Positioning Yourself for a Career Move

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What’s next for you?

ALICE: Which road do I take?
CHESHIRE CAT: Where do you want to go?
ALICE: I don’t know.
CHESHIRE CAT: Then it doesn’t matter.
Getting started

Make Two Lists

Your Needs and Preferences

Your Strengths and Skills
Ground yourself first

- Your Needs and Preferences
- Your Strengths and Skills
- Opportunities in the Market

Potential for greatest impact / contribution
Identifying Core Competencies

- What problems did I recognize and solve?
- How much did I contribute to revenues or profits?
- What new product/program/system have I introduced?
- How did I save the organization money or time? How much?
- How did I effectively manage others?
- In what decision making or planning did I participate?
- What awards, bonuses, or promotions did I receive?
- What challenges(s) have I overcome?
- What am I known for?

Reflection Exercise on Strengths

1. View competency questions and identify 2-3 key strengths
   - Skills, knowledge, attributes/traits

2. Choose a strength; outline a story of how you successfully used it to add value in the past
   - Be specific, provide context and include metrics if possible (e.g., cost savings, revenue increases)
Share Your Strength

1. Choose a partner to share your story, emphasizing how you added value using your strength.

2. You will each have two minutes to share your story, and one minute to receive feedback.
<table>
<thead>
<tr>
<th>Accomplishment</th>
<th>Strength(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raised $250K in grant proposal at XYZ</td>
<td>• Story telling of a vision</td>
</tr>
<tr>
<td></td>
<td>• Communicating complex scientific ideas</td>
</tr>
<tr>
<td>Started $70M annual event by writing business</td>
<td>• Story telling (compelling business case)</td>
</tr>
<tr>
<td>plan</td>
<td></td>
</tr>
<tr>
<td>Launched Monthly Payments at 123 Company</td>
<td>• Multi-disciplinary (Finance, IT, Marketing)</td>
</tr>
<tr>
<td></td>
<td>• Change management / innovation</td>
</tr>
<tr>
<td>Established Marketing Data Mart</td>
<td>• Building products</td>
</tr>
<tr>
<td>Launched FlexPay at ABC Company</td>
<td>• Multi-disciplinary</td>
</tr>
<tr>
<td>Doubled AP revenue</td>
<td>• Meet market need</td>
</tr>
<tr>
<td></td>
<td>• Product innovation</td>
</tr>
<tr>
<td></td>
<td>• Seize opportunity</td>
</tr>
<tr>
<td>Established CRM and Data Science/Analytics</td>
<td>• Intrapreneurian</td>
</tr>
<tr>
<td>departments</td>
<td>• Problem solver</td>
</tr>
<tr>
<td>Created dashboards in Domo</td>
<td>• Innovator</td>
</tr>
<tr>
<td></td>
<td>• Change process</td>
</tr>
<tr>
<td>Awarded 6 promotions, 5 employee of quarter, and</td>
<td>• Mentor</td>
</tr>
<tr>
<td>3 employee of year awards</td>
<td>• Coach</td>
</tr>
<tr>
<td>Misc</td>
<td>• Analytical / quantitative</td>
</tr>
<tr>
<td></td>
<td>• Link projects to business value</td>
</tr>
<tr>
<td>Strength</td>
<td>Story</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Multi-disciplinary</td>
<td>Launched new FlexPay plan at ABC Company. Needed someone in Marketing who understood Financial implications and IT project management. Wrote pro forma and user stories to gain presidential approval and technical requirements, enabling on-time launch. Currently 75% of sales use this payment method.</td>
</tr>
<tr>
<td>Mentoring</td>
<td>Listened to a disgruntled worker who wanted to be promoted. Gave opportunity for her to step up when shorthanded. Believed in her to give promotion when opportunity arose. Eventually rewarded with Employee of the Quarter.</td>
</tr>
<tr>
<td>Intrapreneurial</td>
<td>As a marketer of a subscription product, I understood the importance of building relationships to keep customers renewing. I was shocked to discover our email marketing was run by offshore IT resources and Marketing interns. I convinced my President and CMO to let me establish a dedicated CRM department to incorporate best practices and grow my product line sales.</td>
</tr>
</tbody>
</table>
Require/Desire List

Location
Commute
Compensation
Benefits
Company culture/mission/values
Company size
Team/colleagues
Level of Autonomy
Career Trajectory

YOUR NEEDS AND PREFERENCES

Your Strengths and Skills
The Market

Travel
Lifestyle considerations
Flexible Schedule
## Core Competency Set

Building new functions and aligning teams to drive revenue, retention, value and profitability

Tackling and troubleshooting difficult business and technical problems analytically

Driving collaboration between silo'ed functions to solve problems (and teach them to do it if needed)

Translating business value into financial outcomes, and translating financial targets to business decisions

<table>
<thead>
<tr>
<th>Needs/Preferences Set</th>
<th>Priority</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>***</td>
<td>Boston area</td>
</tr>
<tr>
<td>Compensation</td>
<td>***</td>
<td>$225-275k base + bonus/equity</td>
</tr>
<tr>
<td>Commute</td>
<td>***</td>
<td>Walking or easy public transport (i.e. Cambridge, Boston, Somerville)</td>
</tr>
<tr>
<td>Autonomy</td>
<td>***</td>
<td>Critical in importance, esp in hiring a team and operating with independence</td>
</tr>
<tr>
<td>Flexibility</td>
<td>***</td>
<td>I'm too senior now to not have flex work sched, and we work too hard for the team I lead to not have a flex work schedule</td>
</tr>
<tr>
<td>Culture</td>
<td>**</td>
<td>Good people, fun, good values; work-life appreciation</td>
</tr>
<tr>
<td>Role</td>
<td>**</td>
<td>Growth opportunity. Open to a variety of roles building a biz</td>
</tr>
<tr>
<td>Level of Influence</td>
<td>**</td>
<td>This could be pretty important depending on role; reporting structure is more important than title</td>
</tr>
<tr>
<td>Size</td>
<td>*</td>
<td>Small to midsized &quot;feel&quot;. Don't want &quot;big co feel&quot; but does not have to be a startup.</td>
</tr>
<tr>
<td>Industry / Org</td>
<td>*</td>
<td>SaaS / emerging technology / impact. Organization should be aligned for impact.</td>
</tr>
<tr>
<td>Travel</td>
<td>*</td>
<td>&lt;50%? Planning to start a family in the near term -- want to have some control</td>
</tr>
</tbody>
</table>
Values Clarification Exercise

Peak Experience
- Moments in time when you were thriving
- Personal or professional
- Childhood or adulthood
- Let’s visualize!
- Word strings create personalized definitions
Share Your Peak Experience

1. Choose a partner with whom to share your peak experience.

2. The observer should write down the values they hear expressed in peak experience – If time allows, do word strings.
Foundation for Your Career Narrative

Your Needs and Preferences

Your Strengths and Skills
Components of verbal narrative

- Who am I, professionally?
- What do I do well and how have I contributed in the past? (core competencies)
- What do I want to do next and why? (require/desire/values)
Help others understand your strengths and how you can add value

Have consistent, positive messaging throughout your process/networked job search

Practice….test and get feedback….revise
Navigating Your Career with Purpose

SELF-REFLECTION

» Core Competencies
» Needs/Preferences
» Values/Priorities

CAREER NARRATIVE

» Verbal - Pitch
» Written - LinkedIn Summary

POSITION YOURSELF

» Resume & LinkedIn
» Use content from Self-Reflection and Career Narrative

INTELLIGENT NETWORKING

» Mapping your network
» Assessing your network
» Making requests
» Informational interviews
» Target Companies
» Industry groups/organizations
» Written/Online materials
THANK YOU

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70 Memorial Drive, E51-210
Cambridge, MA 02142