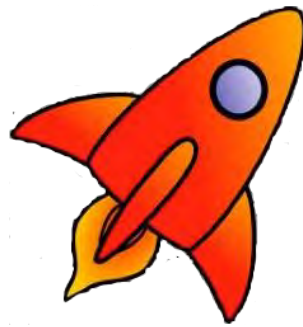


CAREER LAUNCH



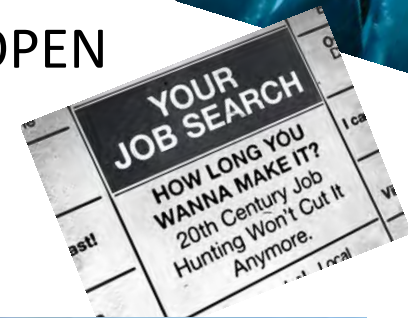
A CANDID VIEW ON WHAT IT
TAKES TO START YOUR CAREER

JEFF SHAFFER
PRINCIPAL, MCKINLEY CAPITAL PARTNERS



JOB HUNTING: IS THE GLASS HALF FULL?

- ① THE HEADLINE NEWS MAY BE PRETTY DAUNTING
- ① BUT OPPORTUNITIES ARE NOW WIDE OPEN
- ① THE GAME HAS CHANGED --
--AND THAT CAN BE A
GOOD THING!





JOB HUNTING: IS THE GLASS HALF FULL?

🎯 IF YOU CHANGE YOUR PERSPECTIVE...





THE TRANSFORMATION OF THE WORKPLACE

EMPLOYEE ENTREPRENEUR



STAND OUT



GROW YOUR OWN WORK



WHY IS THIS PICTURE HERE?



THE REALITY:

WHAT ARE COMPANIES LOOKING FOR TODAY?

EMPLOYEES WHO KNOW HOW TO COMPETE AND THRIVE IN THE POST-RECESSION, MODERN WORKPLACE

🎯 THE ERA OF CONVEYER-BELT WORK
HAS PASSED



🎯 PROACTIVELY ENGAGING IN PROJECTS;
CONTRIBUTING TO COMPANY GROWTH

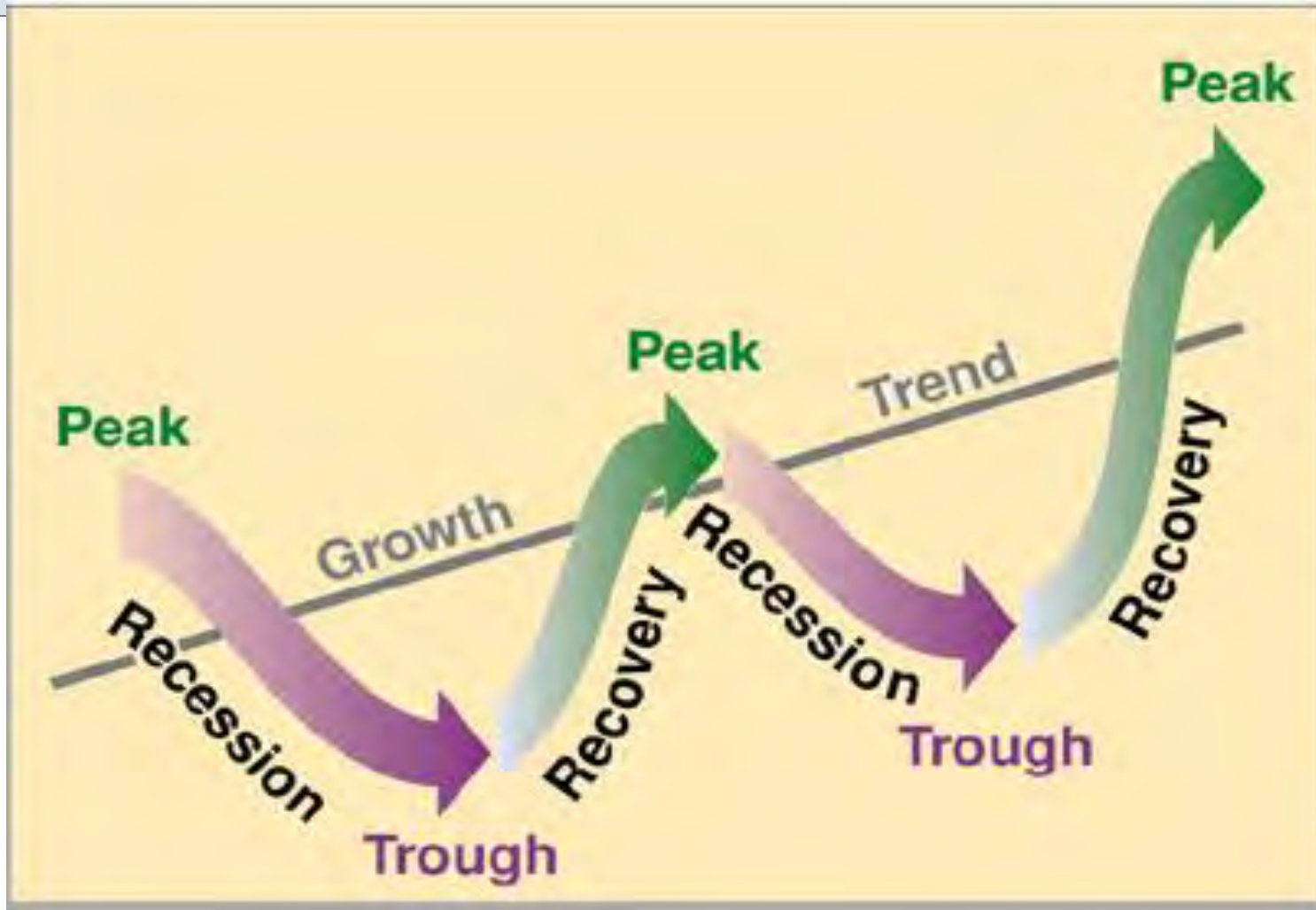


🎯 THE EXPECTATION IN THE SMART PHONE WORLD





WHERE ARE WE IN THIS BUSINESS CYCLE?





WHAT DOES THIS SLOW RECOVERY MEAN?

COMPANY PRODUCTIVITY
HAS GROWN

THE GOOD NEWS: PATH TO
ADVANCEMENT IS CLEAR

**REAL CORPORATE PROFITS PER PRIVATE SECTOR JOB
1990Q1 TO 2010Q4**

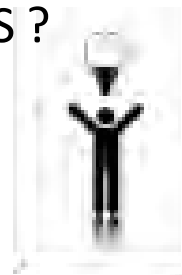




SPECIFIC BUSINESS AREAS TO NOTE DURING RECESSION REBUILDING

EMPLOYMENT PRIORITIES FOR COMPANIES?

🎯 CONTRIBUTORS



🎯 SELF-STARTERS



🎯 FLEXIBLE WORKERS

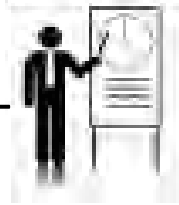


KEY GROWTH AREAS?

🎯 SALES



🎯 BUSINESS DEVELOPMENT



🎯 FINANCE





HOW DO YOU DEAL WITH THE DOUBTS CAUSED BY THE CURRENT CLIMATE?

YOUR FIT IN THIS NEW REALITY

🎯 BELIEVE THAT YOU FIT IN THIS MORE NIMBLE ECONOMY



🎯 CEMENT THIS BELIEF - WRITE IT DOWN



🎯 EDUCATE YOURSELF - READ FOR MORE UNDERSTANDING





FIND AN OPPORTUNITY...



🎯 INTERNSHIPS

🎯 JOB EVENTS



🎯 NETWORKING AND REFERRALS

🎯 IDENTIFY SPECIFIC COMPANIES



🎯 MONSTER, CRAIGSLIST, WANT-ADS

🎯 SOCIAL EVENTS



Think outside the box – what about industry meetings and conferences?

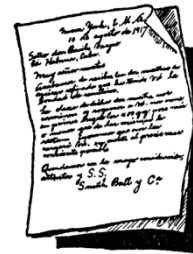


GET AN INTERVIEW...

① INFORMATIONAL MEETINGS



① SEND SPECIFIC, BRIEF LETTERS



① BUSINESS CARDS



① FOLLOW UP





BE THE “RIGHT” PERSON FOR THE JOB – OPPORTUNITY

WHAT ARE KEY STEPS TO TAKE WHEN PREPARING FOR THE OPPORTUNITY?

🎯 UNDERSTAND THE POSITION



🎯 TAILOR YOUR PREPARATION ACCORDINGLY



🎯 FIND SPECIFIC EXAMPLES IN YOUR PAST TO HIGHLIGHT





THE NEW REALITY = **YOUR ARE ALWAYS INTERVIEWING**

THE NEW MODE OF HIRING? IT'S A CONSTANT SEARCH FOR TALENT.

- ① THERE MAY NOT BE A POSITION – THERE IS A TASK.
IT'S TEMPORARY.
- ① COMPANIES WILL HIRE BY TEST DRIVING A LOT OF OPTIONS.
TEMP JOBS, GIGS, CONTRACT WORK, PROJECTS, AND
STEALING TALENT THEY HAVE ENGAGED IN PROJECTS





THE TRUTH ABOUT HOW YOU DRESS

(IT MATTERS MORE THAN YOU THINK)

WHAT ARE THE FUNDAMENTALS OF DRESSING FOR AN INTERVIEW?

① CLEAN, CRISP, AND NEAT

② STICK TO THE BASICS

③ MAKE SURE YOU ARE COMFORTABLE

④ DO NOT UNDERDRESS FOR THE FIRST INTERVIEW



NOW LET'S GO INTO A LITTLE MORE DETAIL...



3-2-1: THE INTERVIEW

WHAT ARE KEY THINGS TO DO BEFORE THE INTERVIEW TAKES PLACE?

🎯 PREPARE RELEVANT EXAMPLES OF SPECIFIC ACTIVITIES, INTERESTS, PAST WORK OR PROJECTS



🎯 RESEARCH THE COMPANY AND THE OPPORTUNITY

◦ GO BEYOND BASIC INFORMATION



◦ PREPARE KEY QUESTIONS FOR THE INTERVIEWER – YOU ARE INTERVIEWING THEM AS WELL





3-2-1: THE INTERVIEW

WHAT ARE KEYS TO SUCCESSFUL ENCOUNTERS WITH YOUR INTERVIEWER?

① Demeanor is Key

·CALM ·CONFIDENT ·PREPARED



② Awkward silences can happen; know how to transition the conversation



③ Sincerity and honesty are paramount





3-2-1: THE INTERVIEW

WHAT SHOULD YOU STEER AWAY FROM IN THE INTERVIEW?

AVOID:

🎯 GENERIC ANSWERS



🎯 GETTING TOO PERSONAL



🎯 HUMOR OR DISCUSSION OF SENSITIVE SUBJECTS





3-2-1: THE INTERVIEW

INSIGHT FOR SUCCESSFUL ENCOUNTERS WITH YOUR INTERVIEWER

HOW TO MAKE DIFFICULT DISCLOSURES

🎯 GAPS IN EMPLOYMENT



🎯 LAYOFFS



🎯 ISSUES THAT INTERFERE WITH WORK SCHEDULE





3-2-1: THE INTERVIEW

TIPS FOR SURVIVING AND THRIVING IN A POOR INTERVIEW SITUATION

🎯 DEALING WITH AN UNPREPARED INTERVIEWER



🎯 REMEMBER THAT THE INTERVIEWER MAY JUST BE BAD AT INTERVIEWING



🎯 IF THEY COME OFF AS HOSTILE, DON'T TAKE IT PERSONALLY



ULTIMATELY, THE BEST THING TO DO IS TO READ THE INTERVIEW AS IT OCCURS



3-2-1: THE INTERVIEW

GAINING OTHER INTELLIGENCE DURING THE INTERVIEW

🎯 ARE THEY ON THE FENCE ABOUT THE NEED FOR THIS POSITION?



🎯 ARE THEY IN A HURRY TO HIRE THIS POSITION?



🎯 WHAT HAS BEEN THEIR SUCCESS OR FAILURE WITH THIS POSITION IN THE PAST?



BE SURE TO FOLLOW UP WITH A THANK YOU NOTE,
AND, IF INVITED, A QUESTION OR INTERACTION





OTHER LAUNCH CONSIDERATIONS

🎯 COMPENSATION



🎯 REFERENCES



🎯 RESPONDING TO AN OFFER

