

Moving on up: Career changes & promotions

AACE 2017



CAREER COACH
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Is it the right time for a change?

- True/false quiz (no cheating, please 😊)



Is it the right time for a change?

- 1. When I reflect on the last semester (or recruitment cycle), I recall feeling fulfilled most of the time.
- 2. I believe there's a path for growth or development where I currently work or within my current position/role.
- 3. When I consider my lifelong career plan, this position aligns with my goals.



Is it the right time for a change?

- 4. If I walked away from my current position or company, I would have major regrets.
- 5. My work most often feels natural, fluid, and easy.
- 6. I think I'm compensated fairly for my work and don't desire a salary increase.
- 7. Circumstances didn't force me into this career field or position. I'm doing what I'm doing because I like it.



Is it the right time for a change?

- 8. I feel very interested in my daily work. The day goes by quickly, and before you know it, it's time to go home.
- 9. I haven't spent much time researching other careers at all.
- 10. I don't feel afraid to leave my current job or company, but I don't feel motivated to leave either.
- 11. I feel grateful for my job most days.



Is it the right time for a change?

- 12. I can easily explain why I selected this career field/industry in the first place.
- 13. I feel confident I have enough experience/training to seek a promotion.
- 14. When students ask me about my field, I can easily list multiple reasons they should also consider a career in this field.
- 15. When I go to bed at night, I feel as if I spent my time doing what matters or what I love.



Is it the right time or a change?

- **More than 5 “True” responses?** You may be satisfied in your current role or in your current field and uninterested in seeking a promotion or career change at this time.
- **Fewer than 5?** You may be dissatisfied, unfulfilled, or ready to seek a promotion or career change.
- Questions adapted from FlexJobs.com, 20 Feb 2017, with contributions by Alexandra Levit.



Get your ducks in a row.

- Revise your resume to reflect your experience, accomplishments, and soft skills.
- Work with a discreet career mentor who will guide you through your career transition.
- Consider ways to improve/check your brand/reputation before applying for jobs or internal promotions.



Work with a career mentor

- Career mentor vs. Workplace mentor
- Why do you need a career mentor?
 - Help set career goals/realize them
 - Networking assistance
 - Introduction to resources/organizations
 - Development of soft skills
 - Objective, discreet advice and professional input/feedback... and it's FREE
 - A career mentor sticks with you even if you change careers or positions



Mentoring tips

- I have been so lucky. I have had the chance to work with great people. In these circles of co-workers and managers, I find people who do their jobs well. I ask them tons of questions, I request to attend relevant events, and I stay connected with their careers, even if we are not at the same company.
- **It's not forced.** It's just what I like to do.
- Any mentor/mentee relationship must be mutually beneficial. If you are seeking a career mentor, seek ways in which you as a mentee can serve your mentor's career.
- **Carrie Burnett Kearney,**
Regional HR Recruiter, Arvest
- Most of my "mentors" have been business partners where my job was to service their departmental needs as a recruiter/trainer. For example, I may be recruiting for the Information Systems department, and I get to meet with the CIO to better understand the needs of their business so I can recruit strong talent. These opportunities to be taught more about the business from someone who sees it from a 40,000 foot view can help shape a paradigm and a career. Those leaders usually become indirect mentors. As I recruit great talent and show great customer service, they in turn will teach me more about the business.



Mentorship changes things at work.

- 35% of employees who don't receive regular mentoring plan to look for another job within 12 months (Emerging Workforce Study).
- When managers were involved in a corporate management program, productivity increased by 88% as compared to a corporate training program with no mentoring, only 24% (ASTD, MentorCloud.com).
- In 2006, Sun Microsystems revealed that corporate mentors were promoted six times more often than those not in the corporate mentorship program, while mentees were promoted five times more than their non-mentored counterparts (MentorCloud.com).
- **80% of CEOs polled stated they've had mentors** (management-mentors.com).

Working with your career mentor

- Don't be afraid to ask for help and feedback; your mentor wants to help!
- If it's not working, consider seeking a new mentor. Some things are for a season.
- *Remember that your mentor is not a career coach.* Unless your mentor is retired and devoted to mentoring full-time, don't expect your mentor to revise your resume, conduct a mock interview, develop your soft skills, etc.



3 things determine your eligibility for promotion or hire

- Your brand (reputation)
- Your abilities (hard & soft skills)
- Your fit (company culture and timing)

- You control 2.5 of 3 of these factors.



Branding on purpose

- What is branding?
- How long does it take to build (or repair) your brand?
- What makes up your brand?
- Look around the room. Pick out 2 people: the one who made the best first impression on you at this conference and the one who made the worst first impression at this conference. Do NOT share this aloud 😊.



Guarantee a strong brand.

- Be diligent.
- Be ethical and dignified.
- Be consistent.
- Be authentic.
- Be more concerned with who you are than with what you do.



Branding tips

- “The worlds of career services (and recruiting) are incredibly small. Take an active role in professional organizations and connect with colleagues outside of your institution or company. Most importantly, be willing to serve as a resource for your colleagues-without expectations in return. Be authentic and create value for your organization and associations. Don't proclaim to know all of the answers. Share your best practices, but listen for alternative ideas.”
- *-Mike Caldwell, Director, Business Careers & Employer Development, William & Mary*



Branding tips

- 1. Everything communicates. Communicate with intention.
- Is your Facebook page contradicting the professional image you want to send through your LI page? Does your shouting in the bleachers during the kid's soccer game make people think you'll be less effective as a leader? Does the silly sweater boost or undermine your desire to be seen as compassionate?
- 2. Your brand is your identity - the total thoughts and feelings people have about you. Brand yourself by communicating who you are and what you want people to think of you or it will be done for you.
- You have a reputation. That impression is made within 5 seconds of someone meeting you. Everything you do will either support that first impression, or it will evolve it into a more accurate and complete identity. So people can find you cold but smart and then over time realize you're just shy and smart and sometimes that reads as cold. If you can make an effort to smile or speak kindly in the first few minutes, you can build the identity you choose.
- **Samantha Hartley**, *Founder and President of Enlightened Marketing*



Continually improve your skills.

- Each semester or recruiting cycle, select one hard skill and one soft skill to improve (or attack!).
- Not sure which skills to select? Research the career field (if you're changing careers) or company culture (if applying for promotion). Select hard and soft skills which match the field and/or company's values, mission statement, and openings.



Fitting in

- If you're seeking a promotion, check your level of involvement (within the company/organization).
 - Do you regularly attend company-sponsored events (non-required)?
 - Are you participating in conferences, professional development events, etc.?
 - Check your attitude.
 - Bring solutions, not problems.
 - Can you network with colleagues in new ways face-to-face or online?



Fitting in

- If you're considering a career change:
 - Research your chosen career field in depth.
 - Join organizations, online chats, groups, etc. Find ways to connect with experts and professionals who share information/opinions about your field of interest. Participate at least twice weekly (if online).
 - Find at least 3 people in your field of interest to interview (informational interviews). Conduct these face-to-face if possible. Ask these people to consider keeping you in mind for future openings or to send you job leads.
 - If you lack hard or soft skills listed in MQ, work to improve/acquire them prior to applying for openings.



Why fit matters

- 89% of employees' success on the job is attributed to cultural fit (Natalie Baumgartner).
- 43% of companies claim cultural fit is the single most determining factor in making hiring decisions (millennialbranding.com).
- Fit matters to employers—but it should matter to you even more.



Ensuring fit for YOU

- What do I value most?
- What does the employer brand look like?
- Can I talk to some real live people, too?
- How does the organization stack up against the competition (within the field, and against other employers I'm considering, too)?
- *What will it cost me to take this position? To leave my current position? To leave my career field?*



Preparing to apply

- When you begin toying with the notion of applying for promotion or changing careers, you must FIRST:
 - Research the position(s), companies, and industry.
 - Revise your resume.



Your resume: Get it right

- Seek objective assistance when revising your resume. *“The mirror is a narcissistic tool at best”* (Bruce Tulgan).
- Consider creating a “skills summary” including 3-5 soft skills accompanied by accomplishment statements.
- Resumes for mid-career and executive-level candidates are about how *WELL* you’ve done what you’ve done, not just about *WHAT* you’ve done.



Your resume: Get it right

- “Quantify and qualify.”
–Allison Nicholas, Director of Recruiting, First Orion
- “When getting promoted, there is a higher emphasis on metrics. For recruiters this may be time to fill in positions, number of candidates hired in 6 months, or number of dollars saved by using your services.

For career services, this could be the number of students placed in full-time positions after graduation, number of visits with students, and/or number of employer visits that semester.

Although metrics measured at one company may be different than the metrics measured elsewhere, the fact that you understand the importance of metrics, standards, and measurements shows *dedication to measurable results that tell a story*. **Be sure to include accurate and relatable metrics in your resume.**”

–Carrie Burnett Kearney, Arvest



Your resume: Get it right

- “Match the industry in terms of language, including keywords.”
- “Do not forget to add technical skills, including a bullet or two showing how you showing how you used those skills in work-related projects.”

-Matt Krumrie, resumesbymatt.com & freelance writer for career sites



Your resume: Get it right

- “It’s YOUR resume—own it. Take feedback, but keep building on it as you interview. If recruiters are asking you obvious questions, the content is not so obvious. The resume should help you tell your story in a meaningful and fact-oriented way. It is a critical partner in the interview process. Is it working for you?”
 - *Allison Nicholas, Director of Recruiting, First Orion*



Your resume: Get it right

- “Consider audience: A Career Services search committee includes students, staff, and faculty. An exceptionally ‘academic’ CV raises questions about whether you understand how to apply to jobs outside higher ed.

However, a one-page resume won’t resonate with faculty. Aim for a CV/resume hybrid. For recruiters, field or industry is key. A resume for government/non-profit is going to be generally longer than for accounting.”

–Mike Caldwell, Director, Business Careers & Employer Development, William & Mary



Your resume: Get it right

- “Consider a combination resume rather than a functional resume. Lead with a summary of qualifications.”
- “When changing careers, write a targeted cover letter that helps employers connect the dots between what you’ve done and what you’d like to contribute to their organization.”

-Vicki Webb, Adjunct Instructor at Lyon College and former Career Services Director at Lyon College



Your resume: Get it right

- Don't minimize community involvement, training, and professional development. Keep excellent records.
- Even if you believe you'll earn your next big promotion or position by networking (up to 85%), you'll likely still walk through standard application processes, too. You need a solid resume and cover letter.
- Just say no to templates. The ATS will thank you.



Before you apply...

- Work with a discreet career mentor.
- Improve/check your brand.
- Revise your resume to reflect your experience, accomplishments, and soft/hard skills.
- Network. It works.



Questions?

- Thank you, AACE!
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