

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?
 - **Perceived value**

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

- **What makes successful marketing?**
 - **UNIQUE: Must present value over other options**
 - **CONNECT: Must connect with the target audience**
 - **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.careerealism.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


Background

 Experience


Group Vice President
SunTrust Bank 

Connections

Shared (1) 

 **Dolores "Dolly" Bodin, CA...** 1st
Business Communications Manager at ...

Following



SunTrust

➤ Likes the beach and wildlife.

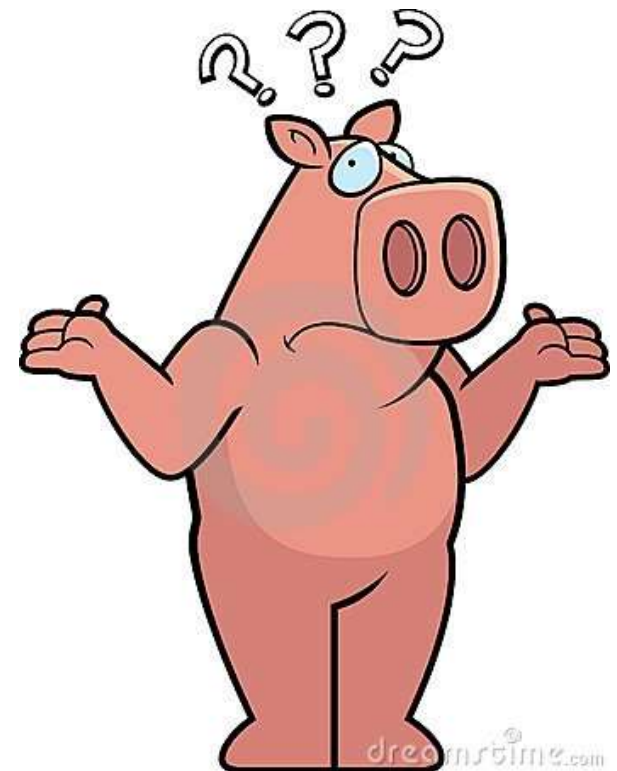


What story are you telling right now?

Background



Summary



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 Turknnett Leadership
Character Award Nominee**



Build a Foundation for Great Stories



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.

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

*Text modified from original version

Resumes, You Did WHAT?!!!

HANS ECKMAN
A real good manger!!!
Info-Tech Reeseerch Groop
2018 - Present
Apps Analyst Guy (He/Him/His)
Consulting Feb 2018 - Sept 2018
Blueprint Software Systems
Feb 2017 - Feb 2018
Principle Consultant
Sun Trust Bank 
March 2008 - Septemper 2016
Groop Vice - Present
Stk Ventures
VP Product Development
Sept, 2006 - December 2007



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**
 - **“Developed a B2B ordering and warehouse management system which resulted in an 800% increase in productivity.”**
 - **“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?**
 - **Sells you the way you want to be seen**
 - **Easy to adapt to each opportunity**
 - **More memorable and effective**
- **A good overview:**
 - **Is visually appealing**
 - **Tells a story that solves the audience's core need**
 - **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 >>](#)



HANS ECKMAN

Hans Eckman provides transitional management and consulting for growing companies.

- Simplifying operations processes
- Automating information management
- Getting the right information to the right people to support better decisions.

Delivering High ROI E-Business Applications

- Spiderwear's storefront and warehouse management system increased order processing efficiency by 80%.
- Market Velocity's new platform reduced development time for new client sites by 80%, while increasing profit margin by 135%.
- The Home Depot eliminated 80% of paper-based safety reporting with an online information and work flow management system.

"He is very intelligent, has great vision, and best of all, he can execute. His written skills are the best I've seen. He is excellent at working with his constituents to identify the need/challenge and then works to find the best possible solution. He is dedicated and loyal."
 — Diane Morse, VP Sales & Marketing, Market Velocity, Inc.

Maximizing Team Productivity and Value

- Co-wrote a hybrid SDLC and templates to improve software quality from offshore development for Xpansion.
- Rebranded SBK Ventures to focus on core market, contributing to record growth in 2007 and a new business direction.
- Helped Voicecom Telecommunications develop a strategic partner channel, and reduced partner launch time from 3 weeks to 3 days.

"Hans has excellent communication and management skills. He was able to take very complex business problems and communicate them effectively to business and technical staff. I can honestly say that without Hans, the project we worked on would not have been close to being a success. Hands down, he's one of the brightest guys I've ever worked with, a true pleasure to work with."
 — Todd Story, Software Engineer, SBK Ventures Inc.

The Experience to Help Your Company Grow and Succeed

- Business Analysis
- Project Management
- Information Architecture
- Business Process Reengineering
- Sales and Marketing Support
- Web and Portal Development
- Technical Writing, Documentation
- E-Commerce Systems
- Product Management
- IT Management
- Training Systems and EPSS
- Offshore Development
- Feasibility Studies

Resume and case studies available online at <http://hansECKMAN.com>

hans@hansECKMAN.com | <http://hansECKMAN.com> | Call: 575.488.6400
 3525 Dovelick Cr. SW, Lilburn, GA 30047-6275

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

Home Insert Page Layout Formulas Data Review View Add-Ins

Normal Page Layout Full Screen Workbook Views

Page Break Preview Custom Views

Ruler Gridlines Message Bar Show/Hide

Formula Bar Headings

Zoom 100% Zoom to Selection

New Window Split Arrange All Hide Freeze Panes Unhide Save Switch Workspace Windows

A3 Employer

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1		Sales/Marketing							Definition							Development					Testing								
2	Employment/Clients	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			
17	Client, Project																												
18	AT&T Interactive Products and Services									X	X	X	X					X	X	X									X
19	Atlanta Public Schools					X				X	X																		
20	Atlanta Reproductive Specialists	X	X							X		X	X																
21	AtlantaVolleyball.net	X		X	X	X	X	X		X		X	X	X	X	X		X	X	X	X	X	X	X	X		X	X	
22	Banana Brothers Comedy Network	X	X	X			X	X	X	X	X	X	X		X	X		X	X	X		X	X			X	X		
23	BARCO, Inc.		X							X	X	X	X																
24	BellSouth - Corporate Intranet		X	X		X	X	X		X	X	X	X	X	X					X	X	X					X		
25	BellSouth - Ethics and Business Conduct		X	X						X		X	X	X	X	X		X		X									
26	BellSouth - FastCompany		X	X			X																						

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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- @HansEckman



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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**

- **Internal sales**
- **Networking**

➤ **CONNECT**

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

➤ **ACTION**

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

Interesting Facts (Preshow)



Marketing Yourself for a Better Career

- **85% of Employees Are Not Engaged in the Workplace**
- **73% of Employees Are Considering Leaving Their Jobs**
- **Companies with Highly Engaged Workforce Are 21% More Profitable**
- **Good Company Culture Increases Revenue by 4X**
- **1 in 3 Professionals Cite Boredom as Their Main Reason to Leave Their Jobs**
- **37% of Employees Consider Recognition the Most Important**
- **Only 29% of Employees Are Happy with Career Advancement Opportunities**

<https://haiilo.com/blog/employee-engagement-8-statistics-you-need-to-know/>

Marketing Yourself for a Better Career



<https://hailo.com/blog/employee-engagement-8-statistics-you-need-to-know/>

Marketing Yourself for a Better Career

Great expectations — of higher wages to come

This chart from Normandin Beaudry shows how much firms were forecasting their compensation costs to increase by in the year ahead, (the blue line) versus how much they ended up spending (the red line)

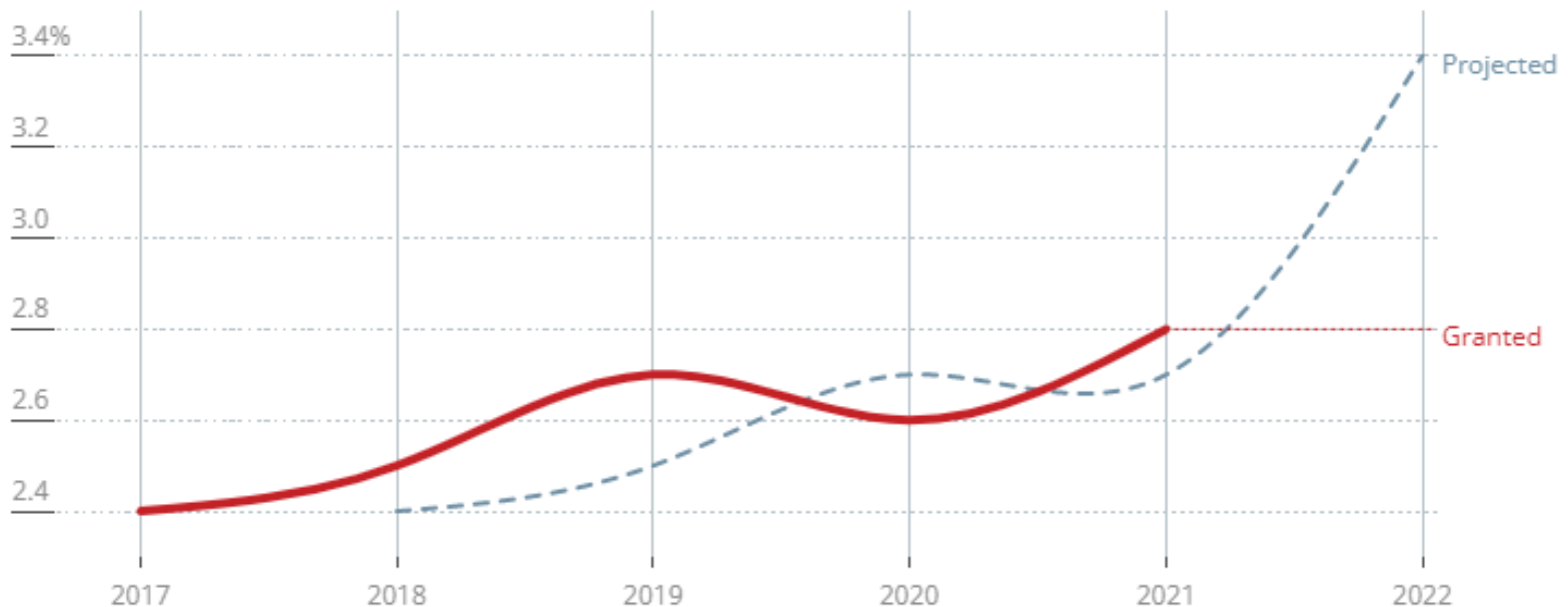


Chart: Pete Evans/CBC • Source: Normandin Beaudry

CBC News

<https://www.cbc.ca/news/business/inflation-rising-wages-1.6384530>

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 2021, ~70% of available jobs were never advertised. They were either given to employees within the company or those with connections to the company.

<https://www.ngpf.org/blog/career/question-of-the-day-what-percent-of-jobs-are-never-advertised/>

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

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

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

Marketing Yourself for a Better Career

TopResume (2021): 43% of job applicant resumes were not compatible with scanning software used by ~99% of Fortune 500 companies and increasingly in small businesses.

<https://rcs.jobs/99-percent-of-large-companies-use-resume-scanning-software-make-sure-yours-beats-the-bots/>

Marketing Yourself for a Better Career

Job searchers in 2019-2021 spent an average of 5 months from start to hire.

<https://www.topresume.com/career-advice/how-long-to-find-a-job#:~:text=The%20average%20job%20search%20may,will%20look%20more%20like%202019.>

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

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

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>