Career Management Strategies

Career Services Center
careerservices@waldenu.edu
http://careercenter.waldenu.edu
Career Services Center’s Role

• We offer resources and advice to help you navigate your career path.
• Our role is to educate, coach and advise.
• Taking a proactive approach to developing and managing your career is an important part of lifelong learning.
Your Role

Proactively manage your career:

1) Set goals
2) Build a strong professional network
3) Assume active stewardship of your career progress from the very start of your academic program.
Career Center Website

http://careercenter.waldenu.edu
Learning Objectives

You will:

• Consider action steps to enhance your educational, professional, and career goals

• Gain *networking and branding strategies*

• Assume a new career identity through *telling stories and tracking accomplishments*
Big Picture Goals

• How do you plan to utilize your degree?

Instructor
Business Professional
Consultant
William Bridges’ Mining Your DATA

- Desires: What do you want to do?
- Abilities: What are you naturally good at?
- Traits: What are your personality traits?
- Assets: What are your assets? – degree, language skills, etc.
The $20,000 Questions

• What steps can you take to expand your qualifications and marketability through solving problems?
• How can you prove you’re the best person to meet an employer’s or client’s challenges?
Expand Your Career Identity!

“Identities change... as we start doing new things interacting with different people reinterpreting our life stories through the lens of the emerging possibilities.”

(Ibarra, 2004, p.16)
Activity: Partner with Someone New – Build Your Network of Walden Colleagues!

- What is your **target role**?
- What new **activities** will you try?
- What new **people** will you meet in person or connect with online?
- What new **story** will you tell a year after you graduate?
The Networking Universe

- Research
- Networking
- Job Search
- Interview
- Career Mgmt
Networking and Branding: Why They’re Important

• There is a shift away from clear career ladders

• Progress is made through expanding your connections and gaining more experience/skills.

• Rather than a career ladder, consider how to widen your circle of influence within your own organization and beyond.

(Fisher, 2001)
How Hiring Decisions Are Made

1. Look within dept/org.
2. Pass word along to staff and peers.
3. Extend search to professional network.
4. HR posts job on website.
5. Search outside org via posting on commercial job banks.

(Bolles, 2009)
Activity - Networking

• Share a key networking effort you made which had a great result in your career development.
Activity – Professional Development

• Share a professional association you have joined and activities you engaged in.
  OR
• A great book or article you’ve read that might interest your colleagues.
Your brand consists of what is unique about you – your accomplishments, experiences and attitude to differentiate yourself.

*Your brand is your competitive edge.*
Your Branding Tool Kit

http://www.jlcareers.com/blog/hbs-elevator-pitch-builder

http://www.reachcc.com/360reach
Strengthen Your Brand

• Online social media: blogging, Twitter, LinkedIn, discussion forums
• Play to your strengths and passions.
• Connect with people via the most effective way for you and for them. (LinkedIn, meetup.com)
• Consider how you can help your audience meet their needs - how you can add value.
“Humans are more likely to act their way into a new way of thinking than to think their way into a new way of acting...”

Transitions occur through small incremental actions

How do you start to “walk the talk” now

(Ibarra, 2004)
Start Doing New Things to Tell New Stories
Record Your New Story

• Track your accomplishments:
  – Challenge – What was the problem?
  – Action – What did you do? Did you initiate it?
  – Results – Who or what was impacted and how?
    How many people served?
    Cost savings or revenue earned?
    Process improved?
    Goals met?
    Risk reduced?
    Evaluation scores (training or teaching)
Janice, Walden PhD Student - Rebranding Success Story

**Challenge:**

• Told she was not qualified for Staff Development Coordinator position

**Action:**

• Offered to help on staff development projects
• Volunteered to speak on area of expertise in the community
• Submitted proposals to speak at professional conferences

**Result:** Was offered her target job!
Things to Consider in Landing a New Job
Six Reasons You’ll Get the Job by Debra Angel MacDougall and Elisabeth Harney Sanders Park

• **Presentation** – Looking, sounding and acting like the employer during your **interview** and beyond

• **Ability** – Can you do the job or learn it quickly? **Assess** your qual’s and apply/adapt your background to **fit their needs**

• **Dependability** – Are you reliable and trustworthy to represent the employer in a positive way?

• **Motivation** – How can you demonstrate you will help meet their specific goals? **Research!**

• **Attitude** – Will you fit into their culture?

• **Network** – Who you associate with and what you do on your free time are important
Join our Walden University Career Services LinkedIn Group!
LinkedIn Groups for Consulting

Institute of Management Consultants - USA
IMC USA is the premier professional association and sole certifying body for management consultants in the US, promoting excellence and ethics in management consulting through certification, education, and professional resources.

Join Group

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Worldwide Management Consultants (23,000+ members)
Worldwide management consultants that have the business-oriented interest of the experiences exchange, cases, methodologies, business opportunities, new customer’s indications, new tools, articles, books references and other subjects and interests of this management consulting group.

Join Group

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LinkedIn Groups for Entrepreneurs/Startups

On Startups - The Community For Entrepreneurs

Startup community for entrepreneurs and small business owners.

If you're an entrepreneur, you can find 95,000+ others in the On Startups group on LinkedIn.

Join the largest entrepreneurship community on LinkedIn.

Join Group

About this Group

Created: September 19, 2007
Type: Networking Group
Members: 250,369
Owner: Dharmesh Shah
Managers: Daniel Connery and Jason L. Baptiste
Website: http://OnStartups.com

Group Members in Your Network

Dee Williams
Top Recruiter Trainer | Executive Recruiter | Contract Recruiter | Author | Motivational
LinkedIn Groups for Higher Ed Teaching

- Higher Education Management
  - Join

- Learning, Education and Training Professionals Group
  - Join

- HigherEdJobs
  - Join

- E-Learning 2.0
  - Join

- EDUCAUSE
  - Join

- MIS Professors
  - Join

- HETL Scholarship of Teaching and Learning
  - Join

- business ACADEMIA
  - Members: 822
  - Join

- Teaching Business Communication
  - Members: 876
  - Join
LinkedIn Groups for Adjunct Instructors

- The Adjunct Network
  - Join

- Online Adjunct Professors
  - Join

- Online Adjunct Rolodex
  - Join

- Online Adjunct Faculty Directory
  - Join

- Adjunct Faculty Directory
  - Join

- Adjunctpreneur
  - Join

- Adjunct Professors/Instructors
  - Join

- Online Professionals: Teaching College Online and Hybrid
  - Join
Join Industry Related Groups – IT Professionals

Global Information Technology Professionals Association
- Very Active: 125 discussions this month • 19,291 members
- Similar

AITP - Association of Information Technology Professionals
- Established in 1951, aitp is the largest member-based community of IT professionals in all fields of the IT business...
- Active: 20 discussions this month • 3,181 members
- Similar

Technology Leadership Network ★ CIO ★ CTO ★ CEO ★ Chief information Officer IT Director Manager CFO
- 62,552 members
- Join

Information Systems Security Association (ISSA) Discussion Forum
- 33,120 members
- Join
Conclusion

Proactive Career Management:

• **Engage in new activities, meet new people, tell new stories.**

• Network online and offline. Join our LinkedIn Group and others - get involved in your professional community.

• Track the hot topics in your field.

• Tell your new stories through accomplishments.

• Continuously strengthen your “brand.”
Resources

- Bolles, R. N. (2009). The job-hunter’s survival guide: How to find hope and rewarding work, even when “there are no jobs.” United States: Ten Speed Press.
Resources


• REACH 360 is a site that offers a person branding assessment: www.reachcc.com

Career Resources for Doctoral Students!

http://academicguides.waldenu.edu/careerservices/resources/doctoralresources
Build or strengthen your CV section-by-section!

http://academicguides.waldenu.edu/careerservices/cvguide
Career Services Doctoral Webinar Series!

http://academicguides.waldenu.edu/careerservices/careerwebinars/doctoralwebinarseries

Alternative Careers for Your Doctoral Degree
Strategies for Getting a Job in Higher Education
Building Your Academic Reputation in Higher Education
Launching a Career in Consulting
Using the DBA to Advance in Your Career
Creating Your Curriculum Vita
Strategies for Getting Published
The Scoop on Hiring in Higher Ed
Transitioning into the Academic World Through Professional Associations and Conferences
For upcoming webinars, please visit the Career Services Center website for topics and links to register.
Join Us on Social Media!

Facebook.com/WaldenCareerCenter
Twitter.com/WaldenCareerCtr
Get Connected: Live Virtual Networking Events!

Join the Walden University Career Services Center LinkedIn group to be the first to learn about new networking events!
Connect with Career Services

Access Everything from Our Website: http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
We Look Forward to Supporting You In Meeting Your Career Goals!
Thanks for Attending!

“Workers in the future will need to be adaptable, lifelong learners.”