Maximizing Your Career
Success and Satisfaction

Executive Presentation for
Women in Aerospace

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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

- **Benefits**
  - Insurances
  - Vacation
  - Retirement
  - Child Care
  - Stock Options

- **Education**
- **Many more**

- **Perks**
  - Flextime
  - Telecommuting
  - Home office and other expenses
  - Travel class
  - Memberships
  - Many more
Now is the time to ask questions
For more information on career management, visit Jane’s website

www.success-catalyst.com

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