

# Maximize Your Marketability

It's Not *JUST* A Job

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**Luck is When Opportunity  
Collides with Preparation !**

**How *"Lucky"* Are You?**

**Roadmap For Success ?**

**Bullet Proof Your Career  
Be Prepared !**

# Be One of The Few !

Only 5% of the Population Writes a List of Goals and Then **Consistently** Reviews and Modifies That List Periodically.

If You Don't Know Where You Want to Go  
How Can You Get There ?!

# ***Do You Think***

- **You have a right to earn the same as a coworker who does the same job ?**
- **Your emails are your private property ?**
- **You're entitled to unemployment or severance if you're fired ?**
- **Competition is For Sales People ?**
- **Business is Fair ? Your employer can't fire you without good cause ?**

# Annual Review OR New Job

## *Where Do You Need Improvement?*

- Education
- Training
- Accomplishments
- Experience

# Be The Best

## ■ Nurture Your Brand

- Take Ownership

- Improve Communications Skills

- Continuous Learning

  - = Staying Marketable

- Be “In The Know”



# Networking

## ■ Create A Network

- Maintain Your Network
- Find a Mentor / Be A Mentor
- Get a Recruiter
- Professional Memberships
  - - Be A Visible Volunteer



# What Is The Right Job?

- **Location**
- **Company**
- **Duties & Environment**
- **Compensation**

# Where In The World?

## ■ Location

- Family Considerations
- Lifestyle
- Cost Of Living
- Weather

# Does The Company Fit You?

## ■ Company Research

- Industry / Client Base
- History / Corporate Culture
- Technology
- Dollar Volume / Size
- Locations

# **It's Like A Marriage / Partnership**

## **■ Duties & Environment**

- Strengths & Weaknesses**
- Mutual Goals**
- Personalities**

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## ■ Compensation

- Salary
- Bonus
- Benefits
- Hours (Flex , 9/80, 50+ Hr Weeks)
- Vacation
- Stock Options / 401K
- Relocation Package

# The Resume

- **Summary**
- **Experience**
- **Education / Training**
- **Honors & Awards**
- **Skills**
- **Organizations**
- **Citizenship / Clearance**
- **Patents and/or Publications / Papers**

# Finding Opportunities

- **Target List of Companies**
  - Use Your Network
  - Review The Websites
- **Mail A Resume & Cover Letter**
  - To the Hiring Manager !
- **Follow Up Phone Call**



# GOALS of the INTERVIEW

- The Manager Has a Problem
  - Be The Solution and Win An **Offer!**
- Be Enthusiastic and Positive
  - People Make Offers to People They Feel They Can Get Along With
- Get Enough Information
  - To Decide **IF** You Want This Job

# Impact The Hiring Decision

## **Be Prepared and Practice !**

- **Resumes**
- **Show and Tell**
- **References**
- **Dress For Success**
- **Memorize Accomplishments**
- **Prepare Questions – Company/Job**

# During The Interview

- ***Listen*** for the Problem

- Ask What Needs To Be Done?

- **Prior to Your Response**

- Ask About Obstacles to Success / Problems

- **Be the Solution – Take a Break**

- Ask for the Job – NOT for the SALARY

# **A Few More Words About \$\$\$\$\$\$**

## **■ If Pressed – Avoid Absolutes**

- My Total Verifiable Compensation is  
XXXX – That includes yyyyyy**
- I'm Sure You Will Make Me An Offer  
Which Best Reflects The Value I  
Bring to The Position**

# Post Interview

- **Follow Up Notes – Manager**
- **Keep Interviewing**
  - Don't Wait for the Offer
- **NEVER Give Notice Before  
Receipt of the Offer  
LETTER**

# Resigning With Style

## ■ Leave on Good Terms

- Give Ample Notice - Stay Positive

## ■ The Resignation Meeting

- Control the Message – A Resignation *Letter*

## ■ The Counter Offer

- Where is That Money Coming From?



# LIFE GOALS

Instead of New Years Resolutions  
Work on Modifying Your Goals List .

Drop Linear Thinking - Be Creative

“Use What If Scenarios ?”

And Make Your **Luck** !



# More Information

- [Wetfeet.com](http://Wetfeet.com)
- [Vault.com](http://Vault.com)
- [Forbes.com/leadership/careers](http://Forbes.com/leadership/careers)
- [Quintcareers.com](http://Quintcareers.com)
- [Careers.IEEE.org](http://Careers.IEEE.org)
- [careers.ieeeusa.org](http://careers.ieeeusa.org)
- [HotJobs.Yahoo.com](http://HotJobs.Yahoo.com)
- [Salary Surveys - Bureau of Labor Statistics - BLS.gov](http://Salary Surveys - Bureau of Labor Statistics - BLS.gov)
- [COL Comparisions Homefair.com](http://COL Comparisions Homefair.com)

# Reynolds, Recruiters

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Signaling the Power of Choice  
In RF & MW Recruitment

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