

# MANAGING YOUR CAREER



## DEVELOPING THE PERFECT PITCH

.....

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***“Ask ‘why’ 5 times about every matter.”***

***- Taiichi Ohno***





# SESSION OVERVIEW

## SETTING THE RIGHT DIRECTION

- Why this Direction?
- Why this Industry/Organisation?

## WHERE AM I NOW?

- Why am I a match?
- What else might I need to do?

## BUILDING MY BRAND

- Why will I add value?
- Why should you hire/promote me?

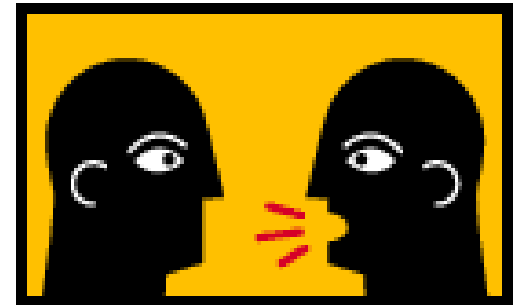


## ACTIVITY

***Write down the answers to these  
3 questions***

- Why do I do what I do now?
- Where do I want to move to?
- Why do I want to move there?

***Share with a Partner***





# BE STRATEGIC ABOUT YOUR CAREER DIRECTION

- Begin with the End in Mind – Set Goals
- What does success look like?
- Thorough Self-Assessment
- Listen to your voice/check your values
- Take the time to Research the role/industry/organisations
- Get the facts
- Talk to others
- Develop a plan of how to get there

# WHY THIS DIRECTION?

- What do you enjoy the most in your current role?
- What do you dislike in your current role?
- How does this match up with my chosen destination?





# WHY THIS DIRECTION?

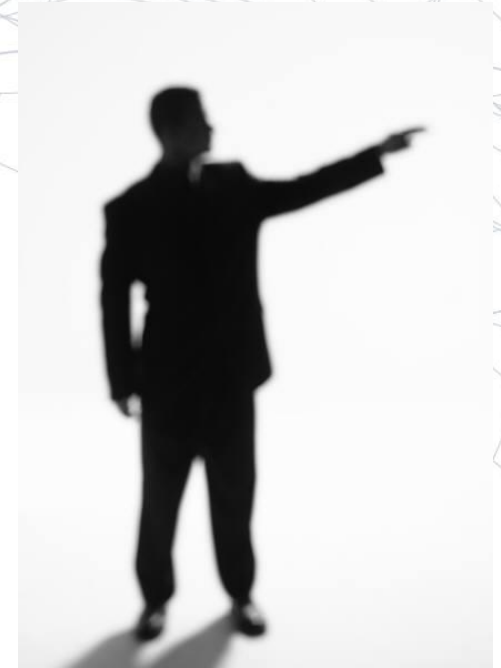
## *THE ROLE - DOING THE RESEARCH*

- Interview others in the role
- Seek Feedback
- Attend industry presentations seminars
- See a Career Counsellor
- Motivational Skills Testing
- Shadow Someone
- Seek out a Mentor
- Job Rotation
- Volunteer
- Research/Read Case Studies Stories

# WHY THIS DIRECTION?

## *INDUSTRY/ORGANISATION*

- Do the research
- Employer of Choice
- Strategic Direction
- Company Culture
- Market Reputation
- Current Positioning
- Structure and Pace
- Will this sector/company provide you with your needs and wants?
- Is there an alignment in values?







# JOB SATISFACTION

**People will leave their jobs when one or more factors occur**

- **Job enrichment:** Their job is no longer fulfilling or stimulating
- **Structural:** They lack resources to do their job well and/or don't feel fairly rewarded
- **Interpersonal:** They don't feel strongly connected to their colleagues, manager or organisation
- **Home life:** Their life circumstances change (personal reasons, retirement, family, etc)

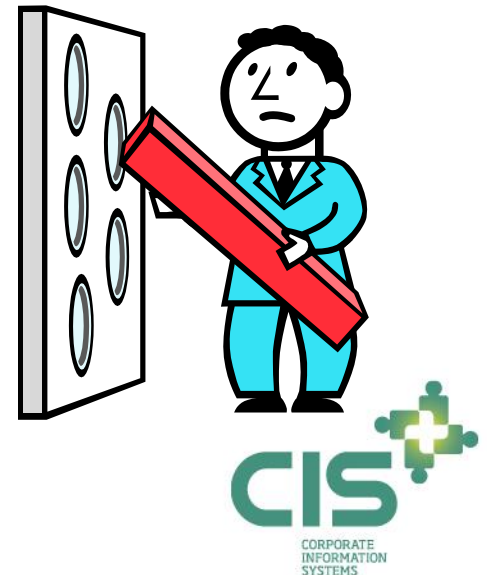


# JOB MATCH/JOB ENRICHMENT

- **Heart** – do you measure the extent to which your employees are emotionally engaged with the organisation? Do your leaders and line managers understand and leverage employees' individual passions to foster employees' personal growth?
- **Head** – do you offer meaningful work as part of each role and link each role to the success of the overall organisation? Do you regularly offer exciting challenges and responsibilities to people based on their knowledge, skills, abilities and potential? Are your professional development policies and processes fair and equitable to all?
- **Hand** – do you have transparent career roadmaps encouraging and empowering people to strive above and beyond basic role requirements? Does your culture foster the ability for people to show altruism towards colleagues and openly share their knowledge and experience? Are you flexible in how, when and where people can complete their work?

# WHERE AM I NOW? WHY AM I A MATCH?

- Current State - Pro's and Cons
- Opportunities and Threats
- Strengths and Gaps
- Work Content
- Work Context
- Leadership Preferences
- Key Drivers





# BUILDING MY BRAND - WHY DO I ADD VALUE?

- Build Networks/Relationships
- Tailor your approach to their key drivers
- Utilise Social Media
- Build your resume to communicate not just what you do but what outcome that can achieve for the organisation
- Demonstrate past successes that relate to their desired outcomes
- Communicate concisely and Simply- cut out the “fat”
- Use positive phraseology “ What I can do?”
- Be confident
- Demonstrate Leadership Behaviours



# WHY SHOULD YOU HIRE ME?

*FOCUS ON WHAT YOU CAN DO FOR THE  
COMPANY NOT WHAT THEY CAN DO FOR YOU.*

- Clear Value Proposition
- Cultural Alignment
- Skills and Knowledge
- Ability to influence and engage stakeholders
- A passion for the role, organisation, industry  
(THE WHY)
- Broader understanding of business issues  
and ability to provide solutions
- Authenticity and Humility

# HOW TO PRESENT?

- Resume - 2 pages
- Professional -Your appearance speaks to your brand
- Right Mind Set
- Confidence
- Positive Phraseology
- Prepare examples specific to them
- Speak benefits - *What this means for you is.....*
- Open body language
- Eye Contact





# WHAT SUPPORT MIGHT YOU NEED?

- Career Counselling
- Build a Support Network
- Mentor
- Broader Business Exposure
- Trusted Adviser
- Develop your Influencing Strategies
- Enlist a Coach to assist you to present with impact
- Develop yourself holistically



# KEY ACTIONS TO SUCCESS

Discuss at your table the key actions to managing your career, agree on the top 3 and prepare to share with the larger group?





Thank you