

Maximizing Your Career Success and Satisfaction

Executive Presentation for
Women in Aerospace

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Maximizing Your Career Success and Satisfaction

What career goal do you have?

What do you hope to achieve
in today's session?



Who You Are

- Basic Style and Interests
- What do you REALLY want to be when you grow up?



What You Like to Do

- **Job Content** Preferences
 - Your 3 or 4 Core Competencies
- **Job Context** Preferences
 - What a Job **MUST** Offer for You to be Happy there



Five Important Things to Consider

- Opportunity for personal and professional growth
- Corporate culture
- Location
- Day to day challenges
- Compensation



Your Sales Pitch

- Elevator Speech
 - Who I am, what I do
 - Something interesting I'm involved in now
- Success Stories
 - More on this later



Your Collateral Materials

- Updated Resume
- Thank You Notes
- Portfolio
- LinkedIn Profile



An Effective Resume Includes

- Contact Information
- Objective
- Qualifications Summary
- Employment History
 - Your Success Stories
- Education/Credentials
- Other

Make it Look Good

- Should be easy to read
- Use lots of white space
- Make it neat
- Make it clean



Good Uses of LinkedIn

- Increase your visibility
- Improve your connectability
- Improve your Google Page Rank
- Enhance your search engine results
- Perform blind, “reverse” and company reference checks
- Increase the relevancy of your job search
- Make your interview go smoother
- Gauge the health of a company
- Gauge the health of an industry
- Track startups
- Ask for advice



**Create
Your
Presentation
Part 1:
Packaging You**



Your Personal Presentation

- Powerful Presentations include
 - Use your entire body to get your message across
 - Advance planning
 - Coordination between words and actions
 - Keeping your attention on the person(s) you are presenting to



Personal Presentation (cont.)

- Being Flexible
- Staying aware that you have only minutes (or seconds) to create an indelible impression
- Move slowly and deliberately to be perceived as being in control



Looking the Part

- Make sure you are wearing the costume for the right play
 - You want to dress as if you are presenting to the Board of Directors or a major conference
 - Business casual doesn't exist for you
 - Err on the side of conservatism
 - Suits are essential



Be careful of what you carry – you want to have the smallest possible folder or case that can include what you need to do your job.

NOTE: The less you carry,
the more important you look



Handshake

- Everyone has a different sense of personal space, respect that
- Talk to someone when you shake their hand
- Don't disengage too quickly
- Clasp palm to palm, not palm to finger
- Ladies – it's not the time to show your delicacy
- Gentlemen – it's not a contest
- Wear your nametag on your right side so they see your face and name together



**Create
Your
Presentation
Part 2:
Your Verbal
Presentation**



Your Elevator Speech

OR

What to say when someone asks you
what you do



Talking Points: Your Accomplishments

- Accomplishments are the backbone of your career
- What you've accomplished in the past is the best indicator of what you can accomplish for a new employer



SAOs

- Situation or Task or Problem
- Action you took
- Outcomes you achieved



Situation / Task / Problem

- What did you need to accomplish or fix, what goal did you need to reach?
- Both specific and sexy is good!



Action

- What did YOU do – it may be a group accomplishment, but keep the focus on your contribution
- Get on top of the specifics although you may not mention many or any of them



Outcomes

- What happened?
- What did you accomplish?
- What is measurable?
 - Increased income
 - Money saved
 - Time saved
 - Scope of work
 - Timeframe



How Do You Pick Them

- The most important thing is that you felt happy about doing whatever it was, thought you did it well, and experienced a sense of accomplishment
- Think of concrete examples, situations, and tasks, not generalized skills or abilities



Be Selective

“Wow”

NOT

“So What?”



Presentation

- Get on top of the facts
- Tell an interesting story (memorable if not measurable)
- Like a news story that can be cut after any paragraph



Making Accomplishments Core Competencies

- How is a fighter pilot like a doctor?
- What part of your job uses (or used) your core competencies?
- Where in your career do you see things repeating themselves?
- Start over again with the bare bones and clothe them for the new opportunity



What Are Your Core Competencies?

- I can sell.
- I love public speaking.
- I'm terrific with numbers.
- I never have to use the manual.
- I'll hire someone to use the manual.
- I can analyze data.
- I lead people.
- I'm persistent.
- I'm innovative.
- I'm a team player.
- I do really well on my own.
- I'm a thinker.
- I'm creative.
- I get things done.
- I adapt easily to new technologies.
- I understand the value of doing things traditionally.
- I'm methodical.
- I'm conservative.
- I'm not easily frightened.
- I'm loyal.
- I prefer to work on one thing at a time.
- I prefer to have five projects on my desk.



PRICE: What You Are Paid

- Win-Win Negotiating



Negotiating

- You both need to be on the same side of the table
- Know what your priorities are and where you are willing to give
- Tell them what you like first, starting with the biggest positive
- Transition to what you would like changed, starting with the most important



Negotiating Questions

- Use terms like
 - “Is it possible to ...”
 - “Is there any room for ...”
 - “Would it be possible to ...”
 - “Could we possibly compromise on ...”



What is Compensation?

- **Salary**
 - Base
 - Bonuses
 - Commission
 - Equity
 - Education
 - Many more
- **Benefits**
 - Insurances
 - Vacation
 - Retirement
 - Child Care
 - Stock Options
- **Perks**
 - Flextime
 - Telecommuting
 - Home office and other expenses
 - Travel class
 - Memberships
 - Many more



Now is the time to
ask questions



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