# Marketing Yourself for a Better Career and Annual Reviews

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# Ground Rules

➢ **This session is for you, so participate.**

➢ **These are tricks and tips that worked for me, but might not be right for everyone or every situation.  Please consult a coach or physician to find a program that is best for you.**

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# Conclusions

➤ **Marketing is the EXPLOITATION of your UNIQUENESS**

➤ **Self-promotion should become natural and part of every day**

➤ **Focus on your value and connect personally**



**You Control Your Future**

# What is Marketing?

- ➢ **Why do we buy?**
  **There is only one core reason we buy anything. What is it?**
  - o **Perceived value**

- ➢ **So what is Marketing?**
  - o **In simple terms:**
    **Marketing is the Exploitation of Your Uniqueness**

- ➢ **What makes successful marketing?**
  - o **UNIQUE:    Must present value over other options**
  - o **CONNECT: Must connect with the target audience**
  - o **ACTION:    Must have a call to action**

# Why is Good Marketing Important?

# Value Proposition?

# Perception of the Message Matters

# Know Thy Self

➢ **What are you?**

   ○ **A degree? A job history? A collection of skills?**

➢ **What makes you unique?**

   ○ **Skills = Commodity**
   ○ **Value = Lynchpin**

➢ **LinkedIn Examples:**

   ○ **"A dynamic leader with the ability to drive change and proven track record of high accomplishments in various areas." ***
   ○ **"15+ years of experience supporting team managers with 10-80 staff members. Managed sourcing budget of $160,000." ***
   ○ **"Developed and implemented a new problem management process that led to a 22% reduction in days to resolve within 18 months"**

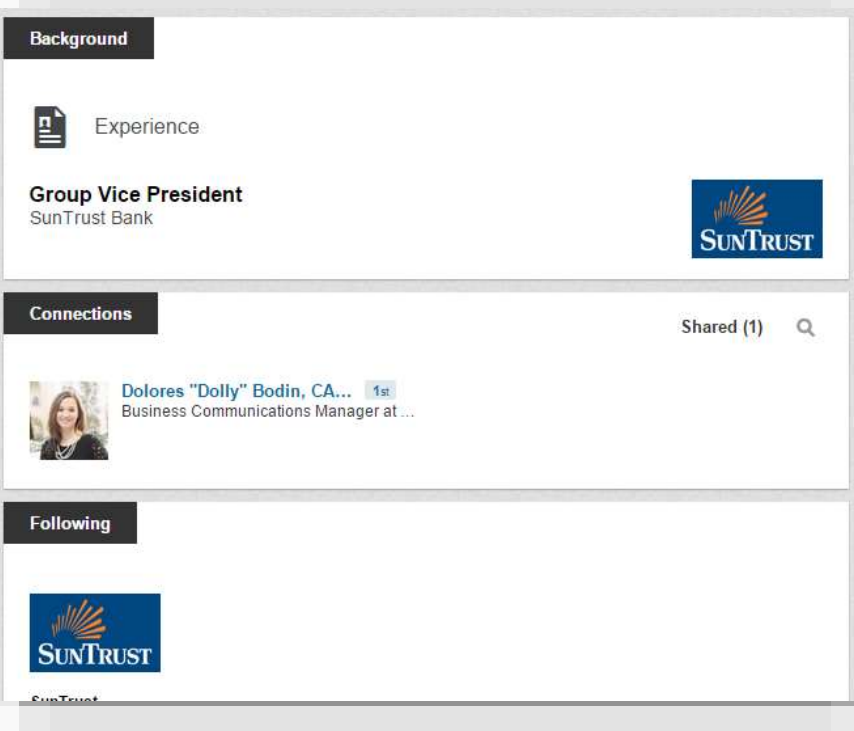➢ **Determine why you are unique and start to tell your story**

**\* http://www.careerrealism.com/linkedin-summary-worst/**

# Where is Your Story Heard?

- ➢ **Every day at your current employer**

- ➢ **Every professional interaction**

- ➢ **Personal interactions**

- ➢ **LinkedIn**

- ➢ **Resume**

- ➢ **Networking**

- ➢ **Personal site/Blog**

- ➢ **Social networking**

# What story are you telling right now?

➢ **Group Vice President**

➢ **Likes the beach and wildlife.**

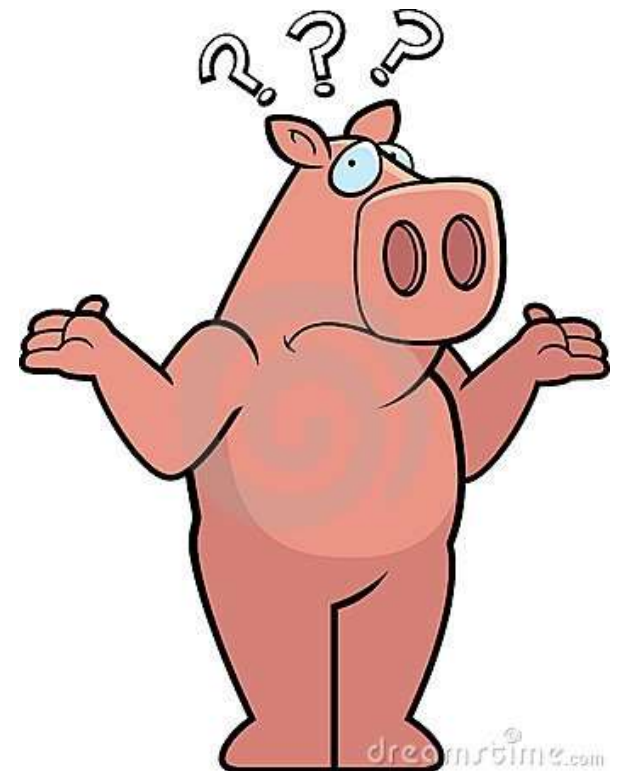# What story are you telling right now?

# What story are you telling right now?

➤ **MBA, CBAP, CSM**

➤ **I possess over 14 years of experience in Information Technology as a Business Systems Analyst Practice Lead, Business Systems Analyst, Test Manager/Analyst, Project Manager**

**Experienced professional, I have defined requirement approach and strategy for a program and have led a team of junior and senior business analysts in BA work planning, requirement elicitation, analysis, and documentation activities. I've built successful relationships with the business owners, programs sponsors and project team by ensuring business needs and priorities are explicitly understood, communicated and agreed upon across the program, and business value is achieved in every project.**

**I have excellent interpersonal, communication, and facilitation skills and have demonstrated my ability to deliver quality results while collaborating with technical and business teams. I have acquired industry experience in mortgage, performance marketing, health insurance, and commerce. My project management experience includes leading Business Intelligence, Data Warehouse, and Web projects.**
**[Two more paragraphs...]**

# What story are you telling right now?

- PMP, PMI-RMP, CSM, SSGB

- No overview or positioning statement

- Chair, Board of Directors Project Management Institute

- Sr. Programme Manager, GSM Digital & Voice InterContinental Hotels Group

- Recommendations or awards for 4 of last 5 positions

- Balance of career and volunteer experience

- Has 108 Facebook friends

- Likes the Montgomery County Animal Shelter Texas

- Member of PMI UK group

- 2014 Turknett Leadership Character Award Nominee

# Build a Foundation for Great Stories

## Action
Desired Outcome

## Connect
Marketing Message

## Demonstrate
Stories, Examples

## Supporting Facts

**Your marketing must be:**
- Consistent
- Appropriate for audience
- Provide value to prospect

**Your marketing includes:**
- Business cards
- Overviews
- Resume
- Case studies
- Testimonials
- LinkedIn profile
- Website/blog
- Supporting Materials

# Writing for Annual Reviews

- ➢ **To stand out, you must share what you did beyond the expectations for your role.**

- ➢ **Focus on the problems you solved and value delivered.**

- ➢ **Demonstrate performance at the next job level. Promotion!**

- ➢ **Give them a reason to recognized you.**

- ➢ **It's sad, but your manager won't remember all the great things you did.**

- ➢ **Correct being "invisible".  Invisible employees are the ones who solve problems without others being affected.  It's great, but then no one knows what pain you saved them.**

# Marketing for Promotion

# Goal/Positioning Statements

- ➢ "To work with a reputable company that emphasizes high level of productivity, creativity, strong work ethics, excellent professional demeanor in all dealings, genuine interest in client growth, and, recognition and good remuneration of hardworking employees. "

- ➢ "Experienced executive assistant with over 6 years supporting multiple C-Level executives, resulting in increased organizational performance."

- ➢ "Sales support manager who helps account managers strengthen their client relationships through lead prioritization, funnel management, RFP assembly, analytics, and management of tradeshow displays and promotional items."

# Resume Experience: The Wrong Way

**CORPORATION - Staff Admin**

➢ **I spent the last 17 years supporting multiple managers in several divisions and their direct reports.  I supervised office supply orders and restocking, loaded paper into copiers, and coordinated orders for specialized equipment.  I also helped arrange travel through our third party travel company and sent electronic boarding passes to each traveler's cell phone prior to departure.  I updated manager calendars in Outlook and helped schedule meetings when conflicts occurred.  I also helped our corporate communications team with their quarterly newsletter by gathering and proofing submissions from our department.  I'm always on time, rarely take vacation, and can be reached after hours to help ensure our managers have what they need to be successful. I also make sure there is always fresh coffee and supplies.**

# Resume Experience : A Better Way

**CORPORATION Senior Team Support Manager***

**Administrative Support Manager for the XXXXX division leadership team. Enabled CORPORATION Investigators to detect, track and manage both fraud alerts and other suspicious activities.**

- o **$2.1 Million division budget with 6 area managers and an average of 54 onshore/offshore project resources.**
- o **Created weekly management dashboards and reports for application changes and data conversion projects.**
- o **Accountable for $400,000 travel budget, arrangements, and expense reporting.**
- o **Lead subject matter export for the corporate functions project implementing a new vendor and sourcing management system.**

*Text modified from original version

# Resume Tips

- ➢ **Primary goal:**
  **Demonstrate value to past and future companies**

- ➢ **Secondary goal:**
  **Demonstrate critical job skills or special subject matter expertise**

- ➢ **Use correct spelling, grammar, verb tense, and tone**

- ➢ **Maximum 2 page resume, abbreviate older jobs**

- ➢ **Everything you communicate must sell you for the single position you are applying for**

- ➢ **Communicate value as headlines not articles**

  - o **"Developed a B2B ordering and warehouse management system which resulted in an 800% increase in productivity."**

  - o **"Designed a new product platform which decreased client development time by 80% and client cost by 40%, while increasing profit margin by 135%."**

# Overviews, not Cover Letters/Resumes

➢ **A resume is a chronological log of past experience**

➢ **Cover letters are typically used for stating what is missing from your resume**

➢ **Why overviews?**
  - o **Sells you the way you want to be seen**
  - o **Easy to adapt to each opportunity**
  - o **More memorable and effective**

➢ **A good overview:**
  - o **Is visually appealing**
  - o **Tells a story that solves the audience's core need**
  - o **Leaves the audience wanting more**

➢ **You need one boring, traditional resume for HR and automated systems. Add skills and keywords a bot might look for.**

**View examples >>**

# Case Studies

- ➢ **Storyboard/Slide Format (1-2 per printed page)**

- ➢ **Use Problem/Solution or Context/Outcome**

- ➢ **Quantify value**

- ➢ **Use headlines**

- ➢ **Use feedback**

- ➢ **Be consistent**

- ➢ **Design matters**

View examples >>



Spiderwear's System Delivers Circuit City Uniform Business

**The Challenge**

Spiderwear needed a new system to serve 40,000 employees in 600 stores.
- ➢ Hans defined and implemented a web-based warehouse and order management system.
- ➢ Uniform store allows Circuit City to manage and approve orders through Peoplesoft.

**The Result**
- ➢ Spiderwear can process 800% more orders in the same time.
- ➢ Zero fulfillment errors or omissions in 2007.
- ➢ System can support Spiderwear's other large client uniform programs.

"Hans has consistently delivered solutions for us on deadline and under budget. He has a wonderful sense for what the client needs, and is always willing to go above and beyond if the project requires. I wouldn't hesitate to recommend Hans for your IT needs."

-- David Solomon, COO, SpiderWear

2006 - 2007

# Supporting Materials – Industry/Skills Matrix

Hans_Eckman-Project_Matrix_2007.xls [Compatibility Mode] - Microsoft Excel

A3 — Employer

**Employment/Clients**

| Client, Project | Sales/Sales Support | Account Management | Web Marketing | Partner Program | Public Relations | Marketing Collateral | Market Research | Business Plan Development | Needs Assessment | Business Process Reengineering | User Interface Requirements | System Requirements | Change Management | Project Management | Product Management | Auditing | Prototyping | Graphic Design | HTML Web Development | Application/Script Config. | Hosting Setup | E-Commerce | Test Case Writing | QA Testing | UAT Testing |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | *Sales/Marketing* | *Definition* | | | | | | | | *Development* | | | | | | *Testing* | |
| AT&T Interactive Products and Services | | | | | | | | | X | X | X | X | | | | | X | X | X | | | | | | X |
| Atlanta Public Schools | | | | X | | | | | X | X | | | | | | | | | | | | | | | |
| Atlanta Reporductive Specialists | X | X | | | | | | | X | | X | X | | | | | | | | | | | | | |
| AtlantaVolleyball.net | X | | X | X | X | X | | | X | | X | X | X | X | | | X | X | X | X | X | | | X | X |
| Banana Brothers Comedy Network | X | X | X | | | X | X | X | X | X | | | | X | X | | X | X | | | | X | | X | X |
| BARCO, Inc. | | X | | | | | | | X | X | X | X | | | | | | | | | | | | | |
| BellSouth - Corporate Intranet | | X | X | | X | X | X | | X | X | | | | | | | | | | X | X | | | X | |
| BellSouth - Ethics and Business Conduct | | X | X | | | | | | X | | X | X | X | X | X | | X | X | | | | | | | |
| BellSouth - FastCompany | | X | X | | | | | X | | | | | | | | | | | | | | | | | |

Sheets: Roles | Industry

# Top Career Marketing Mistakes

- ➢ **Unintentionally insert your social life into your professional image**

- ➢ **Try to be everything to everybody**

- ➢ **Misrepresent yourself**

- ➢ **Assume your audience has your viewpoint or awareness**

- ➢ **Do nothing**

# Book Recommendations

➢ **The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand by Peter Montoya; Tim Vandehey**

➢ **Linchpin: Are You Indispensable? by Seth Godin**

➢ **Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath**

➢ **What Color Is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers by Richard N. Bolles**

➢ **StrengthsFinder 2.0 Hardcover – February 1, 2007 by Tom Rath**

# Conclusions

➢ **Marketing is the EXPLOITATION of your UNIQUENESS**

➢ **Self-promotion should become natural and part of every day**

➢ **Focus on your value and connect personally**

**You Control Your Future**

# Stay Connected

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# Additional Resources

# Story Telling - What Makes a Good Story?

- ➢ **Short**

- ➢ **Relevant**

- ➢ **Entertaining**

- ➢ **Provides value to listener**

**Practice adding stories at work, social gatherings, and when you meet people.**

# Three Steps to a Better Position

- ➢ **MEET**
  - o **Internal sales**
  - o **Networking**

- ➢ **CONNECT**
  - o **Understand from the audience's perspective**
  - o **Elevator pitch and stories**
  - o **Find common ground – Translate needs to value**

- ➢ **ACTION**
  - o **Predefine the desired outcome**
  - o **Confirm and follow-up**
  - o **Propose ways to meet their needs**

# Interesting Facts (Preshow)

## Marketing Yourself for a Better Career

86% of managers say they hire people they like rather than what the job requires.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search

## Marketing Yourself for a Better Career

In 2012 there were 3.6 million job openings, but 80% of those available jobs were never advertised. They were either given to employees within the company or those with connections to the company.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search

## Marketing Yourself for a Better Career

Women business owners employ 35% more people than all the Fortune 500 companies combined.

http://www.suppliesguys.com/Blog/Peripheral-Visions/22-interesting-office-facts-on-november-22

## Marketing Yourself for a Better Career

According to Mercer's *2014/2015 US Compensation Planning Survey*, the average raise in base pay is expected to be 3.0% in 2015, up slightly from 2.9% in 2014, 2.8% in 2013 and 2.7% in 2012.

http://www.mercer.com/content/mercer/global/all/en/newsroom/pay-raises-for-us-employees-continue-to-grow-steadily-new-mercer-survey-finds.html

# Marketing Yourself for a Better Career

Your chance of getting hired increases by 18% if someone within the organization refers you and by 9% if someone outside the organization refers you.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search /

## Marketing Yourself for a Better Career

Did you know that resume screening software programs eliminate up to 50% of applications? That means there's a 50% chance no human will even look at your application.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search

# Marketing Yourself for a Better Career

The average office worker spends 50 minutes a day looking for lost files and other items.

http://www.suppliesguys.com/Blog/Peripheral-Visions/22-interesting-office-facts-on-november-22

## Marketing Yourself for a Better Career

79% of employers research prospective candidates online and 70% of those employers have turned down applicants because of what they found online.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search

## Marketing Yourself for a Better Career

Eighty percent of jobs are gained through networking.

http://www.suppliesguys.com/Blog/Peripheral-Visions/22-interesting-office-facts-on-november-22

# Marketing Yourself for a Better Career

The average time it takes someone to find a job is 2-6 months. In the US, the average person is searching for work for 25 weeks.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search

# Marketing Yourself for a Better Career

**7 Reasons You Aren't Getting Promoted**

1. You lack the skills necessary to do the job

2. You lack the soft skills necessary to do the job skills necessary to do the job

3. You don't take feedback

4. You lack professionalism

5. You don't take initiative

6. You think like an employee—not a manager

7. You expect it

https://www.themuse.com/advice/7-reasons-you-arent-getting-promoted

# Marketing Yourself for a Better Career

People in the U.S. spend at least 1896 hours per year at work.

http://www.suppliesguys.com/Blog/Peripheral-Visions/22-interesting-office-facts-on-november-22

## Marketing Yourself for a Better Career

A survey of what employers look for in a candidate shows that 36% want someone who can multitask, 31% of employers want a candidate who shows initiative and 21% want someone creative.

http://www.hiremelive.com/blog/jobs/15-interesting-facts-job-search