

RETHINKING THE BOUNDARIES



Duke MBA Career Management Center

Recession Proofing Your Career

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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



External



- 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

- 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



How do you do this?

✓ Build a Reputation for Success

- ✓ Post mission and strategic goals
- ✓ Follow 3 R's for Reputation – Rapport, Results, Respect



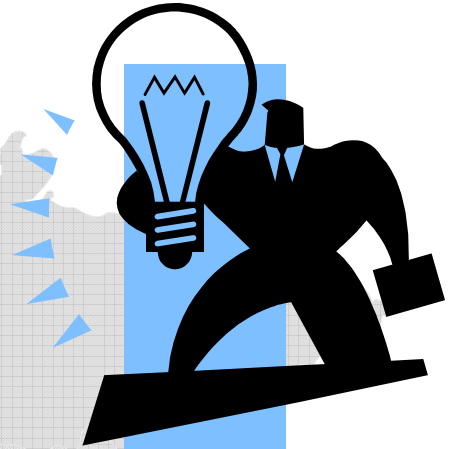
✓ Constantly assess Tough Questions

- ✓ 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

**Volunteer
Actively**

**Show a Genuine Interest
in Others**

**Chat with
Vendors, Consultants**

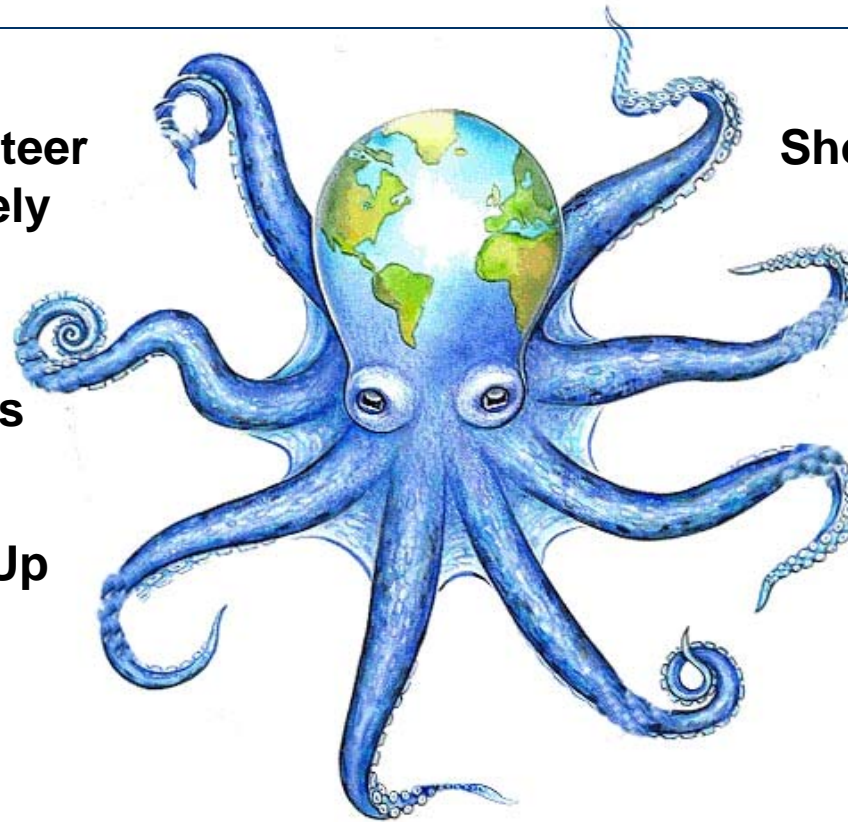
Send Articles

Keep Track & Follow Up

**Stay open to All
who Cross your Path**

**Commit the Time
(5 min. Email)**

**Be a Connector
for Others**



“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

-   Where talent lives
- 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 Assoc](#)

Join Groups & Participate in Question Answer Feature

Vanity URL

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

Load with Key Words



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-

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:

<http://www.job-hunt.org/executive-job-search/linkedin-for-executives.shtml>

Twitter:

<http://blogs.openforum.com/2009/04/19/how-to-demo-twitter>



What would you say you do here?



Feature-Brand Activity

What is the "feature-benefit model" that the brand called **You** offers?

Interests, Skills, Network, Experience, Goals

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"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



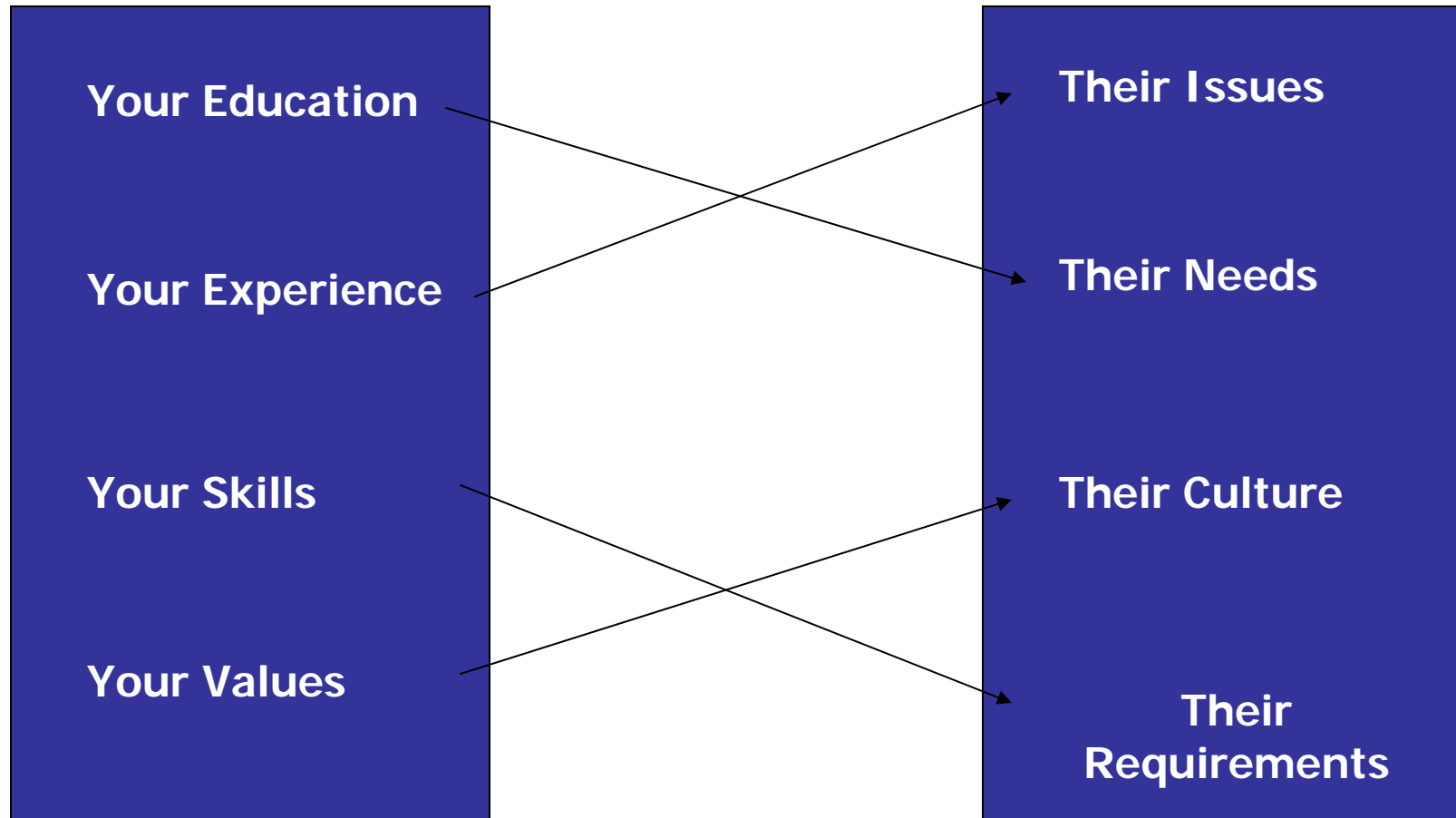
Team Building Skills

- ...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”.

Positioning Your Pitch



Guber, P. (2007). The Four Truths of the storyteller. *Harvard Business Review*, 85(12), 52-59.

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

