Can You Recession Proof your Career?
Take a Promotion!

Chief Career Officer

Who is on your Board of Directors?

In Transition: From the Harvard Business School Club of New York’s Career Management Seminar

By Mary Lindley Burton and Richard A. Wedemeyer
A Whole New Perspective

Redefine Employment

Evaluate Project Results

Conduct Regular Audit

Seek Collaborative Partners
“My Career Didn’t Evolve Because I Didn’t Pay Attention to it”
Internal

- Monitor Performance/Reputation
- Don’t Eat Lunch Alone
- Keep Updated Resume
- Look For Work That Needs Doing
- Increase Your Visibility
- Monitor Fiscal Health/Organization’s Position In Industry

External

- Track Trends In Field & Industry
- Conduct Career Conversations
- Be A Connector
- Be A Thought Leader
- Join Outside Groups
- Develop A Plan For Leaving
Create a Sustainable Brand

What is Customer Loyalty?

- Willingness to Recommend/Referrals
- Repurchase Behavior/“Share of Wallet”
- Advocacy
- Retention
- Long-Term Relationship/Commitment
- Positive Brand Identification/Affinity
How do you do this?

✓ Build a Reputation for Success
  ✓ Post mission and strategic goals
  ✓ Follow 3 R’s for Reputation – Rapport, Results, Respect

✓ Constantly assess Tough Questions
  ✓ At least 3 standard questions to remember
  ✓ Triangulate the evaluation
Staying Visible

- Communicate your Accomplishments
- Take On Stretch Assignments
- Establish Ongoing Relations With Recruiters
- Nurture Internal, Local And Global Networks
- Manage Your Brand Online
It’s Not Who You Know, It’s Who Knows You

“Be an octopus, with tentacles in all directions, be it a blog, videos, articles, podcasts... Don’t be an earthworm headed in just one direction...Make it easy for people to come to you.”

Scott Ginsberg – Entrepreneur and Personal Branding and Approachability Expert

http://www.fastcompany.com/blog/wendy-marx/brand-u-wendy-marx/careers-worlds-most-visible-personal-brander
Digitally Distinct

or disastrous

“I’m sorry, but I can’t hire you. I typed your name in on a search engine, and lazy, selfish and unmotivated were the categories that came up.”

www.cartoonstock.com
Online Visibility

- Social Networks
- Online Resumes
- Blogs and Podcasts
- Content Sharing
# Paul Mullen

CEO / COO business catalyst driving profitable, market-transforming, market-dominating momentum.  
Las Vegas, Nevada Area

## Current
- President, North America at Pico Far East Holdings, Ltd.  
- Director at Turnaround Management Association

## Past
- Management Consultant at Independent Consultancy  
- CEO at MICE North America  
- President and CEO at GES Exposition S

## Education
- Saint John Fisher College

## Recommended
- 14 people have recommended Paul

## Connections
- 116 connections

## Industry
- Events Services

## Websites
- Turnaround Management Association

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**Join Groups & Participate in Question Answer Feature**

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**Paul Mullen’s Summary**

Known for pulling a handful of priorities from a mountain of problems, I catalyze business by rapidly creating and executing a strategic plan for growth and/or transformation. We jumpstart momentum, boost morale, grow revenue and profitability, capture marketshare, and build a path to a sustainable future.

I lead businesses poised for growth, companies requiring swift turnarounds or organizational change, or start-ups requiring proven / innovative leadership. Background includes extensive P&L management and board-

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**Vanity URL**

http://www.linkedin.com/in/paulmullenceo

**Load with Key Words**

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**Strong Summary**
Robust Resources

Ten Ways to Use LinkedIn:
http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html

How Recruiters Use LinkedIn:
http://www.star-telegram.com/business/story/1340677.html

LinkedIn for Executives:

Twitter:
http://blogs.openforum.com/2009/04/19/how-to-demo-twitter
What would you say you do here?
What is the "feature-benefit model" that the brand called **You** offers?

Interests, Skills, Network, Experience, Goals

"I'VE GOTTA BE ME . . . BUT I CAN'T HELP THINKING SOMEONE ELSE WOULD BE MORE QUALIFIED!"
MBA Value Proposition

Global Insights & Connections
- ...Ability to structure strategic plans
- ...Top-Tier Thought Leaders
- ...Worldwide Network of Contacts

Team Building Skills
- ...Collaborative & Influential Leadership
- ...Driven by innovation
- ...Cultural & Emotional Intelligence

Your Branding Content
- Early life - If Unique or interesting fact connected to current direction.
- Work Life - Key accomplishments/learning NOT job titles, dates, duties.
- Education - Elaborate only if relevant, otherwise stick to “just the facts”.
- Current Status - Emphasize transferability, explain Gaps, plus traits for fit.
- Focus on “why” not “what”.

DUKE THE Fuqua SCHOOL OF BUSINESS
Positioning Your Pitch

Your Education  →  Their Issues
Your Experience  →  Their Needs
Your Skills  →  Their Culture
Your Values  →  Their Requirements

Keys to an Effective Transition

Whether looking now, or in the future...

**Attitude for Success**

- An accomplishment-driven resume
- A list of target companies
- A list of contacts
- A list of questions
- An opportunity mindset
Mission Possible!

- Keep Your Head Up
  Have an Opportunity Mindset
  Evaluate Yourself and the Marketplace
  Establish Specific Action Plans and Timelines

- Maintain Marketability
  Think Like a Free Agent or Entrepreneur
  Develop and Keep Record of Results
  Be Prepared to Re-invent, Adapt, Move on

- Stay Visible
  Dig Your Well Before You’re Thirsty
  Grow & Tend to your Network
Career Services for Alumni

Multi-level options for differing needs

✓ 24-7 Online Resources exclusive for Duke MBA Alumni
  ✓ Presentations, Job Postings, Databases, Resume Book, Samples and Tips
    • Alumni Career Page Link
    • Going Global
    • Alumni Clubs and Database

✓ Short-term Coaching (3-4 sessions) for those in current transition
  ✓ Executive Career Consultants at Duke

✓ Regional and longer-term coaching options
  ✓ Partnership with Lee Hecht Harrison Offices

✓ Regional and Virtual Workshops
  ✓ Road shows brought to you in Partnership with Alumni Relations