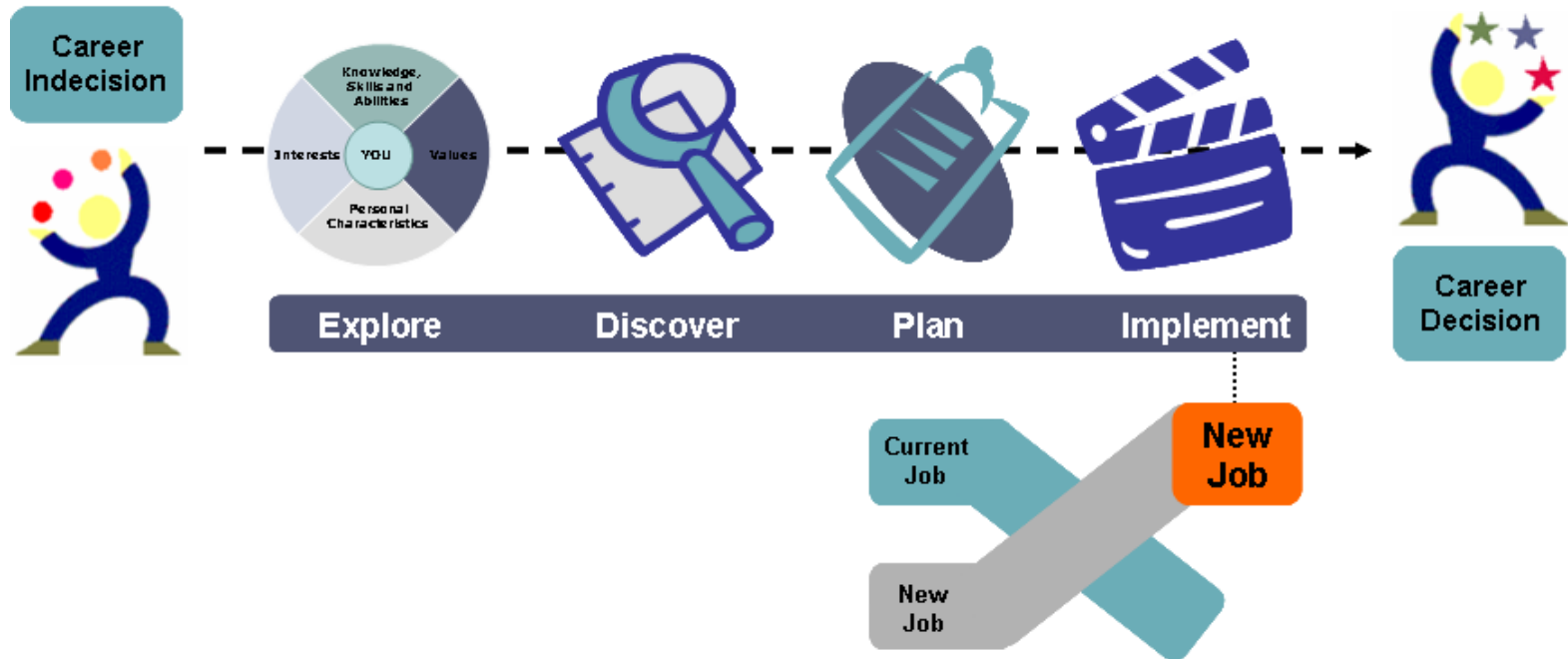
Serial Process



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Parallel Approach



Gap Analysis (Example)



Competencies	Needed Skills	Your Abilities
Tasks, Skills, Knowledge, Abilities for a Marketing Manager	Recommended Proficiency	Current Level of Ability
<ul style="list-style-type: none"> Develop pricing strategies, balancing firm objectives and customer satisfaction. 	Intermediate	No Presence
<ul style="list-style-type: none"> Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup. 	Intermediate	Minimal Presence
<ul style="list-style-type: none"> Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss. 	Expert	Minimal Presence

Roadmap Example (Fill the gap)

Time Frame	Year One		Year Two		Year Three	
Role	Sales Engineer		Sales Associate		Marketing Manager	
Skills/ Knowledge	Fundamental Skills and Knowledge		Intermediate Skills and Concepts		Advanced Knowledge and Strategy	
Marketing Profession	Marketing Planning (January) College Course	Marketing Strategy (March – Year 2) College Course	Strategic Planning Summer Semester College Course		Global Marketing (March) 1 Week Exec. Seminar	
	Marketing Research (February) 2-Day Training Seminar		Competitive Analysis (On-going) Guided Development		Value Pricing and Forecasting (August) 1 Week Exec. Seminar	
Interpersonal	Essentials for Negotiation (March) 2-Day Training Seminar	Understanding the Dynamics of Difference (November) 1-Day Training	Presentation Skills (February) 2-Day Seminar	Leadership Style (April) Leadership Assessment	Executive Communica tion (May) Workshop	Risk Mitigation (Ongoing) On the Job Training
	Effective Writing Skills (May) Review Writing Book		Positive Power and Influence (September) 2-Day Seminar			
Management	Interviewing Skills (June) Read Interviewing Book & Research Internet Sites Mentoring and On-The-Job Training		Managing Performance Ongoing Read Leading Books and Articles		Managing Change and Transition November Reading Books and Articles	
	Serve as Coach/Mentor Volunteer at Young Women’s Alliance on Marketing Committee	Coaching Skills (December) 2-Day Workshop	Crisis Management (TBD)		Influence Management (November) 2-Day Exec. Seminar	

Certification is very helpful but **ONLY** a first step!
More is required to get your foot in the door.

Re-Brand and Re-Cast Yourself

- **Resume**
- **Interviewing**
- **F2F Networking**
- **Social Media Networking**

Resume

- Should be branded toward the future role. Promote skills that are required of the new role. Use <http://online.onetcenter.org/>
- Basis of your networking and social media brands.
- Promote achievements, not responsibilities.
- Handling Objections – (i.e. overqualified)

Interviewing

- Create stories for the new role based on competencies gained through roadmap.
- Most people are stuck in the past and have a difficult time re-casting their talents.
- Print the job description and create new *written* stories using P-A-R methodology.
- Prepare for different interview types: Behavioral, Functional, and Case

Face 2 Face Networking

- Build new networks with industry associations and groups that you want to move into.
- Make sure you have generic business cards and an elevator pitch nailed.
- Use the Book of Associations as a Resource.
- Know that you need to get involved... attending meetings won't help you.
- Ask for what you want directly when the relationship is formed.

Social Media

Linked-in

- Ensure your resume and Linked-in account are similar
- Invite your contacts (business and personal)
- Obtain recommendations from 10+ people – managers, peers, and subordinates
- Join appropriate groups and start discussions
- Join a Q&A Forum in your area of specialty to ask or answer relevant questions
- Search “Jobs” in your geographic area and review “your connections”.
 - If 1st level, introduce yourself
 - If 2nd level, review how well you know your 1st level to determine if you want them to introduce you or if it is better to send “Inmail”
 - If 3rd level, be careful because you do not want to get reported as a spammer. Try to find another route
- Post periodic status updates in 20 words or less
- Keep a high-quality network or you lose credibility

Twitter

- Set up a Twitter account –brand your Twitter page
- Create hash tags to create timely buzz for your initiatives
- Engage with existing and new audiences
- Use Twitter as a listening tool and learn how and when to respond to tweets
- Sell yourself on this platform – without really “selling”
- Monitor what’s being said about you and your industry
- Increase traffic to your personal website using Twitter
- Educate your stakeholders about issues that matter to your field
- Build a smart network by understanding who to follow and how to attract followers
- Microblog with impact – how to say it in 140 characters

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