



Intelligent
InSites™

Next Steps

Career Search



M. Lou Wetzel

Director of Talent Management

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Purpose: Techniques to Launch a Career



Network, Network, Network



Virtual Hiring Events

- Find niche events for your area of expertise
 - Employers pre-screen resumes
 - Candidates pre-screen employers
 - On-line interviews for day of event

Examples

Brazen.com – Targeted Events

DICE.com – IT and Engineering

HIMSS (Healthcare Information Management Systems Society) Jobmine

Networking in Fargo

Emerging Prairie

- Prairie Den – Co-working space
- 1 Million Cups – Wed @ 9:15 am
- Drone Focus

Fargo BEAT

- Word of Mouth Network
- Weekly Activities

FM Economic Development Corp

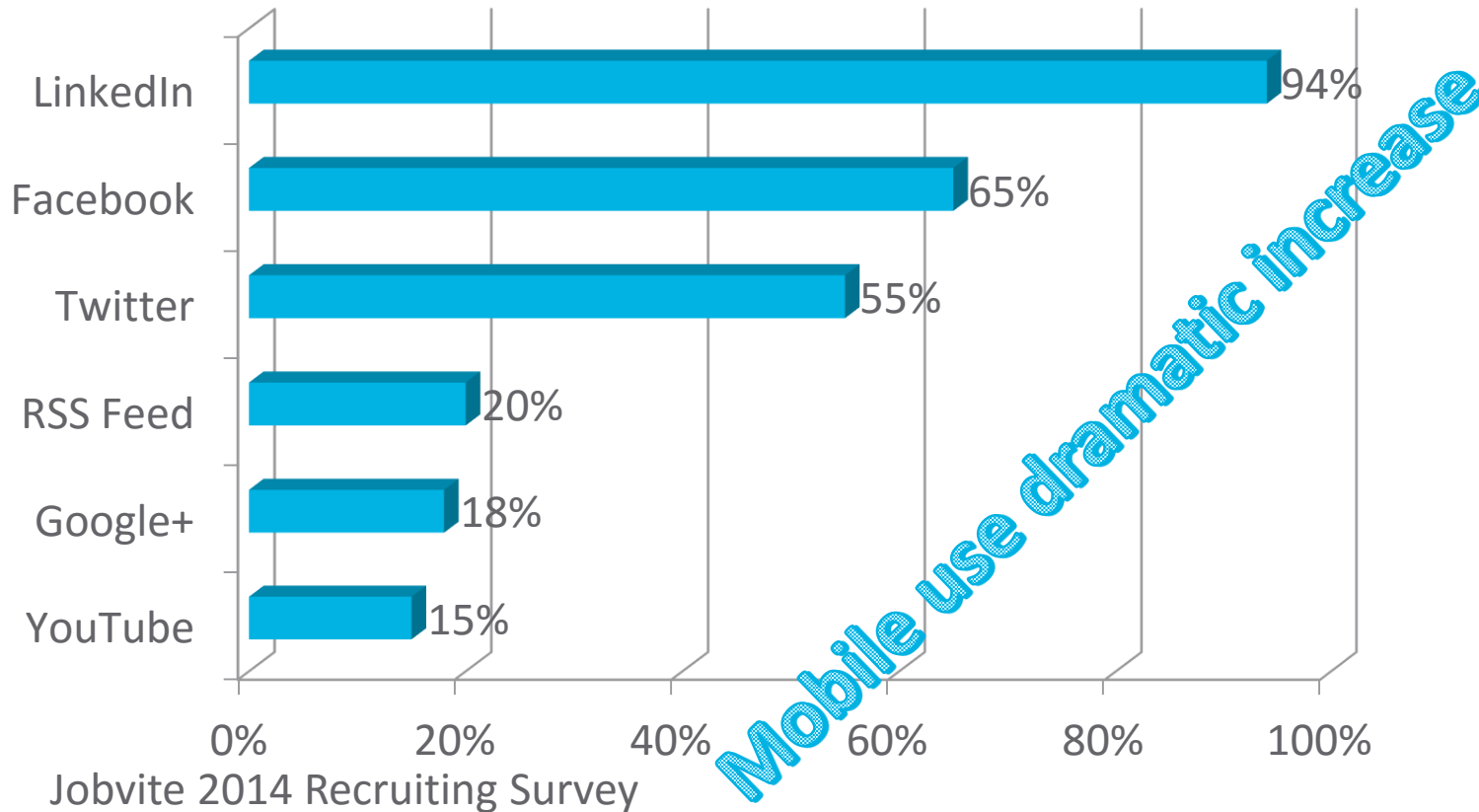
- SMART MOVE
- Ambassador Program
- FM Welcome Party

Chamber of Commerce

- Business After Hours
- Young Professionals Network
- Women Connect

Social Networks

“Go where recruiters go”



"It's not what you know, and it's not who you know; it's who knows what you can do." Joey Price, Author, speaker and CEO of [Jumpstart: HR](#)

LinkedIn...JOIN!

Create a full profile with “professional” picture



Key-word optimization – define your niche



Maximize group membership & contribute



Expand your network



Build recommendations



Use Boolean search methods

Resume/Interview/Offer



Resume Tips and Tricks

Reader-Friendly Layout – Word has templates!

Customize to Each Position

Objective and/or Summary

Education – Up front

Relevant Professional Experience

Zero Grammar & Spelling Errors

Cover letter – Yes! Definitely! Have one!

First impressions are lasting!

Cover Letter

Create specific to the position

Express interest in the position and company

Describe how your talent will benefit the company

Personalize soft skills, strengths, and passions

Setup in a one-page business letter format

End with a “call for action”

Interview - Preparation

Do homework on the company

Research salary range for location

Prepare questions and elevator speech

Ask what type of interview

Conduct “mock” interviews

Create a Career Portfolio

CAREER

- 1 – Career Summary and Goals
- 2 – Professional Philosophy
- 3 – Traditional Resume(s)
- 4 – Text Resume(s)
- 5 – Skills, Abilities, and Marketable Qualities
- 6 – List of Accomplishments
- 7 – Samples of Work
- 8 – Publications, Reports, Research
- 9 – Letters of Recommendation
- 10 – Awards and Honors
- 11 – Professional Development Activities
- 12 – Transcripts, Degrees, Certifications
- 13 – Military records
- 14 – Volunteering/Community Service
- 15 - References

PORTFOLIO

The Interview – Sell Yourself!

Dress for success

Firm handshake – first impressions

Be “**Humbly confident**”

Present a proposal or discuss a company article

Use STAR approach to answer questions



STAR Approach



S

Situation: Set the context of your story

T

Task: What was required of you

A

Action: What did you do

R

Results: What was the outcome

The Offer

- Consider “Total” package



- Analyze Pros and Cons
- Negotiate



Final Thoughts



Engineering Dual

Career Path

Career Mentoring,

Organization Development

CTO

Fellow

Vice
President

Senior
Architect

Director

Architect

Manager

Designer

Senior
Engineer

Engineer

Intern

Technical Mentoring

Architect Knowledge

Intelligent InSites Jobs in Demand

- Software Engineers
- QA Engineers
- Network Support
- System Integrators
- Technical Architects
- Solution Specialists
- Database Administrators
- Security Analysts
- UX Designers
- Data Analysts
- Business Intelligence Analysts
- Requirements Analysts
- Healthcare Informatics
- Project Managers
- Program Managers
- Web/Mobile Development

Lou's “Pearls” of Wisdom

Prioritize

Prioritize: *and balance different life roles (professional, personal); plan time in each.*
“To say you don’t have time isn’t a statement of fact; it’s a statement of value.”

Excellence in Whatever you do:

Always doing your best; look at a problem as an opportunity.
“Do what’s right even when no one is looking.”

Approach:

Approach: *You don’t have to like everyone, but be professional.*
“Treat others as you’d like to be treated.”

Relationships: *Build on trust & communication.*

“Actions speak louder than words.”

Look Forward & Laugh

Look Forward: *Better yourself, family, & the environment.*
Laughter: *A gift best shared; “Live, Laugh, Love!”*

Service before Self: *We are here to help others.*

“Do unto others as you would have them do unto you.”

Final Tips and Tricks

- Looking for a job is a “full-time” job
- Prepare a career portfolio
- Customize your resume to the position
- Include a cover letter
- Hold a “mock” interview with a trusted agent
- Prepare an elevator speech

Questions

