

## **Five Steps for Career Growth & Transitions**

**By John Casey**

**Objective:** Get offers to opportunities where you love the work and would have fun with the people you work for and with.

### **Step One: Personal Branding - Differentiators versus Table Stakes**

- Why Statements (Simon Sinek Golden Circles and Getting to Why). Look at talks and books by Simon Sinek. Your resume has what you did and maybe some how you did information but your Whys builds trust. **Look for you Whys from people, classes, books and events that occurred before graduation.**
- Management Fit - five likes and dislikes with each manager for last five jobs and then boil down to top five or six management traits you want. **Include these in resume, biography and LinkedIn documents.**
- Only Statements - two or three characteristics or experiences or skills that when strung together make you unique (see JJC Why and How bio for example).
- Bar bells – define opposing skill sets, e.g., great with both numbers and people.
- Moniker - Come up with a nickname that reminds people of the candidate (Oil Lamp Lady, Sales Driven CFO, etc.).
- LinkedIn Page marketing (hire Terry Sullivan at BuzzPro, [terry@buzzpro.com](mailto:terry@buzzpro.com)) - most important job source. Follow up on **LinkedIn Reach** concepts.
- Hire Dr. Sherry Buffington and get personal assessment test CORE Map, [sdb@quantumleapsystems.com](mailto:sdb@quantumleapsystems.com), [www.sherrybuffington.com](http://www.sherrybuffington.com).
- Take StrengthsFinder 2.0.
- Get references from people you worked with and put them on LinkedIn.
- Put differentiation information on resumes, bios, LinkedIn and in email signature blocks.
- Read books on Personal Branding.
- Use Talent Fit attached to resume to differentiate. See attached Talent Fit and Candidate Profile used by JCA.
- Use Go-giver concepts in book and always start out meetings with “How can I help you?”
- Branding statements on back of business card. Heavy stock paper always.
- Related Attachments:
  - Terry Sullivan for LinkedIn Marketing, [terry@buzzpro.com](mailto:terry@buzzpro.com)
  - Sherry Buffington, CORE Map Assessment, [www.coremap.com](http://www.coremap.com), [sdb@quantumleapsystems.com](mailto:sdb@quantumleapsystems.com)
  - The Five H Culture Defined
  - Good & Bad Management Traits
  - Simon Sinek’s Golden Circles
  - Gallup on Benefits of Employee Engagement
  - How Leaders Impact Employee Engagement
  - Servant Leadership Characteristics by University of Nebraska
  - Power of Kindness
  - Shared Reality: The Click Factor



**Step Two: Targeting Opportunities Look for work you love and teams where you would have fun.**

- Location, Industry, size and growth rates are important but not critical.
- **Most important is matching your management style with that of the hiring authority (see above)**
- Best Companies to Work For is also critical because it measures Employee Engagement (Fortune Magazine, Inc. 500, Forbes, local newspapers and Business Journals, Inc. Magazine, Wikipedia Best Companies to Work For, lists compiled by industry) Also look at Ernst & Young's Entrepreneur of the Year Winners and Runners Up because it measures engagement in high growth companies.
- Title and money are least critical factors in determining successful targets.

**Step Three: Communicating with Targets**

- No cold calls - find referrals in your network or on LinkedIn you can use to communicate through.
- Reach out to Network for warm referrals into target companies.
- Remember that contacts in target companies will often know about similar opportunities in similar companies.
- Check for 1st and 2nd degree connections with target companies on the companies' LinkedIn pages. Connect with them and ask for referrals.
- Bankers, consultants and accountants are good referral sources into target companies.
- Use resumes only when getting into target companies or working with recruiters. Consider using parts of Simon Sinek's Why Resume.
- Resumes tend to be historical and don't communicate soft skills and where you want to go. We consider them to be "Why Not" documents.
- Consider attaching a Talent Fit to your resume for a target opportunity you are really interested in and especially when working with recruiters and close contacts (See sample of a Talent Fit in Resources). This will differentiate you from other candidates but will take time.
- Use a version of the Why Bio when networking (JJC Why Bio, Al Haase Bio, MEC Bio, Penttinen Bio).
- See resume tips attached. Key is making sure there are no typos and that your resume aligns with your LinkedIn page which should be included in your resume. Above all avoid wordiness. See Attached Resume tips.

**Step Four: Building Your Network**

- Givers giving to givers - "How can I help you?" is the key to building a network of those willing to help you.
- When you first meet with a potential network contact spend the first part of the meeting talking about them and their firm, what are their competitors and how they differentiate from them. At the end of the meeting, all Givers will stop and ask you how they can help you. You would like to send them your biography or resume and connect on LinkedIn. Ask permission to look at their LinkedIn connections.
- If they don't offer to help, they are takers, not givers. Wrap up the meeting and don't include them in your network.
- Keep your network small, **no more than 60 referral sources.**
- Find professional service providers you want to build relationships with first, add in transition executives if they want to Mirror Image (See attached) or share hot leads.

**Step Five: Interviewing tips**

- See Resources for Interviewing Candidate Interview Preparation Outline, Recommendations for Telephonic or Video Interviews and Panel Interviews.



**JOHN CASEY & ASSOCIATES**

*Bringing people together for winning results.*

- Most important concepts are research and understanding this is a sales process where initially you are selling yourself to the target company and later on the company will be selling them to you. It is critical to be able to know when the interview process changes and they start selling you.
- The most important aspect of your selling process at the beginning is to ask them leading questions that will make them engaged. If you are talking more than 50% of the time you are not doing a good interview. The interviewer will often assume you can do what is required just when you ask the question, e.g., "Do you have an effective Sales & Operations Planning Process." They will assume you know S&OP and can install or improve or lead this process.
- When you do answer their questions, keep the answers short. Talk about results and stay away from details about how you did something.