

Career Planning for Technical Professionals



**35th Annual
Trenton
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Festival
Saturday
April 24, 2010**

**Ernest Schirmer, Acentech, Inc.
Managing Director, Mid-Atlantic Office
Director of Technology Consulting
Trevose, PA 19053**

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The Basics

- **Why is the goal of a rational company?**

To maximize profit

- **Why are people hired?**

To solve a specific problem

- **It's not about you**

The Many Meanings of "Career"

- **progression in a field**
- **progression in an organization**
- **sequence of role-related jobs**
- **a sequence of jobs**



A4 Friday, February 12, 2010

U.S. NEWS

THE WALL STREET JOURNAL

Many Jobs Gone Forever, Economists Say

Increased Automation, Relocations Overseas Mean Workers Will Find Different Employment Mix When Recession Ends

By Phil Izzo

About a quarter of the 8.4 million jobs eliminated since the recession began won't be coming back and will ultimately need to be replaced by other types of work in growing industries, according to economists in the latest Wall Street Journal forecasting survey.

While the job market is constantly shifting as some sectors fade and others expand, this recession threw that process into overdrive. Thousands of workers lost jobs as companies automated more tasks or moved whole assembly lines to places such as China. As growth returns, so will job creation—just with a different emphasis in the mix of jobs being created.

Economists in the survey are predicting a slow upswing for the economy as a whole. Respondents on average expect economic growth to settle at about 3% in 2010, off sharply from the powerful 5.7% seasonally adjusted annual growth rate

projecting that payrolls will increase by an average of just 95,000 a month this year with the unemployment rate averaging 10%. The Council of Economic Advisers expects the U.S. gross domestic product—the broadest measure of goods and services produced—to grow about 3% in 2010, in line with what the surveyed economists predicted.

It isn't just weak growth that is damping job growth. "Companies, in the name of making money, substitute against labor through outsourcing or technology," said Allen Sinai of Decision Economics. Wages and benefits make workers "so expensive that who wants to hire them? As a result, the displaced workers won't be rehired unless we have double the growth rate we're expecting."

On average, the 55 survey respondents, not all of whom answered every question, said three-quarters of the job losses during the recession are cyclical, meaning the positions will even-

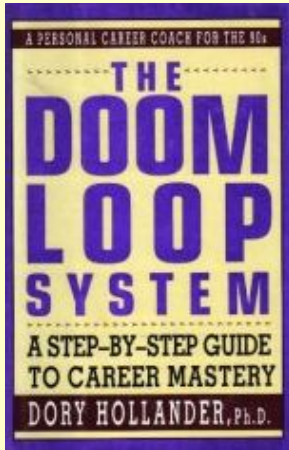
ernment's response to them—translated into low marks for President Barack Obama and Treasury Secretary Timothy Geithner. The economists gave the president an average grade of 57 out of 100, while Mr. Geithner scored an average of 60. Just 10 economists gave both men marks in the A or B range above 80. Despite the low marks, 29 of the economists expect Mr. Geithner will still be Treasury secretary at the end of the year.

J.P. Morgan Chase economist

Respondents in the latest Wall Street Journal forecasting survey see a jobless rate of 9.4% by the end of 2010 compared with 9.7% in January.

Bruce Kasman said, "You need to change incentives for hiring in a permanent way, but that is hard





The Career Window

Adapted from "The Doom Loop System" (1991)

	Like	<i>Don't Like</i>
Do Well	Satisfied	<i>Frustrated & Bored</i>
<i>Don't Do Well</i>	<i>Anxious Excited</i>	Miserable

Reasons for Job Satisfaction

In rough order of importance:

- 1. Sense of achievement**
- 2. Recognition**
- 3. Nature of work (goal)**
- 4. Responsibility**
- 5. Professional advancement**
- 6. Professional growth**

Reason for Job Dissatisfaction

In rough order of importance:

- 1. Company policies**
- 2. Supervisor/manager**
- 3. Working conditions**
- 4. Salary**

Reasons for Job Dissatisfaction

- 5. Relationship with peers**
- 6. Personal life**
- 7. Relationship with subordinates**
- 8. Status**
- 9. Security**

The Components of a Career

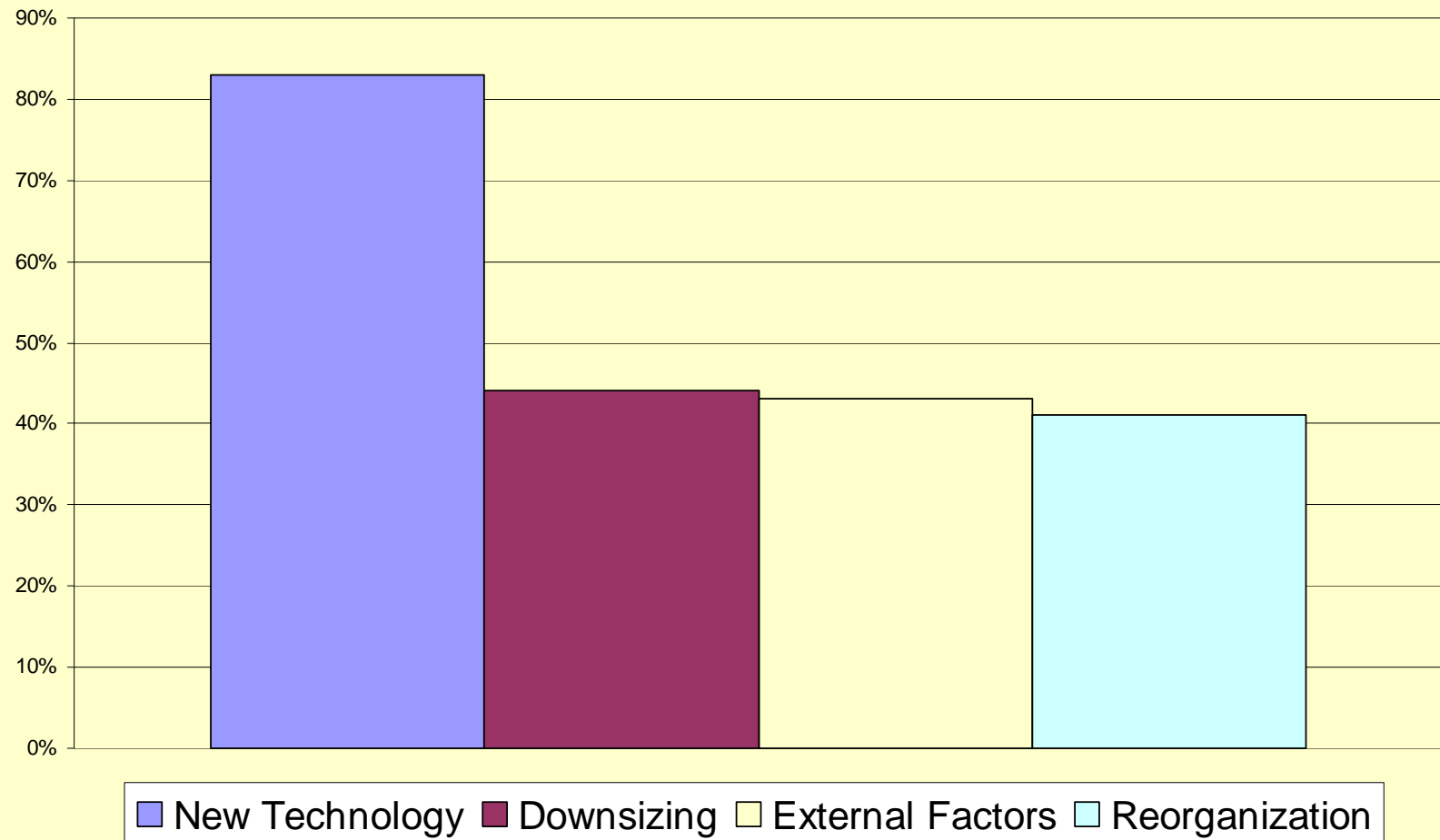
- **Career Management**
 - Progress
 - Timing
 - Opportunities
- **Career Assessment**
 - Strength
 - Weakness
 - Opportunity
 - Threat
- **Career Change**
 - Plans
 - Goals

The Components of a Career

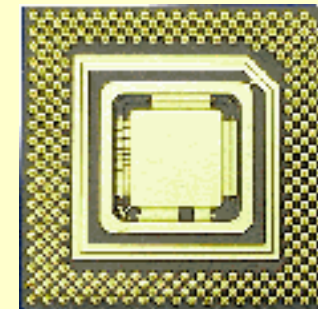
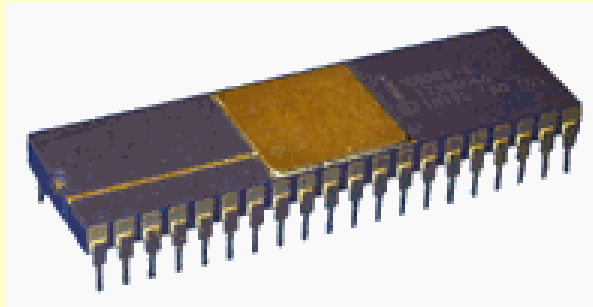
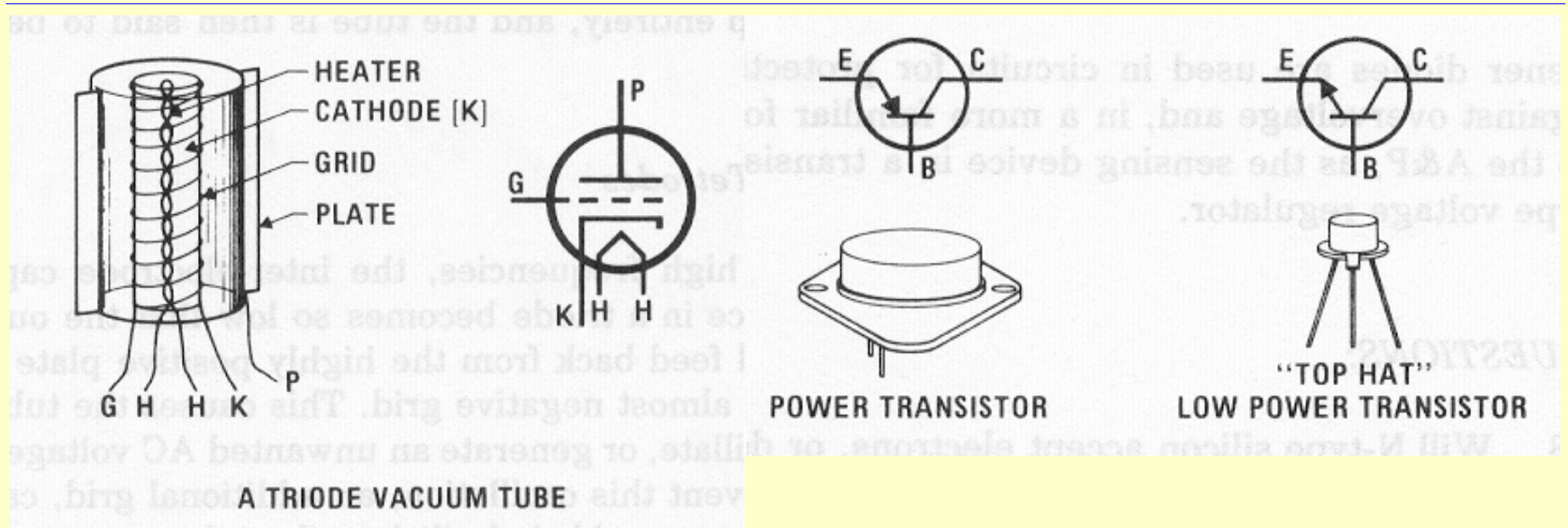
- **Career Definition**
 - What do I want to do?
- **Career Planning**
 - Education
 - Industry
 - Location
- **Career Development**
 - Performance
 - Opportunities

Forces Affecting Careers

Factors Affecting Job Search



Darwin Was Right: Change = Survival



4004(1971) 8080(1974) 386(1985) 486(1989) Pentium(1996)

Hot Jobs of Yesterday

Typesetting – Replaced by desktop publishing.

Secretarial Dictation – Replaced by do-it-yourself word processing.

IBM Punch Card Operator – What's a punch card?

Telex (TWX) Operator – Replaced by FAX and email.

FAX Machine Operator – Replaced by do-it-yourself FAX machines.

Telephone Operators – Replaced by Touch-Tone™ phones, voicemail.

Draftsman – Replaced by Computer Aided Design (CAD) operators. `

Career Advancement Skills

- **The “half-life” of a technical professional is about 18 months**
 - 50% of what you know is obsolete every 18 months
- **After you are hired, it's not what you know, but **how do you learn****
- **Do you have to quit?**
- **What about an internal promotion?**

Career Advancement Skills

In rough order of importance:

- 1. People skills**
- 2. Project planning**
- 3. Business knowledge**
- 4. Technical skills**
- 5. Communication skills**

Career Advancement Skills

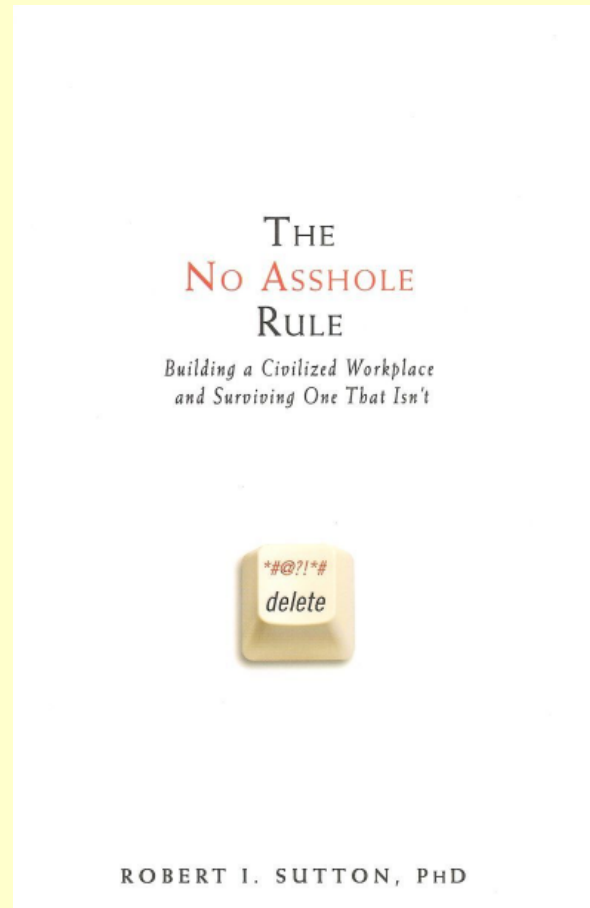
- 6. Reputation**
- 7. Credentials/reputation**
- 8. Industry knowledge**
- 9. Education**
- 10. Past performance**

Quick Career Status Survey

- **List the people who can help you locate your next position.**
- **List business associates who would attend your funeral**
- **Has your resume been updated in the last six months?**

Quick Career Status Survey

Life is too short to work for bad people.



Quick Career Status Survey

- **Who can help you grow?**
- **Motivation - when you get up in the morning and look in the mirror, you are looking at the only person responsible for changing your life.**

Management Spectrum

Breaks rules

Makes rules

Follows rules

Leader

Manager

Administrator

Quick Career Status Survey

- **How many positions in the Sunday paper mention your skills?**
- **What would you do to earn a living if you had no obligations?**
- **How did you get to where you are?**

Quick Career Status Survey

- **Google yourself!**
- **The person hiring you may**

Hot Jobs of the Future

The Best of **eWEEK**

enterprise

21 Tech Certifications That Keep IT Workers in Demand

by Don E. Sears

<http://www.eweek.com/c/a/IT-Management/21-Tech-Certifications-That-Keep-IT-Workers-in-Demand-154951/?kc=EWKNLBOE04232010FEA1>

eWEEK

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Hot Jobs of the Future

- **Marketing Managers**
- **Security & Financial Service Rep**
- **Internet Marketing Specialists**
- **Advertising Executive**
- **Buyer / Merchandiser**
- **Sales Person**
- **Real Estate Agent**
- **Business Development Manager**
- **Market Researcher**
- **Recruiter**
- **Marketing Communications (MARCOM)**

Hot Jobs of the Future

- **Teachers**
- **Teachers Aides**
- **Adult Education Instructor**
- **Math and Science Teacher**
- **Dancers**
- **Producers**
- **Directors**
- **Actors**
- **Content Creators in General**
- **Musicians**
- **Artists & Commercial Artists**
- **Writer**

Hot Jobs of the Future

- **Technical Writer**
- **News Paper Reporter**
- **News Anchor Person**
- **Emergency Medical Technicians**
- **Surgeon**
- **Chiropractor**
- **Dental Hygienists**
- **Registered Nurses**
- **Medical Assistants**
- **Therapists**
- **Respiratory Therapists**
- **Home Health Aide**

Hot Jobs of the Future

- **Primary Care Physician**
- **Medical Lab Technician**
- **Radiology Technician**
- **Physical Therapist**
- **Dental Assistant**
- **Nurses Aide**
- **Computer Systems Analysts**
- **Computer Engineers**
- **WEB Specialists**
- **Network Support Technicians**
- **Java Programmer**
- **IT Manager**

Hot Jobs of the Future

- **Web Developer**
- **Data Base Administrator**
- **Network Engineer**
- **Correction Officers**
- **Law Officers**
- **Anti-Terrorists Specialists**
- **Security Guard**
- **Tax / Estate Attorney**
- **Intellectual Property Attorney**
- **Veterinarian**
- **Social Workers**
- **Hair Stylist**

Hot Jobs of the Future

- **Telephone Central Office Technician**
- **Aircraft Mechanic**
- **Guidance Counselor**
- **Occupational Therapist**
- **Child Care Assistant**
- **Baker**
- **Landscape Architects**
- **Pest Controller**
- **Chef**
- **Caterer**
- **Waiter - Waitress**
- **Package Delivery Person**

Hot Jobs of the Future

- **Taxi and Limo Drivers/Chauffeurs**
- **Athletes**
- **Coaches**
- **Umpires**
- **Physical Trainer**
- **Electrical Engineers**
- **Biological Scientists**
- **Electronic Technician**
- **CAD Operator**
- **Product Designer**
- **Sales Engineer**
- **Applications Engineer**

Hot Jobs of the Future

- **Product Marketing Engineer**
- **Technical Support Manager**
- **Product Development Manager**
- **Carpenter**
- **Plumber**
- **Electrician**
- **Flight Attendants**
- **Hotel / Restaurant Managers**

Hot Jobs: Where Are They?

BEST STATES FOR BUSINESS

1 MONTANA

6 COLORADO

2 SOUTH DAKOTA

7 NEW MEXICO

3 WYOMING

8 VIRGINIA

4 UTAH

9 TEXAS

5 NEW HAMPSHIRE

10 ARIZONA

REGIONAL WINNERS

**NEW ENGLAND:
NEW HAMPSHIRE**

PLAINS: SOUTH DAKOTA

MID-ATLANTIC: DELAWARE

**SOUTHWEST:
NEW MEXICO**

SOUTHEAST: VIRGINIA

**ROCKY MOUNTAIN:
MONTANA**

GREAT LAKES: INDIANA

FAR WEST: OREGON

Hot Jobs: Where Are They?

STATES WITH THE BEST QUALITY OF LIFE

1 SOUTH DAKOTA

6 CONNECTICUT

2 NEW HAMPSHIRE

7 MINNESOTA

3 NORTH DAKOTA

8 VERMONT

4 WYOMING

9 NEBRASKA

5 IOWA

10 MASSACHUSETTS

REGIONAL WINNERS

**NEW ENGLAND:
NEW HAMPSHIRE**

PLAINS: SOUTH DAKOTA

**MID-ATLANTIC:
NEW JERSEY**

SOUTHWEST: OKLAHOMA

SOUTHEAST: VIRGINIA

**ROCKY MOUNTAIN:
WYOMING**

**GREAT LAKES:
WISCONSIN**

FAR WEST: HAWAII

The (uncertain) Value of a College Education

- **Adjusted for inflation, bachelor degree holders in 2007 earned 1.7% less than they did in 2001**
- **College degrees are now a commodity**

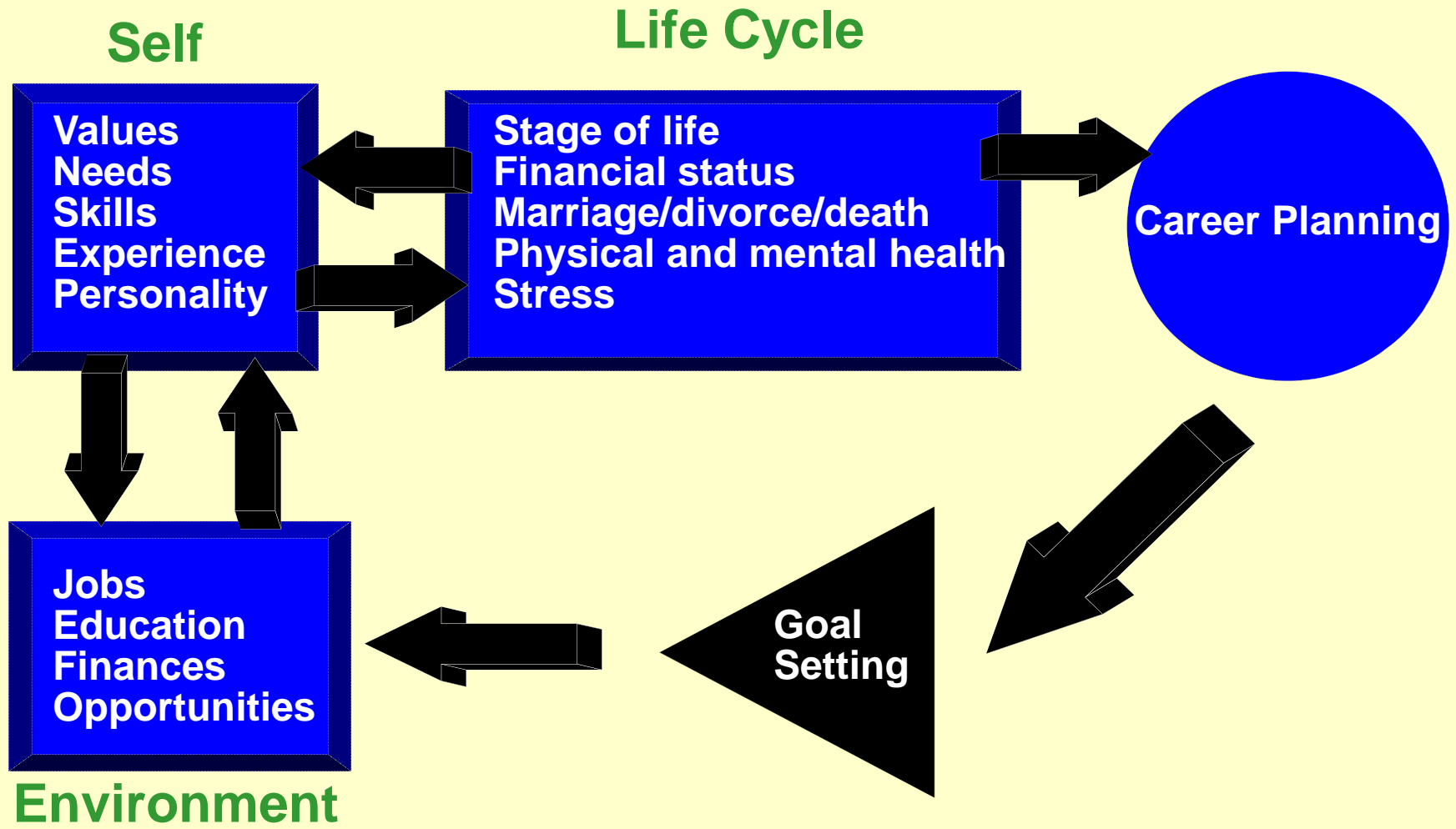
Wall Street Journal July 17, 2008 Page D1



Income vs. Education

Without high school diploma	-4.3%
High school diploma	-0.8%
Associate Degree	-1.2%
Bachelor's degree	-1.7%
Master's degree	-1.0%
Professional degree	+4.0%
Doctoral degree	+3.6%
Change in median weekly salary between 2001 and 2007, adjusted for inflation. Wall Street Journal July 17, 2008 Page D3	

Individual Career Planning Factors



Definition of a Résumé:

**Your life,
On the line,
Thirty seconds,
At a time.**

There is no one perfect résumé

The Purpose of the Résumé

- **What do you do or want to do**
- **Objective is optional**
- **Descriptors of what you do**
- **Descriptors of what you are**
- **Why is the organization hiring?**
- **Organizations don't hire people, they hire someone to do something.**

The Purpose of the Résumé

- **Your Characteristics**
- **Complete 10 year job history**
 - ⇒ **No chronological gaps**
 - ⇒ **Education first?**
 - ⇒ **Job history first?**
 - ⇒ **Attributes first?**

What Goes Into A Résumé?

- Does neatness count?

⇒ Avoid abbreviations

⇒ Computer Resources

Management Department

not CRM Department

What Goes Into A Résumé?

- **Neatness counts**
 - ⇒ **Easy to read layout**
 - ⇒ **No mistakes**
 - ⇒ **One or two typefaces**
 - ⇒ **Name, email and phone**
 - ⇒ **on every page**

What Does Not Go Into A Résumé?

- **Age, marital status, health**
- **Salary history**
- **Reasons for leaving**
- **“References upon request”**
- **Personal pronouns**
- **Demands**

Non-citizen Employment Issues

- **An employer may ask: “On what basis you are authorized to work permanently in the US?”**
- **They can not ask:**
- **“Are you are a US citizen?” or**
- **“Do you have a ‘green’ card?”**

Non-citizen Employment Issues

- **The employer may also ask if: “On what basis are you authorized to work temporarily in the US.?”**
- **(F1 with EAD, J2 with EAD, H1-B, etc.)**

Non-citizen Employment Issues

- You can volunteer that you are a:
 - US citizen
 - permanent resident (PR)
 - conditional PR
 - political asylee
 - political refugee.

these are known as *protected classes*

Disclaimer

The information presented is not to be construed as legal advice.

Contact your firm's legal counsel or an employment attorney for specific legal advice.

Job Search Contacts by Type

- **Newspaper and magazine articles**
 - **Flattery: contact the author or the person mentioned**
- **Newspaper ads (13% success rate)**
- **Internet (about the same success rate as newspapers)**
- **Friends, friends, friends**
(Joe the Barber)

Job Search Contacts by Type

- **Professional organizations**
 - Encyclopedia of Associations
- **Search firms, agencies**
- ***Anyone and everyone else!***
- ***But remember – when someone says: “Give me your resume”, it means nothing!***

Government Job Information

- ***Dictionary of Occupational Titles***

- ⇒ Published by the Department of Labor

- ⇒ Last published in 1991

- ⇒ GPO Stock # 029-013-00094-2

- Replaced by

- Occupational Information Network (O*NET)**

- Online only

Government Job Information

www.doleta.gov



U.S. Department of Labor
Employment & Training Administration



www.doleta.gov

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What's New

- [New Youth Federal Partnership website now available](#)
- [Assistant Secretary DeRocco announces grant to National PTA](#)
- [Secretary Chao announces Maine Advanced Manufacturing Grant](#)
- [Secretary Chao announces Alabama Advanced Manufacturing Grant](#)
- [Secretary Chao announced Vermont Information Technology Grant](#)
- [ETA FY06 Budget Request](#)
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What's Hot

- [UI National Tax Conference August 2-5, 2005 Boise, Idaho](#)
- [Recognition of Excellence 2005](#)
- [High Growth Job Training Initiative](#)
- [Career Voyages](#) - Guidance and resources for advancing your career.
- [Workforce Innovations Conference](#)

Hurricane Katrina Resources

Employment & Training Administration

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Hurricane Recovery Assistance for Income Support and Jobs

The U.S. Department of Labor is providing assistance to individuals impacted by Hurricane Katrina. "We are focused on getting income assistance to displaced workers as quickly as possible," said [Secretary of Labor Elaine L. Chao](#).

Available resources:

- DOL's National Contact Center 1-866-4-USA-DOL (1-866-487-2365)
- [Katrina Recovery Job Connection](#) for workers impacted by Hurricane Katrina and employers who want to hire them.
- [Unemployment Insurance](#)
 - Alabama residents, call 1-866-234-5382
 - Louisiana residents, call 1-866-783-5567
 - Mississippi residents, call 1-888-844-3577
- [Disaster Unemployment Assistance for self-employed and newly employed who are ineligible for UI:](#)
 - Alabama residents, call 1-866-234-5382
 - Louisiana residents, call 1-866-783-5567
 - Mississippi residents, call 1-866-783-5567
 - Texas residents, call 1-800-818-7811



Latest Labor Market Data

Consumer Price Index:	+0.5%	Aug 2005
Unemployment Rate:	4.9%	Aug 2005
Payroll Employment:	+169,000(p)	Aug 2005
Average Hourly Earnings:	+\$0.02(p)	Aug 2005
Producer Price Index:	+0.6%(p)	Aug 2005
Employment Cost Index:	+0.7%	2nd Qtr/2005
Productivity:	+1.8%	2nd Qtr/2005
U.S. Import Price Index:	+1.3%	Aug 2005

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Advancing Your Career

The Employment and Training Administration (ETA) programs help workers in all stages of their job and career development, including: starting a new job, making long-term career plans, researching job opportunities, dealing with job loss, and finding training to acquire new skills.

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Welcome to O*NET™ OnLine!

Making occupational information interactive and accessible for all...

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Find occupations using keywords or O*NET-SOC codes, browsing by Job Families, or browsing by O*NET Descriptor.

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Use a list of your skills to find matching O*NET-SOC occupations.

[Crosswalk Search](#)

Enter a code or title from the DOT, MOC, RAIS, or SOC to find matching O*NET-SOC occupations.

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Quick Search for: telecommunications

Occupations matching "telecommunications"

The search results are listed in a rank order that is calculated on the [relevance](#) of the occupational title, alternate titles, description, tasks, and detailed work activities

Select the **Relevance Score** to view the specific items matched by your search within the occupation.

Relevance Score	Code	Occupation
100 	49-2022.00	Telecommunications Equipment Installers and Repairers, Except Line Installers
71 	17-2072.00	Electronics Engineers, Except Computer
70 	15-1081.00	Network Systems and Data Communications Analysts
68 	49-9052.00	Telecommunications Line Installers and Repairers
50 	43-5031.00	Police, Fire, and Ambulance Dispatchers
47 	15-1071.00	Network and Computer Systems Administrators
47 	17-2061.00	Computer Hardware Engineers
47 	41-3099.99	Sales Representatives, Services, All Other
47 	43-2011.00	Switchboard Operators, Including Answering Service
47 	49-2022.02	Frame Wires, Central Office
47 	49-2022.03	Communication Equipment Mechanics, Installers, and Repairers
47 	49-2022.04	Telecommunications Facility Examiners
20 	17-2071.00	Electrical Engineers
18 	43-1011.01	First-Line Supervisors, Customer Service
18 	49-2022.05	Station Installers and Repairers, Telephone
5 	53-4031.00	Railroad Conductors and Yardmasters
2 	33-2011.02	Forest Fire Fighters
2 	49-2022.01	Central Office and PBX Installers and Repairers

Government Job Information

www.doleta.gov

Summary Report for:

49-2022.00 - Telecommunications Equipment Installers and Repairers, Except Line Installers

Set-up, rearrange, or remove switching and dialing equipment used in central offices. Service or repair telephones and other communication equipment on customers' property. May install equipment in new locations or install w construction.

This title represents an occupation for which data collection is currently underway. For additional information, select one of the specific occupations below.

- 49-2022.01 [Central Office and PBX Installers and Repairers](#)
- 49-2022.02 [Frame Wires, Central Office](#)
- 49-2022.03 [Communication Equipment Mechanics, Installers, and Repairers](#)
- 49-2022.04 [Telecommunications Facility Examiners](#)
- 49-2022.05 [Station Installers and Repairers, Telephone](#)

View report:

Summary

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Tasks

- Adjust or modify equipment to enhance equipment performance or to respond to customer requests.
- Analyze test readings, computer printouts, and trouble reports to determine equipment repair needs and required repair methods.
- Assemble and install communication equipment such as data and telephone communication lines, wiring, switching equipment, wiring frames, power apparatus, computer systems, and networks.
- Clean switches and replace contact points, using vacuum hoses, solvents, and hand tools.
- Climb poles and ladders, use truck-mounted booms, and enter areas such as manholes and cable vaults, in order to install, maintain, or inspect equipment.
- Diagnose and correct problems from remote locations, using special switchboards to find the sources of problems.
- Inspect equipment on a regular basis in order to ensure proper functioning.
- Install telephone station equipment, such as intercommunication systems, transmitters, receivers, relays, and ringers, and related apparatus, such as coin collectors, telephone booths, and switching-key equipment.
- Note differences in wire and cable colors so that work can be performed correctly.
- Perform routine maintenance on equipment, including adjusting and lubricating components, and painting worn or exposed areas.

NY Times Web Site

Address  <http://www.nytimes.com/>

 **The New York Times** ON THE WEB 

UPDATED SATURDAY, OCTOBER 12, 2002 3:12 PM ET | [Personalize Your Weather](#)

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Explosions Kill at Least 10 People on Indonesian Resort Island
By THE ASSOCIATED PRESS 2:49 PM ET
Two bombs exploded today on the tourist island of Bali, killing at least 10 people and injuring more than 120, police and media reports said.

Officials See Signs of Revived Qaeda
By DON VAN NATTA Jr. and DAVID JOHNSTON 3:11 PM ET
U.S. officials say they fear that recent small-scale attacks and messages signal the beginning of a new wave of terrorist activity and possibly a large-scale attack.

- [Kuwait Says Attack Was by Qaeda Men](#)

Anxiety Grows as 8th Killing Is Tied to Sniper
By FRANCIS X. CLINES 3:11 PM ET
Stymied police were out in force across the Washington region as a weekend dawned with confirmation today that a sniper had

 Reuters
Rescue workers and firefighters arrive at the site of one of the explosions today in Bali, Indonesia.

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HEALTH
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BUSINESS
Weak Growth Means Few Jobs, and Pain Is

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Playoff Edition

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Location Philadelphia, PA 19103

Job category Telecommunications

1 Client Technologies Manager
Improves desktop hardware and software processes and supports critical business strategies by managing the development, installation, vendor selection, maintenance and repair of desktop equipment. Leads multiple projects and oversees technical staff... [More](#)

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2 Client Technologies Technician
Maintains, repairs, and troubleshoots desktop hardware and software packages. Also responsible for customer service and end-user training. May require a bachelor's degree or its equivalent and 0-2 years of related experience. Has knowledge of... [More](#)

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3 Client Technologies Technician, Sr.
Maintains, repairs, and troubleshoots desktop hardware and software packages. Interacts with end-users to identify current computing procedures and desktop-based LAN systems software operations and makes selection recommendations accordingly.... [More](#)

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4 Disaster Recovery Administrator
Administers, maintains, develops and implements policies and procedures for ensuring the security and integrity of the company database and quality assurance for disaster recovery. Supervises the implementation of data models and database designs,... [More](#)

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5 Disaster Recovery Analyst
Assists in administration, maintaining, developing and implementing policies and procedures for ensuring the security and integrity of the company database and quality assurance for disaster recovery. Acts as an aid to all aspects of the... [More](#)

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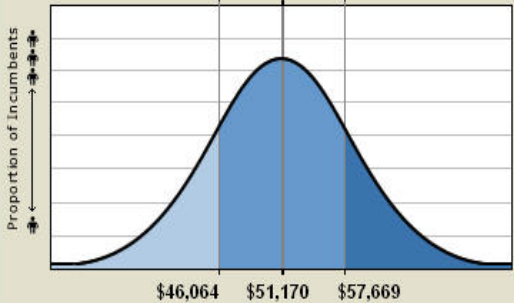
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The median expected salary for a typical [Client Technologies Technician](#) in **Philadelphia, PA 19103**, is **\$51,170**. This basic market pricing report was prepared using our Certified Compensation Professionals' [analysis](#) of survey data collected from thousands of HR departments at employers of all sizes, industries and geographies.

Base Salary Bonuses Benefits

Base pay only 1 2 3



25th Percentile Median 75th Percentile

\$46,064 \$51,170 \$57,669

HR Reported data as of September 2005 salary.com

Client Technologies Technician	25th Percentile	Median	75th Percentile
Philadelphia, PA 19103	\$46,064	\$51,170	\$57,669

IMPORTANT: Your pay can be dramatically affected by compensable factors such as employer size, industry, employee credentials, years of experience and others.

To receive a free initial analysis or purchase your personal salary report, click "Next Page".

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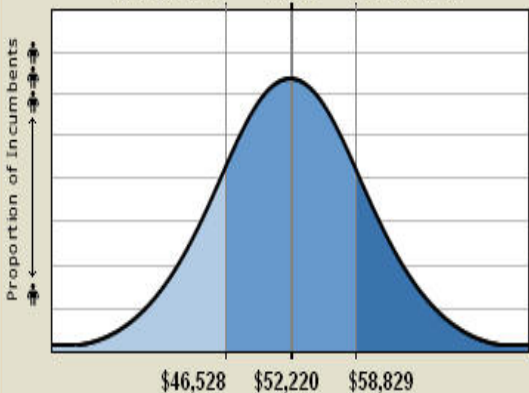
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The median total cash compensation for a typical [Client Technologies Technician](#) in **Philadelphia, PA 19103**, is **\$52,220**. This basic market pricing report was prepared using our Certified Compensation Professionals' [analysis](#) of survey data collected from thousands of HR departments at employers of all sizes, industries and geographies.

Base Salary Bonuses Benefits

Total cash compensation (base + bonuses) 1 2 3



25th Percentile Median 75th Percentile

\$46,528 \$52,220 \$58,829

HR Reported data as of September 2005 salary.com

Client Technologies Technician	25th Percentile	Median	75th Percentile
Philadelphia, PA 19103	\$46,528	\$52,220	\$58,829

IMPORTANT: Your pay can be dramatically affected by compensable factors such as employer size, industry, employee credentials, years of experience and others.

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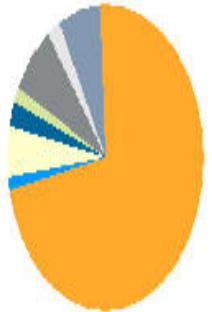
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The median total compensation including benefits for a typical [Client Technologies Technician](#) in **Philadelphia, PA 19103**, is **\$72,166**. This basic market pricing report was prepared using our Certified Compensation Professionals' [analysis](#) of survey data collected from thousands of HR departments at employers of all sizes, industries and geographies.

Base Salary Bonuses Benefits

Total compensation (base + bonuses + benefits) 1 2 3

Benefit	Median Amount	% of Total
Base salary	\$51,170	71%
Bonuses	\$1,050	1%
Social Security	\$3,995	6%
401k/403b	\$1,890	3%
Disability	\$1,274	2%
Healthcare	\$5,390	7%
Pension	\$1,692	2%
Time off	\$5,704	8%
Total	\$72,166	100%



IMPORTANT: Your pay can be dramatically affected by compensable factors such as employer size, industry, employee credentials, years of experience and others.

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Types of Search Firms

**Career
oriented
\$100,000+**

Prior career, management style, career goals

**Company
oriented
\$50,000+**

Skills, accomplishments

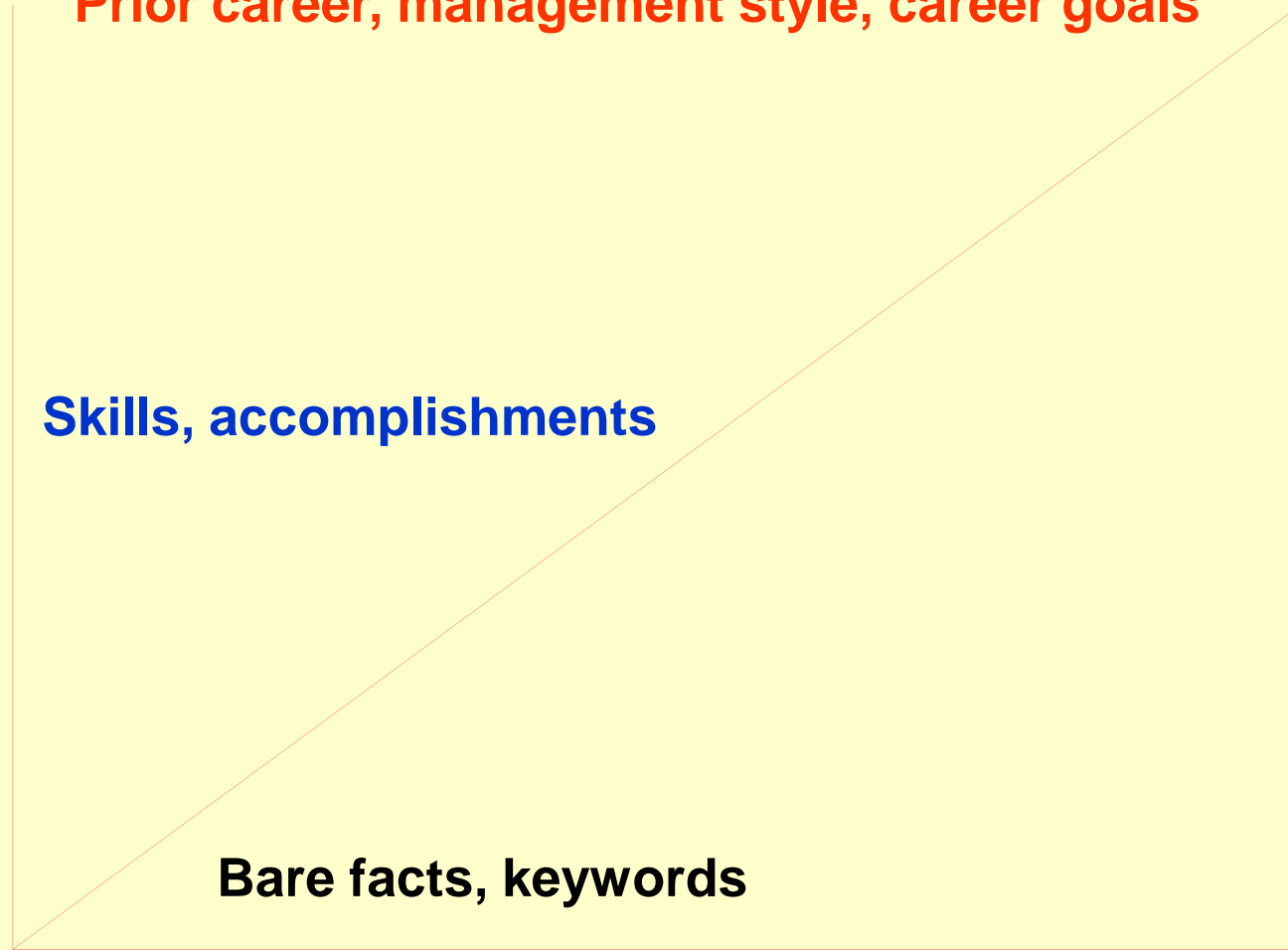
**Job
oriented
\$25,000+**

Bare facts, keywords

**"Body
shops"**

**Search
firms**

**Retainer
firms**



Why Work With A Recruiter?

- Most firms don't advertise senior management positions:
 - they use executive recruiters.
- www.rileyguide.com (recruiter directories)
- www.bluestep.com (4,000 firm database)
- www.linkedin.com (recruiter profiles)
- www.ecademy.com (recruiter profiles)
- www.doostang.com (recruiter profiles)

The Job Search: Emotions

- **Don't take it personally! (even if it is)**
- **Vent, forgive, PLAN**
- **A job search can (will?) be an emotional roller coaster - don't get caught up!**

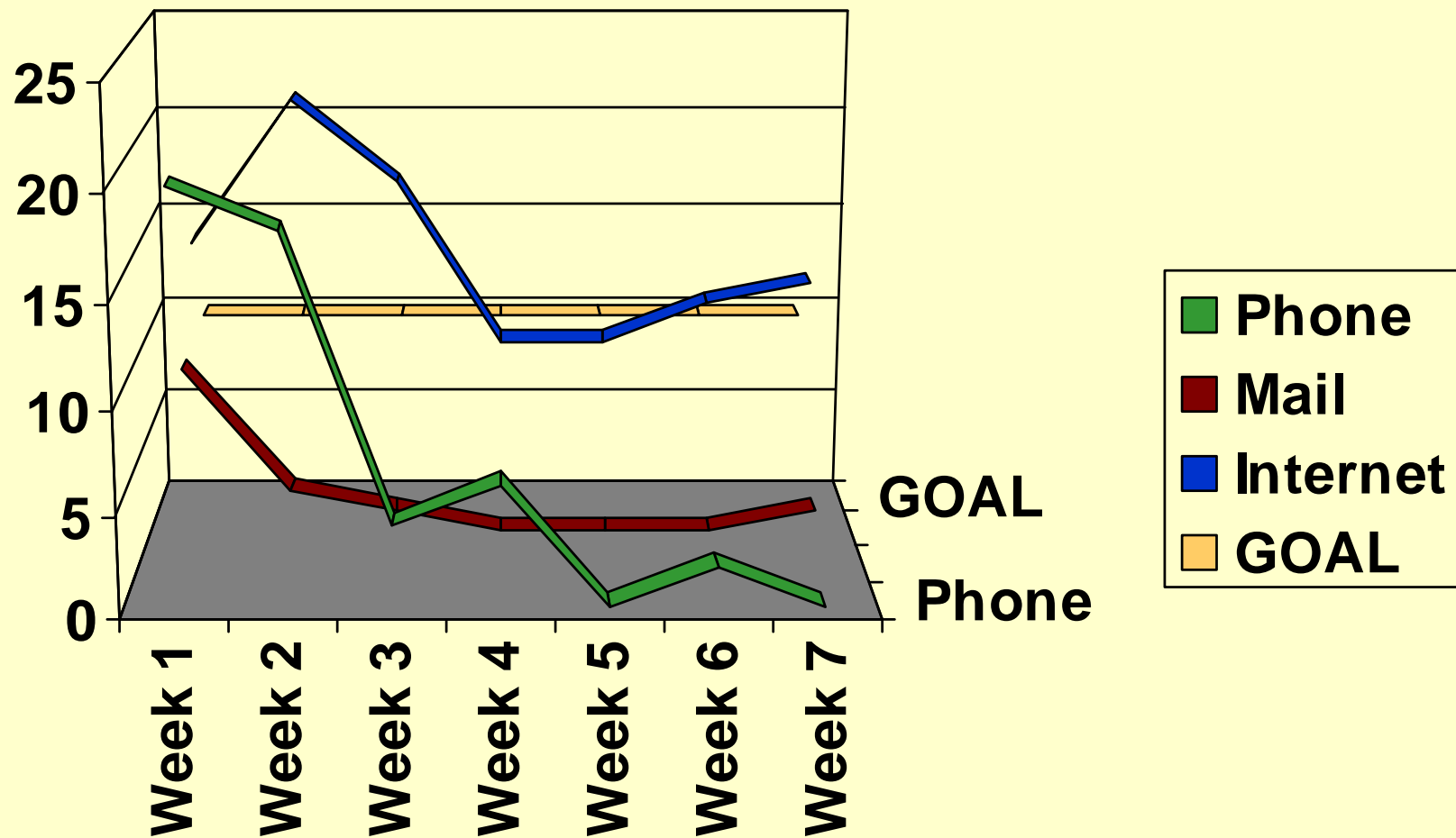
The Job Search: Technique

- **Take inventory**
- **What are they buying?**
- **What are you selling?**
- **The best jobs are often the ones created by you**
- **Thank you letter: Less than 5% send thank you letters**

The Job Search: Search Firms

- **Get to know search firms before you need them**
- **Help search firms find candidates**

The Job Search: Tracking Progress



The Job Search: Getting to Yes

- It's a numbers game.
- Not much different from door-to-door sales.
- For every 100 contacts, 3 may be interested.
- Every **No** is one step closer to **Yes**

The Job Search: Getting to Yes

- **Never assume you are at **Yes** until the deal is signed, sealed and delivered - keep up the job search!**
- **Get details in writing, but courts have held that verbal promises are enforceable.**

Negotiating The Deal Going Out

- **Everything can be negotiated (but don't expect much)**
- **Health benefits**
- **Money instead of out-placement services (could be \$\$\$\$)**
- **Consulting services**
- **School or training**
- **Referrals**

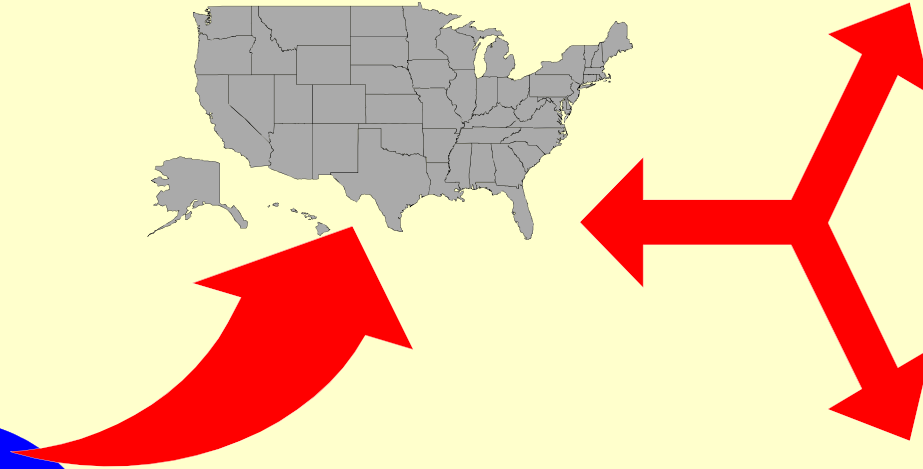
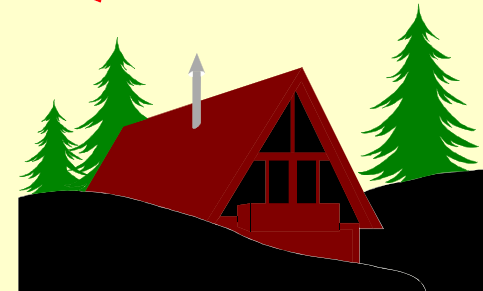
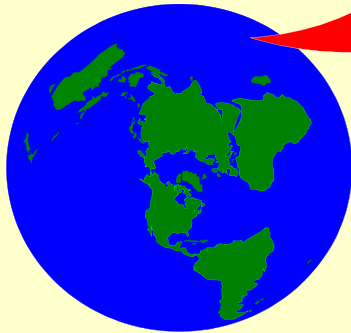
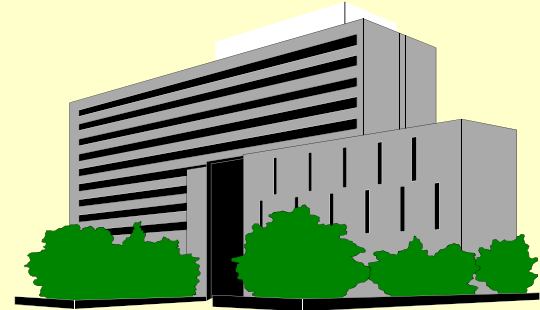
Negotiating The Deal Going In

- **Everything can be negotiated
(so expect something)**
- **Bonus, stock**
- **School or training**
- **Vacation**
- **Flex time, work from home, 4-day
work week**
- **Money (if healthcare benefits are
not needed)**

Don't Forget the Goal !

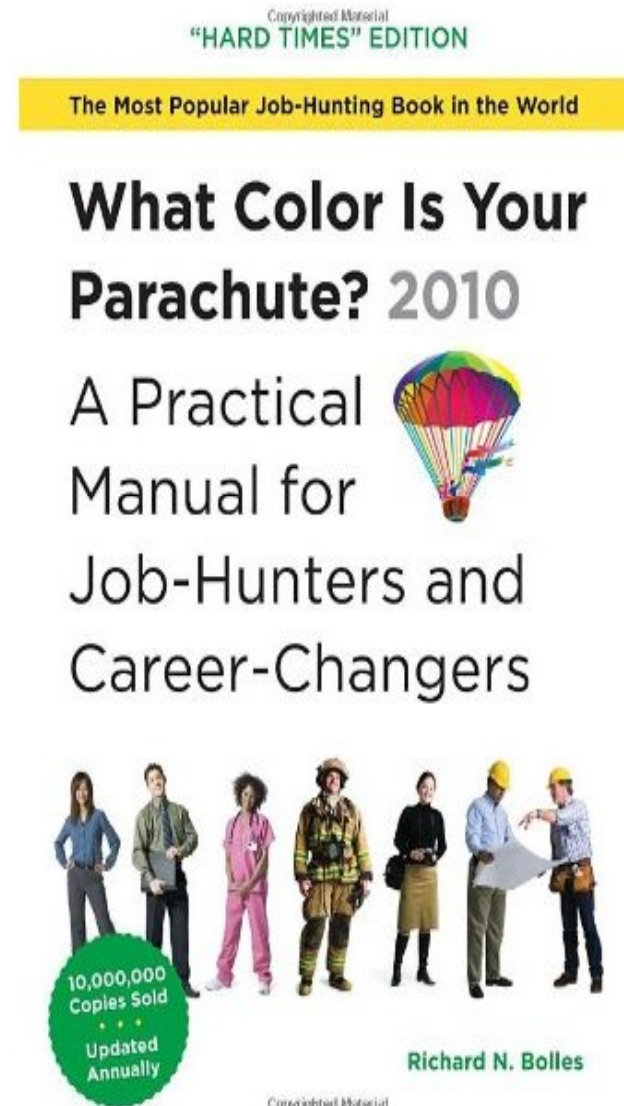


**Getting to the goal
will require mid-
course corrections.**



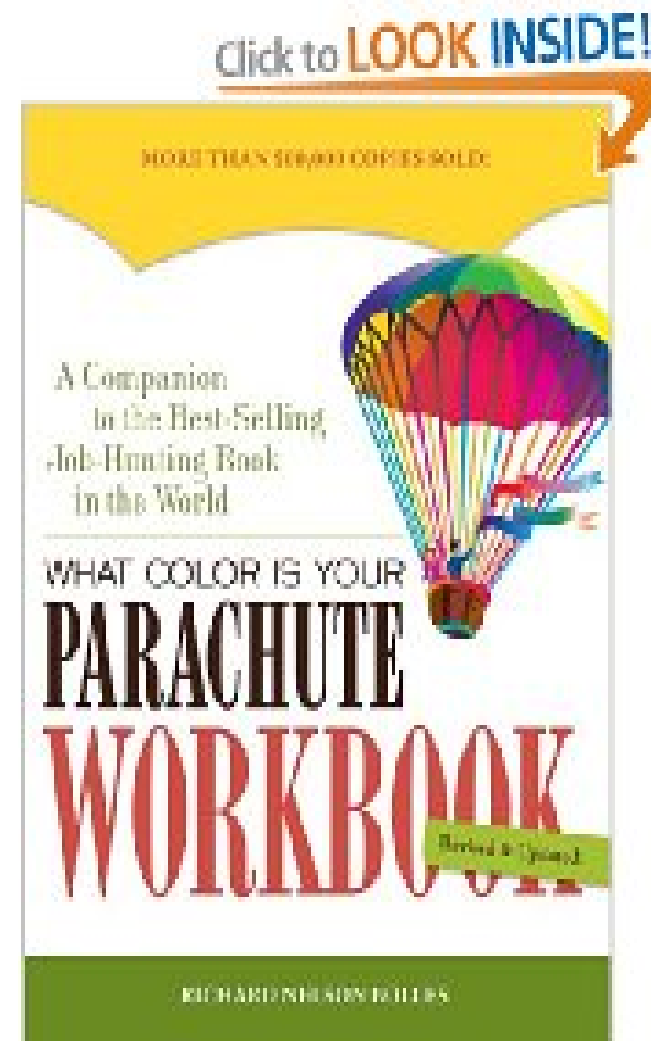
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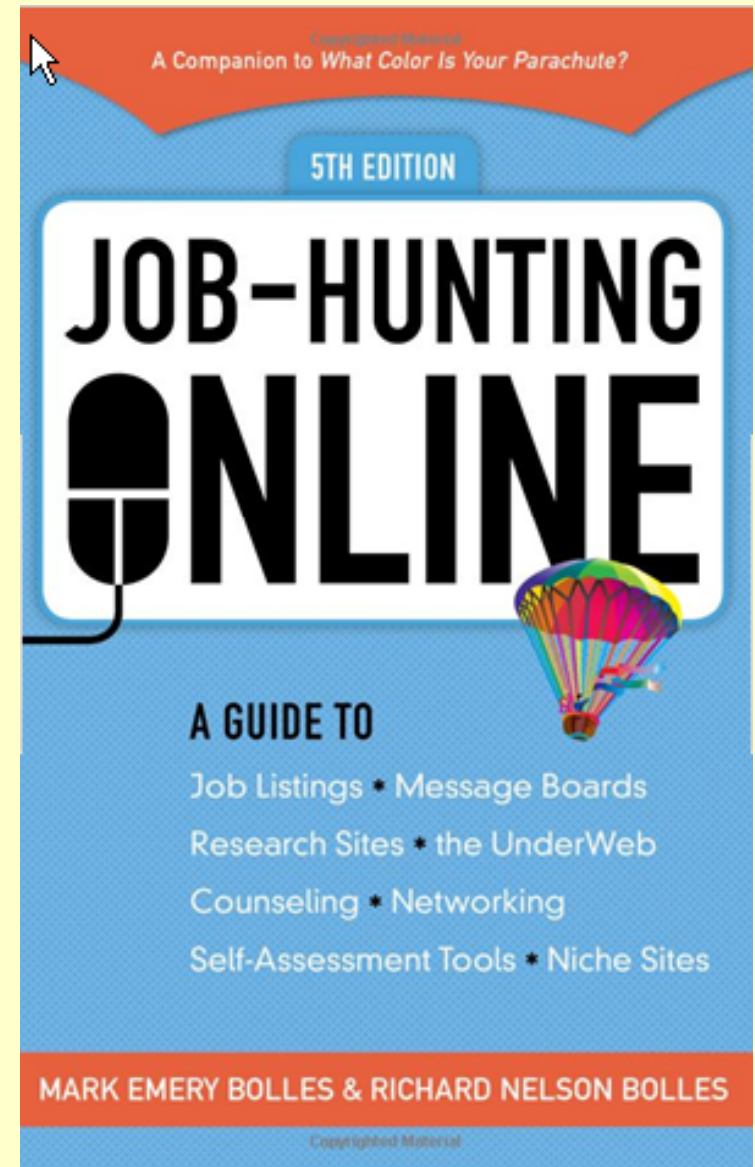
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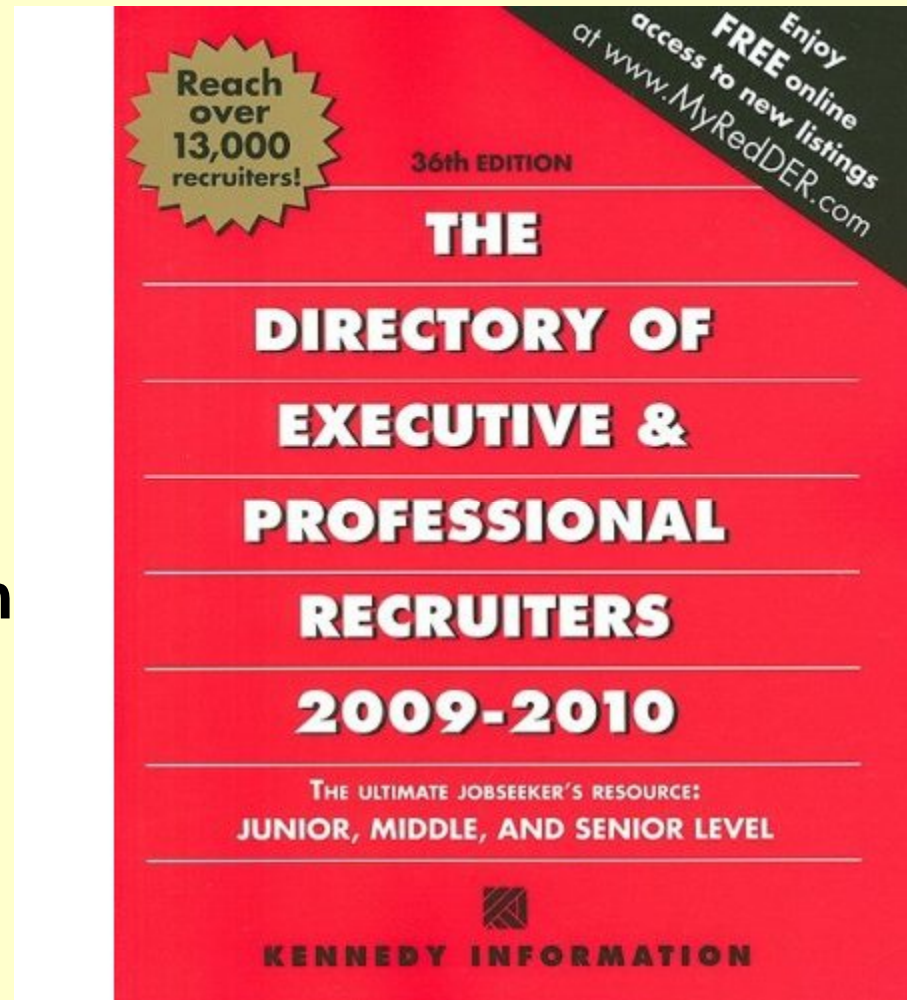
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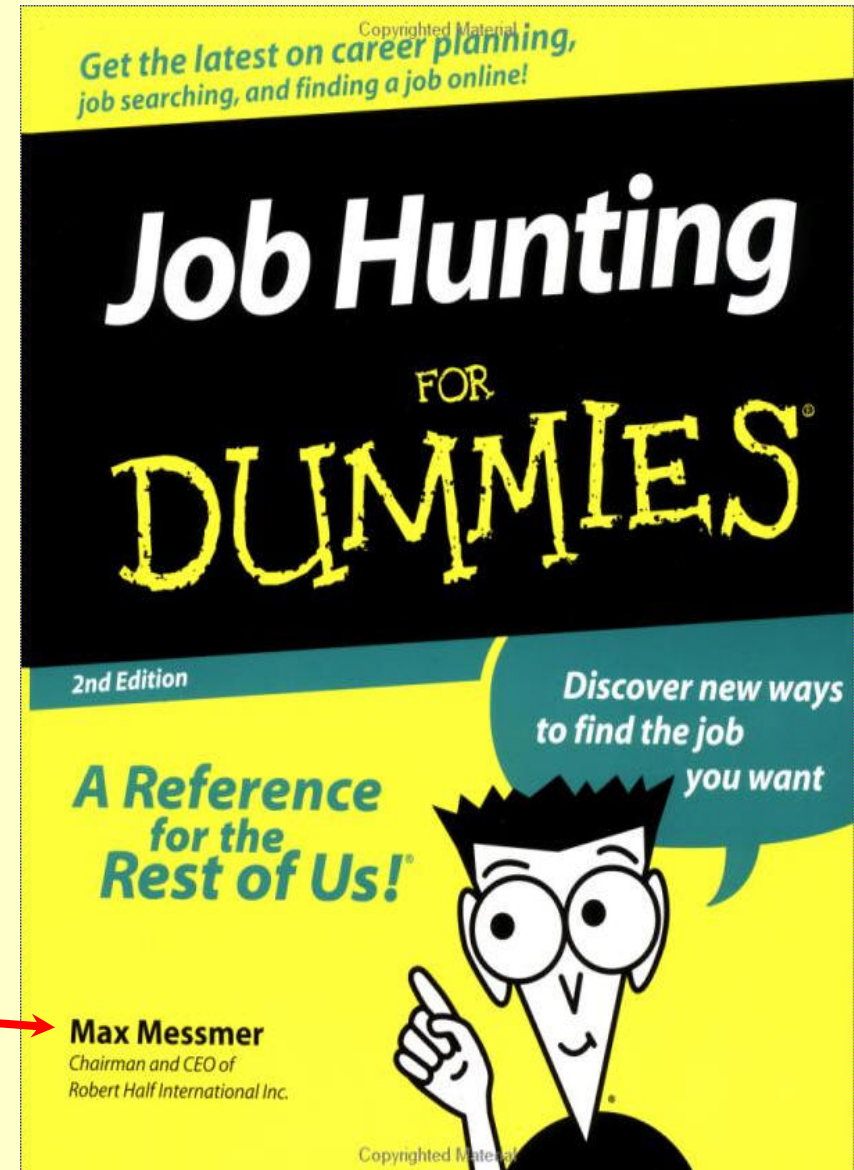
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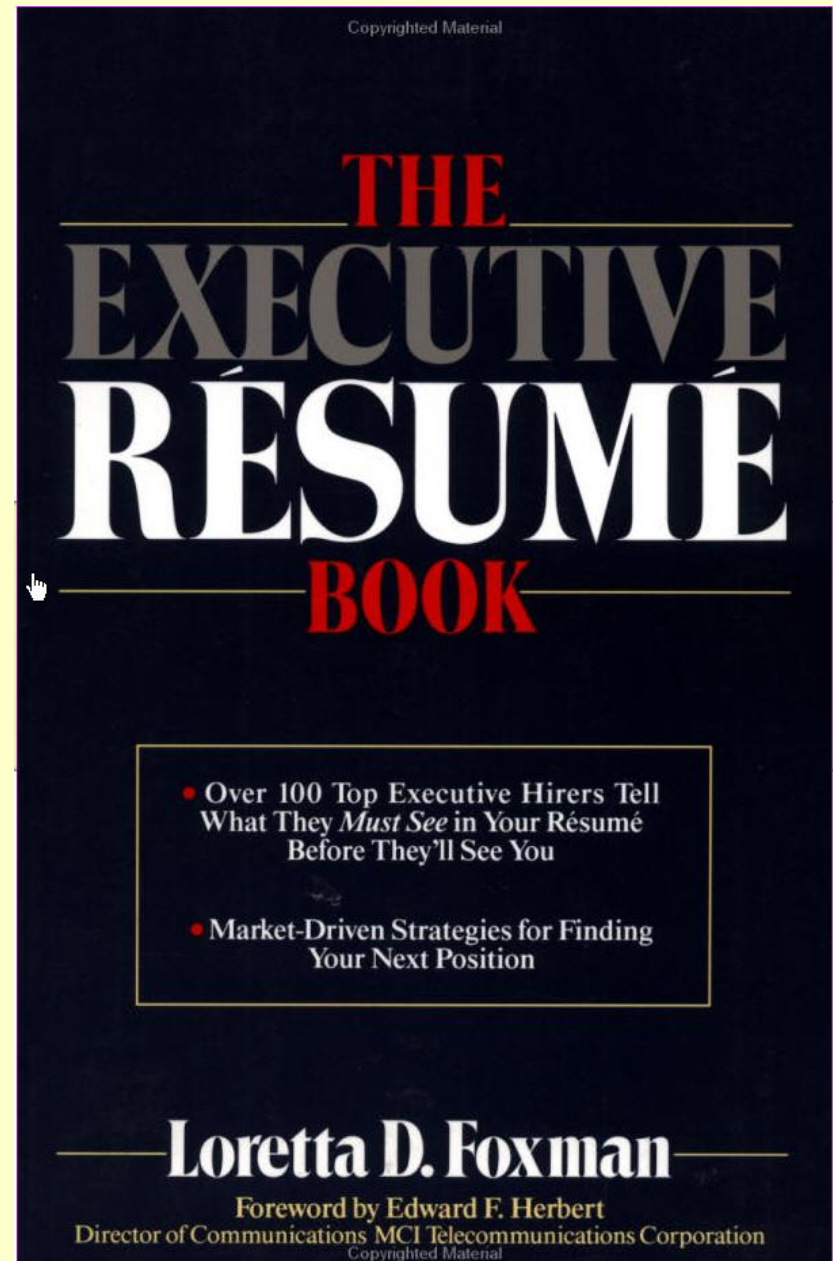
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