Mid-Career Alumni Network Webinar

The Art and Science of Career Transition

Presented by:
Evan Donaldson ’90
Principal Technical Solutions Officer
Talentry
Proposed Agenda

- Introductions
- Career Transition – what’s the big deal?
  - Internal promotion/functional change
  - External or complete career change
  - Returning to the workforce
- What is it going to take?
- Dig your well before you need it
- Marketing
- Effective communication
- Q & A, discussion.
Introductions

- Evan Donaldson
- Nearly 20 years in search/placement/career advisory
- USD ’90 (Biology, Education)
- USD Alumni Association, San Diego Chapter Board Member
- Former Teacher
- Professional trainer, including for career transition
Career Transition

- Variety of possible causes:
  - Termination / Layoff
  - Boredom / Frustration
  - Career viability shift
  - Divorce
  - Military transition
  - Re-entering the workforce
  - Could be internal
Career Transition – Internal function change

Often lots of positives:
• Understand environment/politics
• Frequently can “ease” into it
• Others trust your abilities / motivations
• Can (often) make a gradual transition

However:
• Can be difficult to change perceptions
• Can’t end up doing a poor job at two things.
Career Transition – External or complete career shift

- Running to new career? Or running from old career? (It makes a huge difference!)
- Have to be prepared to take a step back in career respect/pay
- Others may question motivation or commitment

However:
- Consider the difference between what you can do vs. what “they” will let you do (and pay you for!)
- Remember why companies hire anyone in the first place (it isn't about you!)
Career Transition – External or complete career shift

• Even more complicated when you want to change (or have to change!) but don’t know to what to do:
  • Think about what excites and energizes you
  • Also about what you are good at (and ask others!)
  • Don’t forget to consider your values
  • Consider what problems companies or people are having that need solving
  • Try an internship (or DO something!)
  • Don’t discount tests
  • Get a mentor
  • Network / talk to others. Ask professionals.
  • Take a class (online?)
Career Transition – External or complete career shift

Are there opportunities out there? YES! Why?
Companies (and people) have “problems:”

- New projects (implementations, alliances, new contracts, new markets, roll-outs, upgrades, build-outs, etc.)
- Specialized personnel / New skill areas / new technologies (e.g. Internal IT to cloud. Addition of Social Media Marketing, Salesforce, etc.)
- Growth
- New products/services to clients
- Companies looking to outsource or use Prof. Svcs.
Career Transition – External or complete career shift

Well, then who do they hire? What happens if you can convince a company that you can:

- Save them money
- Win them customers
- Decrease their time to market
- Allow other strategic initiatives to move forward
- Achieve innovation
- Differentiate/brand themselves
- Remove annoyance
- Streamline process
- ETC!? Hire!
Career Transition – External or complete career shift

• Of course it is important to consider where your skills/abilities and interests overlap with what can sustain a living.
Career Transition – External or complete career shift

- The trick is to find a problem and prove/show that you can solve it. That’s it! (It isn’t about job titles, or even “jobs.” It is completely and totally about solving problems.) Companies and consumers hire people for only one reason.
Returning to the Workforce

• Start with people who know you (or worked with you in the past). They know what you can do.
• Be prepared to discuss what you did, while you were off, to stay up to speed. (Blogging, classes, volunteer work, part time work, professional organizations, etc.)
• Be current with technology, and prepared to show it.
• Be prepared to focus on characteristics for success
• Do not equate things were not done for a professional paycheck with those that are.
• Be: Confident, Realistic, Enthusiastic
Dig your Well Before you Are Thirsty!

- A book by Harvey Mackay, but also just plain good advice!
- Networking is how nearly 4 in 5 people get their job.
- Networking is how I have gotten every job I have ever had since I entered USD as a student.
- Networking is something that should be done NOW, and every day from now on!
The Secret to AWESOME Networking

The secret to networking is simple:

1. It isn’t about you – seriously!
2. It is almost always a string of questions, followed by intense listening
3. Do not “tell and sell”
4. Start out with some simple and safe ice-breakers:
   A. “Hi, my name is Evan, what’s your name?”
   B. “Where are you from originally?”
   C. “How long have you lived in San Diego (or, what kept you here?)”
   D. “What do you do for work?”
5. If you remain interested, you can get anyone worth speaking with to have a valuable conversation…
Marketing

- Create a LinkedIn Profile. Join and participate in some groups.
- Join professional organizations.
- Blog, participate in online discussions
- Volunteer
- Find a mentor
- Practice MSA statements
- Practice PAR statements
- Develop a USP (a “brand!”)
- Do something
Effective Communication

- Don’t forget that communication has a RECEIVER too!

- Appeals to Maslow’s Hierarchy of Needs, translated into a business context:
  - Achievement
  - Social Affiliation
  - Power
  - Ego Gratification
  - Survival

- Will resonate with your audience!
Effective Communication

- The two underlying truths:
  1. **WIIFM?**
     - Trust/Relationship
     - Solve problem
     - Make/Save money
     - Make me look good
     - Do the right thing
  2. **SO WHAT?**
     - Everything you deliver (resume) or say (interview/networking) should make the answer to this crystal clear!
Effective Communication

Top communication skills:

1. Ability to Listen
2. Ability to be direct
3. Ability to be flexible
4. Ability to be patient
5. Ability to use empathy
Effective Communication

Resume / LinkedIn
   Develop a compelling document/profile.

Plan
   Plan what you are going to tell your friends/family – and networking contacts!

Interview
   Focus on managing the outcome!

Reach
   Ensure that you work with the correct people.

Networking
   Branding – what if you were the best and nobody knew?

Sales
   Sell and close! What is your USP?
Effective Communication

I LIKE WORKING WITH PEOPLE.

Due to his grammar mistake, Wilbur found a position. It just wasn’t the one he wanted.
Summary

1. The Transition
2. Know Yourself
3. Market Yourself

6. Keep Your Next Job
5. Negotiate for Yourself
4. Sell Yourself
Q&A, further discussion.

Contact information:
- Evan Donaldson
- Edonaldson@Talentry.net
- 619-227-5858
- @Evanduz

Talentry, LLC., an organization that supplies consulting, training, headhunting, workforce optimization analysis, staff augmentation, and project management for companies dedicated to maximizing their effectiveness by enhancing their biggest asset - their people.
Thank you

The Mid-Career Alumni Network Programming Committee would like to extend a special vote of gratitude to our presenter Evan.

Upcoming Events

**Alumni Day at the Races 2015**
Date: August 2, 2015  
Time: 12:00 PM to 4:00 PM  
*Hosted by the North County Chapter, SD Chapter, and School of Business Administration*

**Torero Store Opening for Alumni**
Date: August 8, 2015  
Time: 9:00 AM to 11:00 AM  
*Hosted by the Alumni Association and USD Torero Store*

**USD vs. SDSU Football at Qualcomm Stadium**
Date: September 5, 2015  
Time: 2:30 PM to 8:00 PM  
*Hosted by the USD Alumni Association & USD Athletics*