

Re-engineering Your Career

Version 2.0 and Beyond

Introductions

- Michael Tracy
- OMNI Employment Management Services, LLC

Careers- Who are You?

- Shooters
- Climbers
- Sedentary
- Wanderers
- Radicals
- Dual
- Lost

Career Management

- Personal exercise of continuous improvement
- Establishing a pattern of ongoing preparation, reinvention, relationship development

Recent Candidate Profiles

- angry
- needy
- personal crisis
- clueless
- arrogant
- insecure
- disheveled
- disillusioned
- confident
- smart
- expert
- successful
- visionary
- creative
- follows through
- balanced

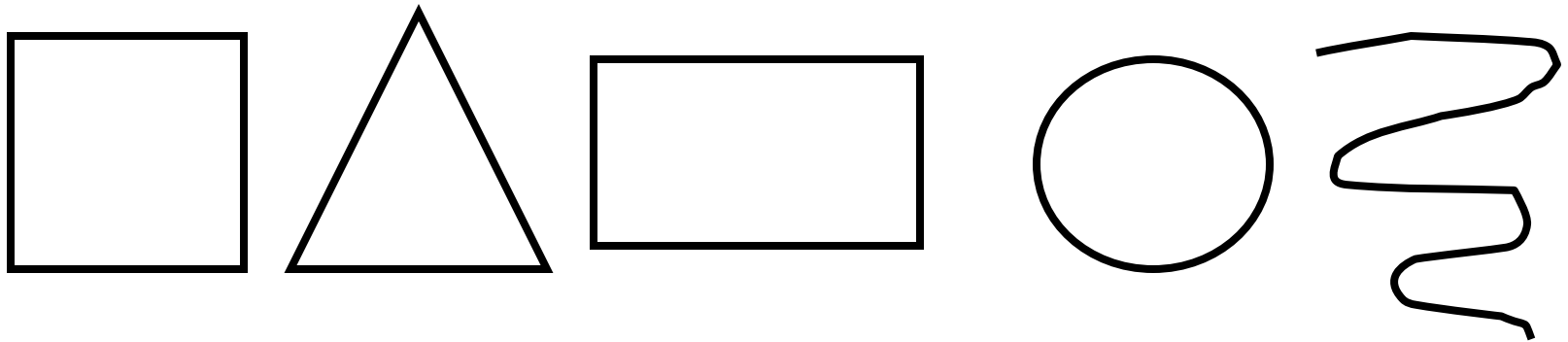
Step 1

Assessment Stage – *Who Are You?*

- Personal inventory
- Motivators
- Personal goals

Step 1

Who Are You? Exercise



Step 1

Who Are You? – Personal Inventory

- Temperament
- Competencies
- Expertise
- History & reputation
- Successes and accomplishments
- Priorities & balance
- Relationships and contacts
- Influence and personal leadership

Step 1

What *Drives* You? – Motivators

- What are your passions?
- Where are you going? Career stage?
- Maslow?
 - physiological
 - safety
 - social
 - esteem
 - self actualization
- Make money? ...or make a difference?



Step 1

Who Are You? – Personal Goals

- professional
- personal
- family
- financial
- social
- spiritual
- developmental

Step 1

Who ARE You? Personal Goals

- Know your worth
 - Locally & regionally
 - Nature and scope of work
 - Size of company
- Know your needs
 - Money versus opportunity
 - Lifestyle versus experiences
 - Contacts versus learning

Step 1

How Do You Know?

- Personality tests
- Competency assessments
- Aptitude assessments
- Interest surveys
- 360 degree feedback
- Appraisal feedback
- SWOT analysis
- Spouses

Step 1

How Do You Know?

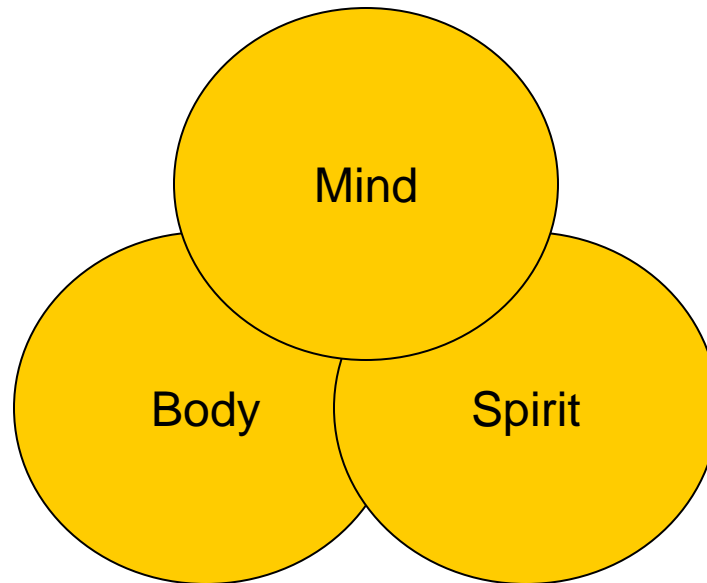
- Resources

- www.kolbe.com
- www.psychogeometrics.com
- www.true-colors.com
- www.keirsey.com
- www.enneagraminstitute.com

Step 2

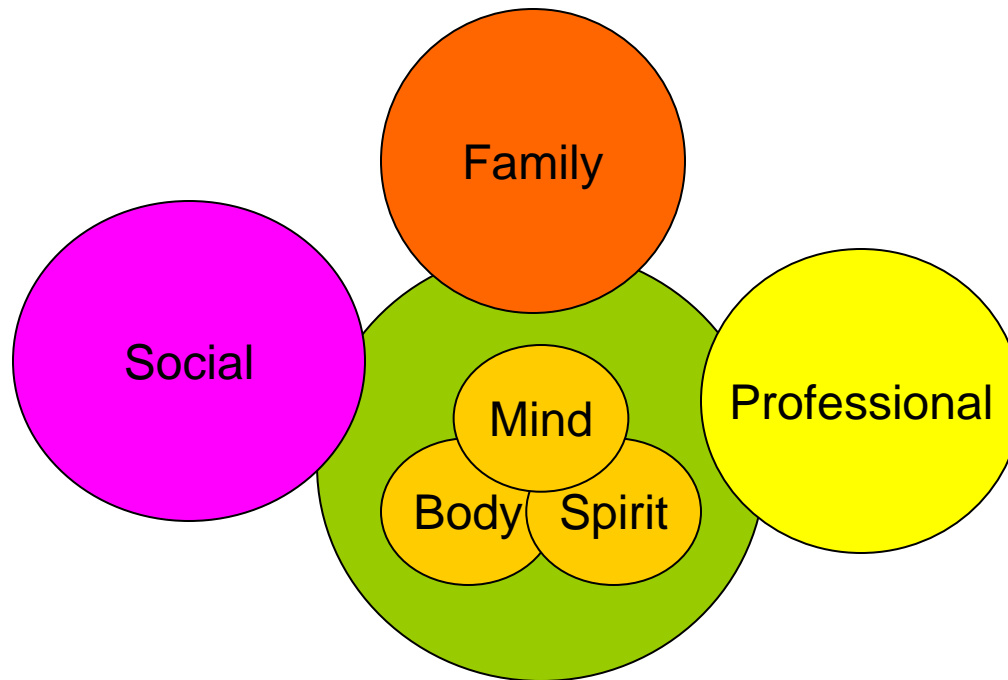
Find Balance

Personal Dimensions



Step 2

Find Balance



Step 2

Why Balance?

- Balance is a primary characteristic of a successful PERSON...
- ...NOT a successful CAREER

Step 3

Develop Your Marketing Plan

- Be very clear... what do you want to do?
 - develop your ‘elevator speech’
 - self talk

- Do you know what it takes to get there?
 - gap analysis
 - reconcile differences

Step 3

Develop Your Marketing Plan

- Develop your ‘distinctive competence’
 - knowledge/ skills /expertise
 - what sets you apart
 - why someone needs you on your team

- Develop Your ‘Marketing Materials’
 - technical skills & expertise
 - competencies
 - relationships
 - involvement, awards, accomplishments
 - ‘Brag Bullets’ (*not tasks & duties*)

- *Keep it brief.. Keep it focused.. Keep it real*

Step 3

Develop Your Marketing Plan

- Research your options
 - What does it take to go where you want to go?
- Establish your ‘target market’
 - research target companies, contacts & resources
 - leverage social networking resources
 - develop your ‘script’
 - develop tracking log/ spreadsheet

Step 4

Execute the Plan

- Network – internally
- Network - externally
- Network (*did I say network?*)
- Become ‘multi-dimensional’ in your approach to networking

Step 4

Execute the Plan

- Re-engineer yourself - *regularly*
 - Develop new skills
 - Develop competencies
 - Accumulate new successes
 - Develop new relationships
 - Re-evaluate goals
 - Strive for balance

Step 4

Execute the Plan

- Put it all together..
 - Prepare your 30 second commercial
 - Target your audience
 - Reach out – and tell someone what you want to do

- Summary thoughts
 - people hire successful *people*
 - careers are built upon relationships, not a collection of jobs

Summary

- Step 1 – Know Thyself
- Step 2 – Achieve Balance
- Step 3 – Develop the Plan
- Step 4 – Execute the Plan

Re-engineering Your Career

Thank You