

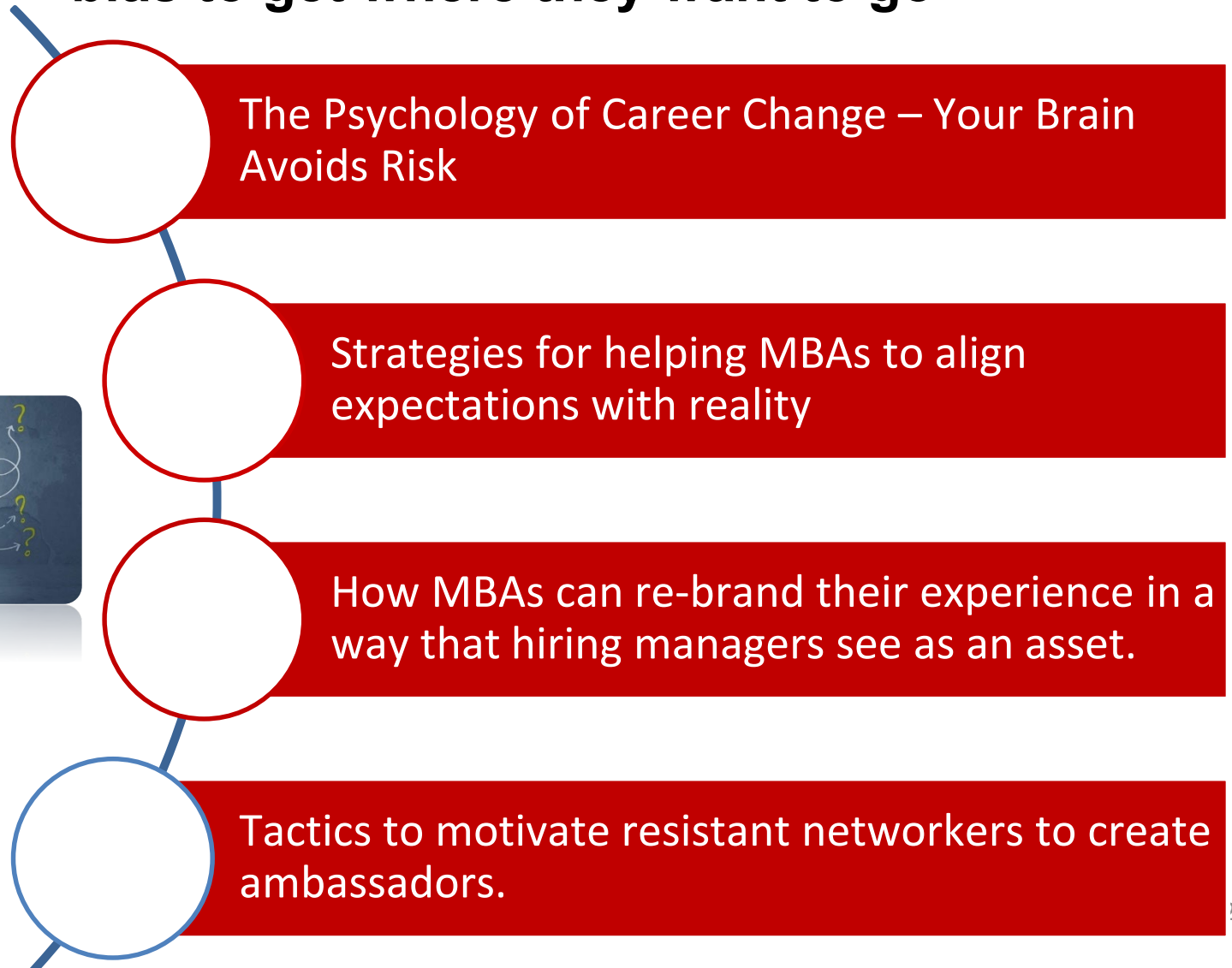
Mapping the Way Forward for a Successful Career Change

Poole College of Management Jenkins MBA

Wednesday, January 27, 2020

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Agenda - How MBAs can engage to overcome hiring bias to get where they want to go



Think about the last time you changed jobs – choose the “best” answer

- A = Did you change companies, but essentially had the same job function in the same industry?
- B = Did you change industries, but stayed in the same job function?
- C = Did you change job function, but stayed in the same industry?
- D = Did you change industries and job function?
- E = I haven't changed jobs since the Jurassic era

Types of Career Switchers

Functional Skills

Same

Change

Industry Experience

Same

1. Least Challenging “Non Career Switcher – Traditional Candidate”

3 Very Challenging “Single Switcher – Function”

Change

2. Moderately “Challenging – Single Switcher – Industry”

4. Extremely Challenging “Double Switcher – Function and Industry”

Emotional Obstacles – Self



- Biology drives this
- Retrain assignment

“Changing careers means changing identities...most professionals define themselves by their jobs...it can be difficult to let go of title, prestige, and recognition you’ve earned in your current profession. Such massive changes can be frightening.

- Hermeninia Ibarra, Professor of
Organizational Behavior, London Business
School

The Concept of Loss Aversion



Hiring Manager Does Not Want to Lose Either

Cost to replace a bad hire – 2 to 7x
employee's salary (Tassinari and Tassinari, Top 5 Hiring
Mistakes & How to Fix Them)

“Thinking is difficult, that’s why most people judge”

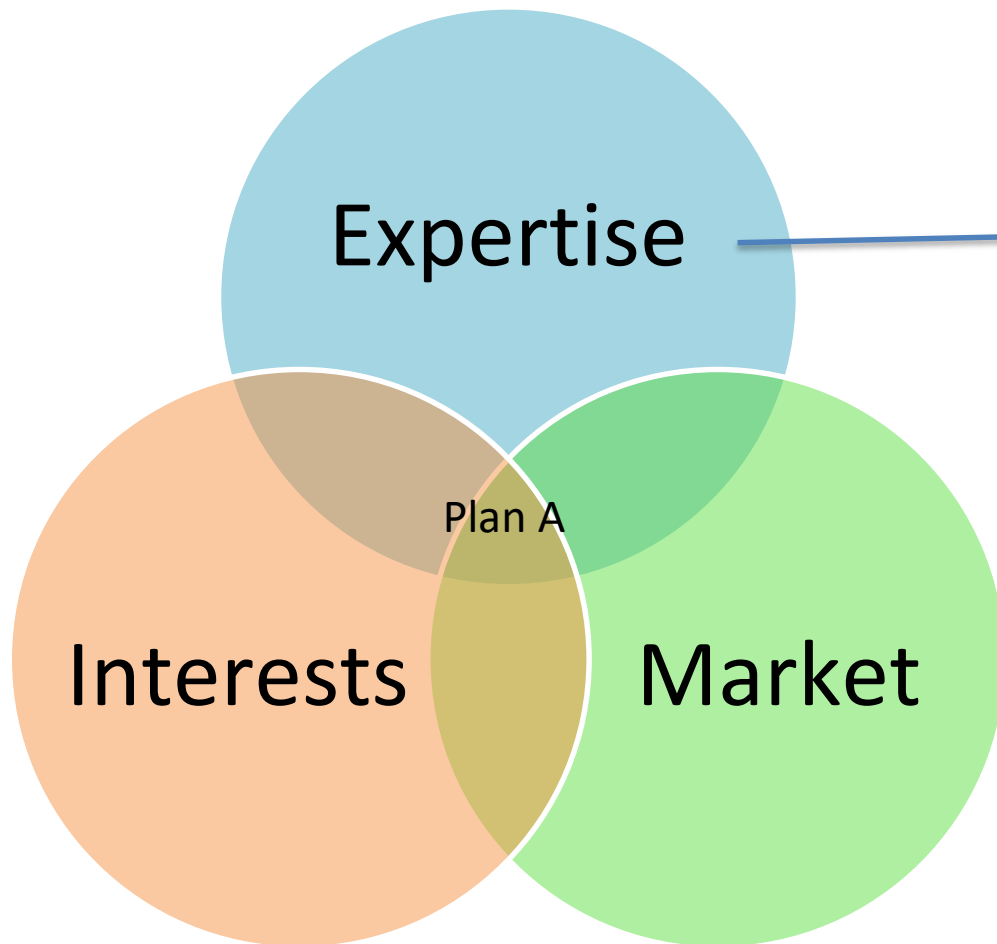
- Carl Jung

IF YOU CHASE
TWO RABBITS
BOTH WILL
Escape



You Need Plan A, then a Plan B

It Starts Here – Where Interest, Expertise, and Market Intersect



Problem-solving (breakdown and re- assemble)

- Understanding client concerns
- Mobilizing the team
- Coming up with innovative solutions
- Setting budgets
- Meeting timelines
- Finding efficient processes
- Influencing vendors
- Changing culture

Sample Bullseye Worksheet

(Switchers by Dawn Graham)

Category	Target
Industry	Healthcare technology
Function/Department	R&D or marketing
Title/Position	Product manager
Level	Manager or team lead
Duties and responsibilities	Research and analyze market needs, oversee design specs, manage timetables and budget, guide strategic branding
Companies	Fitbit, Biotricity, Chrono Therapeutics
Geography	San Francisco
Culture	Progressive mid-sized company or mature start-up, growth culture, concerned with social impact
Size	Fewer than 500 employees, growing globally
Compensation	Minimum base of \$110k, ideally a merit bonus
Pain Points I Will Solve	Navigate global regulations, build customer and vendor base through contacts in healthcare industry
Skills	Knowledge of regulatory practices; combination of legal experiences, healthcare knowledge and programming expertise
Network	

Won't I limit my options, if I'm too focused?

Which is better?

- “After spending ten months taking online technology courses, and volunteering with local nonprofits to set up patron databases, I'm confident a full time career in customer analytics is a great fit for my skills and interests?”
- “I thought it would be pretty cool to work in a start up doing big data analysis”

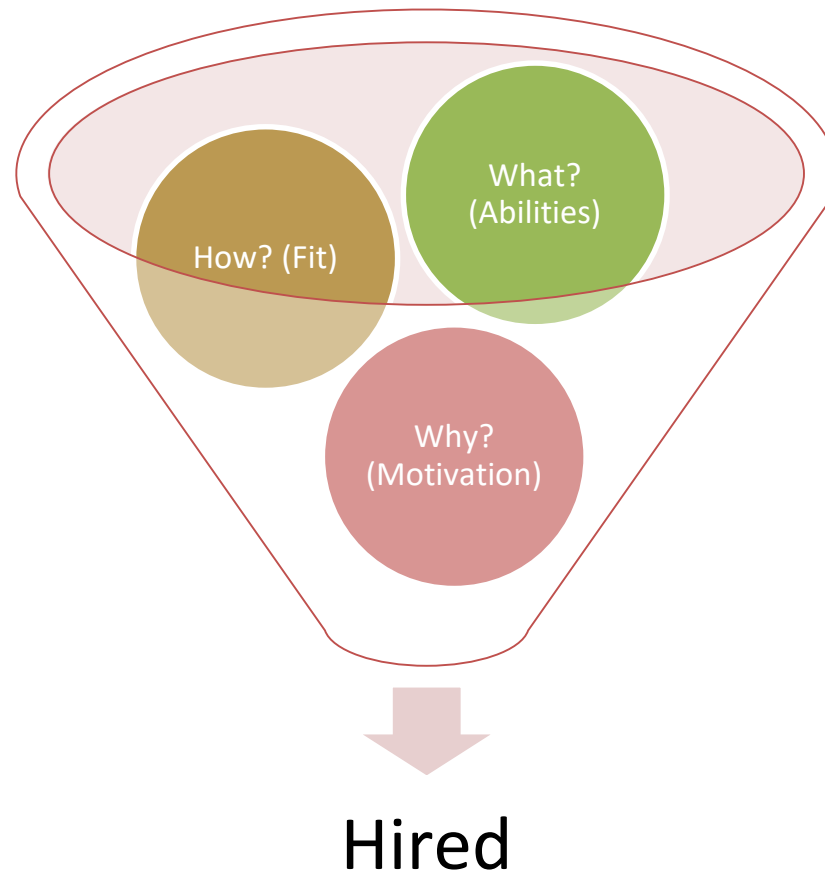
Action Item – Research Your Brand

- Select 20 people
- Email
 - What are my strengths
 - Areas which need more improvement
 - What am I known for in a group
 - Or list three words that describe me
- What themes and patterns emerge?

Craft Your Brand in Five Steps

- 
- Step 1 Know Your Goal and Your Audience's Pain Points
 - Step 2 Know the Product (You)
 - Step 3 Know Your Differentiators
 - Step 4 Identify Your Brand Value Proposition
 - Step 5 Test and Evaluate

Craft Your Career Story (It Has to Make Sense)



Craft Your Career Story (continued)

- Why are you really making this change. Authenticity is key.
- What were your pivot points?
- What aspects of the story will resonate most strongly with the audience? Hiring managers are concerned with our commitment to the new role or company, and how you came to the conclusion
- What evidence do you have that you have invested in and made progress toward the commitment (an MBA?)
- How have the above steps prepared you for this role?
- What makes you different than all the other candidates.
- When (if) appropriate what are your future goals?

What Got You Here, Won't Get You There **(You Need a Non-Traditional Job-Search Process)**

- Almost zero success (Why?)
- Online applications
- Executive recruiters/headhunters

Your marketing communications

CLICK HERE TO ENTER NAME
 Enter NCSU or Professional Email • Enter phone number (xxx) xxx-xxxx • Enter LinkedIn [url](#)

ONE-LINE BRANDING STATEMENT WHICH COMMUNICATES YOUR VALUE
Relevant Functional Expertise • Key Skills • Key Words • or Strengths

The Summary of Qualifications provides a snapshot for targeting your résumé; it characterizes the general scope and direction of your career; it should draw the reader into the details of your experience

- 2 – 4 specific summary statements relevant for position.
- Bullets quickly draw reader's eyes to important skills and expertise.
- Attempt to match qualifications with employer's needs, especially if you have job description. Do not attempt if qualifications do not match employer's needs.

EXPERIENCE

CLICK HERE TO INSERT COMPANY NAME, City, State (or City, Country if non-U.S. location) Year - Year
Click here to insert title (Year – Present)
 Provide brief description of employer (no more than two lines) on line directly below company name; can also describe scope of your responsibilities.

Key Achievements:

- Résumé bullet = Strong ACTION VERB + Problem/Action/Result (PAR) format.
- Use variety of strong action verbs at beginning of bullets; avoid repetition and never say "responsible for".
- Include specific actions and measurable results – specify how many people managed, amount of money saved, earned or managed, percent of sales gained, or savings gained by process improvements.
- Showcase transferable skills/strengths from current (or former) position(s) most relevant to opportunity.
- Résumé bullets are not sentences – remove pronouns (e.g. - I, me, my, we, us, our) and articles (e.g. a, an, the).
- List experience in reverse chronological order; present tense for current **exp**, past tense for previous exp.

Click here to insert title (Year – Year)
 Scope of responsibilities.

Key Achievements:

- Edit carefully – recruiters notice poor formatting, incorrect grammar, spelling errors, and sloppy text.
- Write numbers from zero through ten as words; write numbers above ten as numerals (\$1K, \$1M, \$1B).
- Avoid résumé bullets with "orphans" (single words with own lines)

About

PRACTITIONER OF CONNECTING IN-PERSON AND VIRTUALLY TO ADULT LEARNERS

MY STORY. When I entered the MBA career coaching profession at the Thunderbird School of Management, I quickly learned that I was not as good at it as I thought I should have been. Prior to my career coaching career, I had sold and marketed national and global brands; I had taught small business owners how to market their own products and services as owner of my own marketing firm; and I knew the latest marketing best practices from the MBA I earned from Columbia Business School.

I clearly knew how to market products and services, so I should be able to advise fellow MBAs how to market themselves, right? So why were my students tuning out in career management classes and not following up on the things I told them to do in our coaching sessions?

It was because my approach was "I've lived it. Listen to me tell you how it is done". I was ineffective because I was not connecting with how adults learn.

Shortly after arriving to North Carolina State University's MBA program I learned that adults learn by reflecting on the outcomes of their experiences and self-initiating change based on those reflections. From that insight, I changed my engagement approach to "adult learning facilitator" and co-active coach from "subject matter expert presenter".

CLIFTON STRENGTHSFINDERS THEMES:

Maximizer – I leverage, and encourage my student clients as well, to leverage existing strengths to improve further.

Relator – I connect well in one-on-one and small group environments.

Learner & Input – Continuous learning excites me. I crave to find more information to improve myself and my clients.

Intellection – I am introspective. I enjoy creating, planning, theorizing, and conceptualizing. I act with forethought and purpose.

CAREERLEADER INTERESTS AND SKILLS:

Coaching & mentoring

Quantitative analysis

Theory development and research

<https://careers.mba.ncsu.edu/resources/step-3-submit-your-resume/>

<https://www.linkedin.com/in/johnrhutchings/>

Questions?



Don't Network, Create Ambassadors Instead

How Else to Impress in Networking Meetings

Impress in interviews

Nail the first interview question

- Tell me about yourself = What are the top two or three qualities, skill sets or areas of expertise that will enable you to excel in this role and set you apart from other candidates.

End of workshop here