
Job Search & Career Management Strategies !

CCICE

October 13, 2010

Dilip G. Saraf

www.Dilipsaraf.com

Career Transitions Unlimited

Agenda

- Scope and Audience
- Changed Thinking: Shifting Paradigm
- Inductive Résumé
- Managing Campaign
- Managing Career

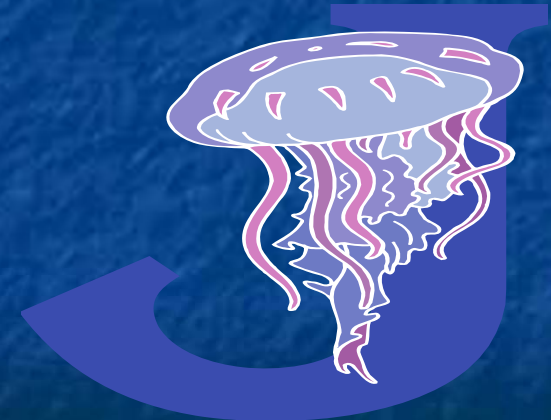


Intended Audience: Those

- Out and looking to get back in
- Who want to make a change
- Stuck in their job, but like the place
- Cannot move upwards: Glass ceiling
- Wanting to make a career change

The Jurassic Paradigm-Most:

- Manage their career in Compliance Mode
- Expect a linear career progression
- Do their résumés to document their past
- Take orders
- Get what they deserve



New Paradigm

- Manage career preemptively
- Define career arc and make plans
- Write résumé to cast your future
- Manage résumé before taking on tasks
- Partner to make the boss look good.



Gleaning New Ops in a Shift:

From



To

Expanding Footprint
Improving Quality
Focusing on Customers
Launching new products
Enhancing UX
Customer Loyalty

Brand consolidation
Reducing cost
Competitor Obsession
Milking cash cows
Focusing on design
Acquisition cost

Inductive Résumé Design

- Career Objective: (Tomorrow)
- Leadership Profile: (Careful showcase)
- Unique Skills= Genius Portfolio (Today)
- Professional Experience: (Yesterday)
- Education
- Other Accomplishments



Campaign Design

- Identify where the action is or can be
- Create a segmented target list (A, B, & C)
- Research "A" targets and find pain points
- Craft a message to grab attention
- Fortify your résumé message with SNs!
(Just as BHO did!)



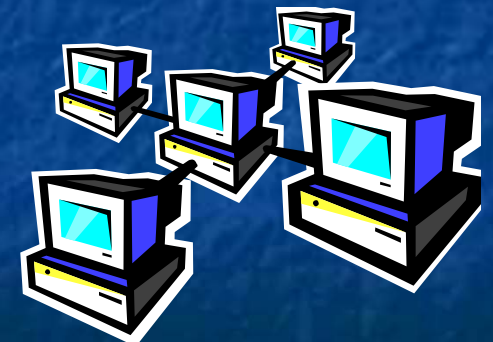
Cover Letters

- A must for all targets
- For "A" targets: research
- Identify pain points by vetting research
- Craft a message to show your value
- Prospectively send to higher-ups or respond to Hiring Manager



Networking and Follow-up

- Rely on network to open doors
- Do Not rely on contacts to do your job
- For follow-up: Sandwich strategy works
- Ramp-up your momentum
- Accelerate through leverage

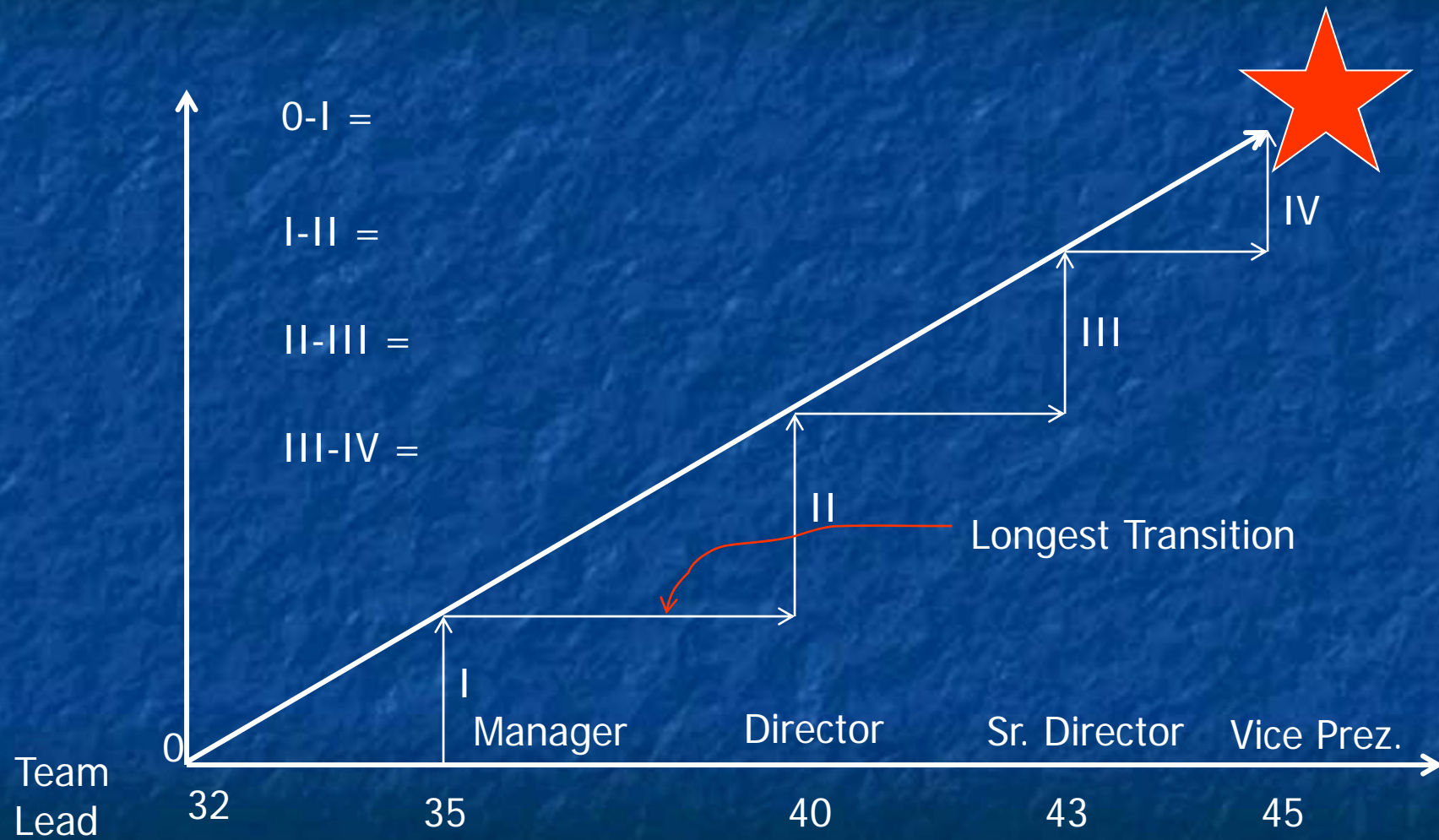


Managing Your Career

- Always negotiate your offer!
- Focus on Value and Responsibilities, not on salary and title.
- Start with a 100-Day Plan
- Partner with your boss
- Preemptive résumé



Career Plan: A Blueprint



Now, Go for It!

- Good luck!
- www.Dilipsaraf.com
- 510-791-7005