

Making Your First Job Change

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THE BIG PICTURE

Changing jobs is good for your professional growth. Here are some general principles to keep in mind along with tips on how to do an effective job search.

- In today’s job market, you are responsible for your career and your professional growth. Companies rarely invest in guiding your career. It’s all in your hands.
- We live in an era of lifelong learning. Growing your professional skills is a lifelong task.
- Create a mentoring relationship for yourself with an experienced professional in your field.

THE JOB SEARCH: Preliminaries

- **KEY DECISION: Decide what you want to do for your next job.** Is it a promotion? Will you stay in your functional area? Is it a shift to another company? Do you want to change functions and industry?

Chart: Job Search Degree of Difficulty

<p>Same Job Title (function) Same Industry Easiest job search</p>	<p>Same Job Title Different Industry</p>
<p>Different Job Title Same Industry</p>	<p>Different Job Title Different Industry Hardest job change</p>

Easiest Job Change: A lateral move or a promotion in your current company? Why so.....

CAUTION: When seeking to change positions within the firm where you currently work it’s best to let your boss know and develop him or her as an ally who might assist you in your move forward.

If seeking work outside your current employer, be discrete!

THE JOB SEARCH: Prepare Marketing Materials That Match Your Skills To The Needs of Employers

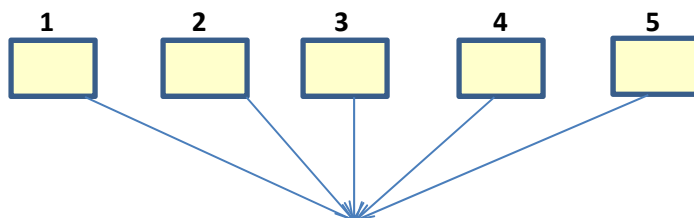
A. 2015’s Marketing Materials

- Resume or CV
- LinkedIn Profile
- Online presence, postings

- url links for your LinkedIn Profile
- Business Cards
- Networking Profile Sheets

B. Resume Preparation

- Construct your resume using - **TARGET JOB DECONSTRUCTION**
Pull from the internet five job postings *of the job you are seeking*



- Pull from each job ad the Key Skills, Duties, Responsibilities, Technologies, etc. common to all. Then, select those that you have and be sure to include them in your resume and LinkedIn Profile, and cover letters.
Goal: To make sure your resume has the right **KEY WORDS** that will get you *attention from recruiters*
- Use a similar method to create a **LinkedIn Profile**
- Have your resume and LinkedIn Profile have a “**results focus**” rather than just a rehash of duties

C. Job Search Methods: 1. You as Active Agent, 2. You “Being Found”

1. You as Active Agent

- The importance of Networking, Granovetter study
- Most Effective: Talk to people doing the kind of work you want to do, and their higher-ups
- Join Professional Societies, attend conferences, Trade Shows, etc.
- Become active on LinkedIn joining *LinkedIn Groups*, increase your LinkedIn contacts, get **Recommendations on LinkedIn**, arrange for **References** to prospective employers
- On LinkedIn, become a “**Thought Leader**” in your professional area
- Add a head shot in your LinkedIn Profile
- Research on LinkedIn: companies you are interested in, past colleagues, prospective interviewers, professional colleagues in your field, etc.
- Small firms hire 70% of new employers, 7 out of 10 people will land at a firm you haven’t heard of
- Post your resume online and respond to online ads
- Research company cultures and work environment, you’ll like some places and hate others
- Join Job Search Support Groups, see a career counselor, Visit One-Stop Career Centers

2. You “Being Found”

- Your goal is to use social media to help you “be found” by prospective recruiters and employers
- Nearly 100% of recruiters use LinkedIn and Job Boards to find candidates for open positions
- They match your key skills to those key skills demanded by employers. If you match you’re in, if not, you’re out

D. Interview Preparation

1. Sharpen Your Presentation Skills

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- Develop a short “elevator speech”
- Improve your interviewing skills
- Create several “success stories” (PAR stories) about the results you have and can produce
- Expect questions about salary and be prepared to answer them
- Interviews are increasingly using **Behavioral Questions** and Show & tells, where you have to demonstrate a skill (programmers are asked to code, Trainers to present, Scientists to solve a problem, etc.)
- Send Thank You’s to people you interview and network with

2. Keep Building Your Network for this Job Search and Your Next 8 – 10 Searches

?? Questions ??



Helpful Readings:

Knock ‘em Dead: Secrets & Strategies for Success In An Uncertain World, Martin Yate, Adams Media, 2011.

Knock ‘em Dead: Social Networking, Martin Yate, Adams Media, 2014.

What Does Somebody Have To Do To Get A job Around Here? 44 Insider Secrets That Will get You Hired, Cynthia Shapiro, St. Martin’s Press, 2008.

Surviving A Layoff, Lita Epstein, Adams Media, 2009.

The Pathfinder, Nicholas Lore, Simon & Schuster, 2011

Power Networking: The Path To Job Search Success – a DVD, Larry Elle & Eric Ross, available through Success Associates Career Services (www.careersuccessassociates.com)

"The Strength of Weak Ties" Mark S. Granovetter; *American Journal of Sociology* V78 #6 (May 1973) 1360-80.

Compliments of Success Associates Career Services
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