McCombs Career Webinar

Thursday, April 18, 2013
Personal Career Management & Development Strategies

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What is a Career?

The Definition:

- The individually perceived sequence of positions occupied by an individual during the course of one’s lifetime which can consist of several employers, different occupations, and various industries.

- The attitudes and behaviors that an individual associates with work-related activities and experiences.

- A path / a trail to follow

- “Boundary-less”
What is Career Planning?

- **The Definition:**
  - The efforts by an individual to become more aware of one’s own skills, interests, values, and opportunities, setting goals, developing plans, and managing the process effectively.

- **The Objective:**
  - Identifying career related goals
  - Developing plans, actions, and timelines for achieving these goals.
## What is Career Management & Development?

<table>
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<tr>
<th>The Definition:</th>
<th>The Objective:</th>
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<td>- A dynamic process that involves several specific activities including counseling, career pathing, inventorying of employee background, talents, and skills, determining developmental needs, training, and mentoring</td>
<td>- To take control of your career through a proactive process of self-assessment, research, and career planning</td>
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<td>- To gauge your potential for success in various career paths</td>
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<td>- To link organizational and individual needs to maximize success</td>
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# The ‘Real’ Goals of Career Development

**Primary Goals:**
- To be prepared for mobility
- To widen your viewpoint beyond the next company promotion to the broader opportunities in the marketplace
- To avoid a Career Plateau

**Secondary Goals:**
- To Attain Financial Success / Stability / Comfort
- To Balance Your Work and Personal Life
- To Feel a Sense of Personal Achievement
CAREER DEVELOPMENT STRATEGIES

- Use workbooks, workshops, seminars, etc.
- Get career counseling & coaching
- Complete career self-management training
- Take advantage of developmental feedback
- Maximize mentoring opportunities
- Develop an action plan and timeline

THE OBJECTIVES: LINKING

- Take control and ownership of your career
- Set goals and plan your career path
- Link your personal and professional career goals to organizational objectives to maximize your success

IDENTIFY CAREER OPPORTUNITIES & REQUIREMENTS

- Identify current & future skill & competency needs, job requirements, education level
- Determine possible job progressions and alternative career paths
- Consider the various alternatives: fast track promotion, lateral transfer, exist, entrepreneur, career change, etc.
- Maximize dual career path opportunities

GAUGE PERSONAL POTENTIAL

- Measure competencies (appraisals)
- Establish talent inventories
- Use assessment centers
- Experiment with different occupations / industries / positions of responsibility

Gauge Personal Potential

Identify Career Opportunities & Requirements

Linking Individual and Organization Needs

Career Development Initiatives

What is the Process?
Understand Your Personal Role in the Process

- It is your sole responsibility to manage your own career path.
- Only you can control the future of your professional development.
What are the Typical Stages of Career Development?

**Stage 5: Late Career (ages 55-retirement):**
Remain productive in work, prepare for effective retirement or change paths and become an entrepreneur.

**Stage 4: Mid Career (ages 35-55):**
Reappraise early career & early adulthood, reaffirm or modify goals, make choices appropriate to middle adult years, consider changing career paths.

**Stage 3: Early Career (ages 25-35):**
Learn job, learn organizational rules and norms, fit into chosen occupation and organization, increase competence, continuous learning, pursue goals.

**Stage 2: Organizational Entry (ages 18-25):**
Obtain experience via formal internship or apprenticeship, Obtain job offer(s) from desired organization(s), select appropriate job / career path, begin learning job.

**Stage 1: Preparation for Work (ages 0-25):**
Develop occupational self-image, assess alternative occupations, develop initial occupational choice, pursue necessary education (formal / technical / vocational).
PERSONAL CAREER MANAGEMENT & DEVELOPMENT

GENERAL STRATEGIES FOR ALL STAGES OF YOUR CAREER

Action Steps in the Process
ACTION STEP 1—
Link Individual and Organizational Needs

Organization’s Needs

Strategic
• Current competencies
• Future competencies
• Market changes
• Mergers, etc.
• Joint ventures
• Innovation
• Growth
• Downsizing
• Restructuring

Operational
• Employee turnover
• Absenteeism
• Talent pool
• Outsourcing
• Productivity

Career Management

Professional
• Career stage
• Education & training
• Promotion opportunities
• Promotion aspirations
• Performance potential
• Current & future career path
• Financial success / stability
• Sense of achievement
• Job Satisfaction
• Work / Life balance
• Etc.

Individual’s Needs

Personal
• Age / tenure
• Family concerns
• Spouse employment
• Mobility
• Outside interests

Etc.
ACTION STEP 2—
Identify Occupational Opportunities & Fit

- Job Competencies & Requirements?
- Job Progressions & Career Paths?
- Career Advancement Possibilities?
- Dual Career Paths Potential?
- Activities of Job Opportunity Inventorying
ACTION STEP 3—
Gauge Personal Potential

Career Planning Workbooks, Skills Tests, Personality & Preference Testing

Career Planning Workshops, Webinars, & Seminars

Individual Career & Image Coaching & Counseling Programs
ACTION STEP 4--
Maximize Formal & Informal Development Activities

- Inventory Your Talents, Skills, and Abilities
- Maximize Performance Appraisal Feedback
- Use Assessments to Determine Interests, Strengths, & Weaknesses
- Determine Personal Development Needs & Acquire Training
- Maximize Mentoring
Maximize Mentoring Opportunities

**GOOD MENTORS...**
- Listen and understand
- Challenge & stimulate learning
- Coach
- Build self-confidence
- Provide wise counsel
- Teach by example
- Act as role model
- Share experiences
- Offer encouragement

**GOOD MENTEES...**
- Listen
- Act on advice.
- Show commitment to learn.
- Check ego at the door.
- Ask for feedback.
- Are open-minded
- Are willing to change
- Are proactive.

**SUCCESSFUL MENTORING**
ACTION STEP 5—
Consider Alternative Career Paths

- Fast-Track Promotion
- Lateral Transfer
- Become an Entrepreneur or Change Careers
- Demotion Exit
- Exit
STEP 6—
Developing Your Personal Initiatives

- Create a 3-5 year Career Plan:
  - Set specific, achievable, realistic career goals
  - Define your plan and set quarterly objectives to achieve
  - Document your plan
  - Review your plan with your mentor / career coach regularly

- Set “SMART” goals and objectives:
  - Specific
  - Measurable
  - Achievable
  - Relevant
  - Time Bound
Your Individual Development Plan

- Personal Mission Statement
- Short Term Career Goals (1-2 years)
- Long Term Goals (3-5 Years)
- Strengths to Leverage
- Weaknesses to Develop
- Plan of Action to Follow
- Comments / Feedback to Consider

Rules to Follow

- Should be a clear link between personal mission statement and developmental plan
- Development in selected areas will have optimal impact on personal behavior change
- Desired actions and outcomes are specific, attainable, and stated in behavioral terms
- The listed activities create meaningful challenge
- Progress in completing the activities can be accomplished through daily or weekly focus and implementation
Creating An Individual Development Plan

- **Prioritize.** Identify development areas that will add the **greatest value** and make a difference.

- **Implement Something Every Day.** Make incremental progress. Spending even fifteen (15) minutes a day will make development a part of your daily routine.

- **Seek Feedback and Support.** Learn from others. Ensure that feedback is relevant to your development priorities.

- **Face your Barriers.** Address any barriers that may keep you from your developmental priorities.

- **Involve Others.** Find people who can help you in your development, solicit specific, candid feedback from them on both your strengths and weaknesses.

- **Take Time to Reflect.** Ask yourself what worked and what didn’t work, and why.

- **Transfer Learning into Next Steps.** Continue to focus on mastering a specific area, and then share this knowledge by teaching it to others.
PERSONAL CAREER MANAGEMENT & DEVELOPMENT

SPECIFIC STRATEGIES: ACTION STEPS FOR EACH STAGE OF YOUR CAREER
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<tr>
<th>Stage 5: Late Career (ages 55-retirement):</th>
<th>Remain productive in work, Be adaptable, Demonstrate your experience / value / worth, Be a mentor / role model, Consider contract work, Become an entrepreneur, Work for a non-profit, Work part-time, Consider a demotion / a step back, Consider semi-retirement / trail retirement, Be financially &amp; emotionally prepared for retirement</th>
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<td>Stage 4: Mid Career (ages 35-55):</td>
<td>Be willing to take risks, follow your passions, volunteer, continue your education / sharpen technical skills, strive to avoid the Career Plateau, consider contract work, consider lateral transfer, be prepared to adapt to changing circumstances, start your own business / become an entrepreneur, be a mentor, stay active</td>
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<td>Stage 3: Early Career (ages 25-35):</td>
<td>Strive for a promotion, differentiate yourself, cross-train, ask for more responsibility, duties, projects, take advantage of organizational training / tuition reimbursement programs, be open to opportunities, volunteer, work part-time / ‘moonlight”, learn from your failures, be aware of your flaws, have a plan</td>
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<td>Stage 2: Organizational Entry (ages 18-25):</td>
<td>Network constantly, Be visible to upper mgmt, continue your education / skill development, become an expert at your current job, learn the skills for the next level position, be patient, check your ego, be prepared to ‘pay your dues’, use the first job as a ‘stepping stone’, learn what you don’t like</td>
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<td>Stage 1: Preparation for Work (ages 0-25):</td>
<td>Learn a skill, determine your strengths / weaknesses, determine your passions / interests, assess the macro environment / conduct trend analysis, take a part-time job or an internship / apprenticeship, volunteer, network constantly, cast a wide net, be open minded, practice interviewing skills, research many organizations, be flexible and realistic</td>
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Conclusion

- Managing your career is your responsibility—not your manager’s or your company’s.
- Contributing to your company’s success will ultimately lead to your personal success.
- Practice continuous learning. Never stop developing your professional and technical skills and abilities.
- Be prepared to adapt to changing circumstances. If you cannot adapt to change you will not thrive in your career.
- Create a 3-5 year career plan. Set objectives quarterly. Track your progress. Get regular feedback. Adjust your plan accordingly. Repeat.
Best Practices for New Hires

Communicate Effectively
- Be aware of your communication weaknesses and maximize your communication strengths
- Understand others’ communication strengths and weaknesses
- Be conscious of how you interact with and your impact on others
- Refrain from communicating in ways that cause you to appear inexperienced or unprofessional.

Keep Your Personal Life Personal
- Understand that boundaries exist between your personal and professional lives.
- Refrain from taking care of personal business on the job.

Develop Effective Relationships
- Find the right mentor for you.
- Participate in activities that make you visible.
- Build a personal database of contacts.

Be a “24 / 7 / 365 Professional”
- Develop your appropriate and professional persona.
- Manage your emotions.
- Build credibility.
- Embrace high ethical standards
- Treat others with courtesy, dignity, and respect.

Manage your Professional Image and Reputation
- First impressions create a lasting impression.
- Professional Dress and Personal Appearance

Manage Office Politics
- Learn the company culture and how things are done.
- Determine what you must do to earn credibility and respect from your co-workers. Support your boss.
- Do not participate in or perpetuate gossip.

Learn the Art of “Self-Promotion”
- Be comfortable sharing your poignant success stories.
- Be confident versus arrogant. Be genuinely you.

Have Appropriate Expectations & Attitudes
- Be prepared to pay your dues & earn your place in the system.
- Lose any attitude of entitlement and superiority.
- Appreciate the value of being an ‘entry level’ employee
- Do what it takes to get the job done.

Embrace your New Role
- Understand that you are in a process of transition.
- Appreciate how much there is to learn. Continue learning.
- Take responsibility for your own mistakes and take corrective action as soon as possible.
- Take initiative. Ask for additional responsibilities.

Financial Advice
- Only live LARGE if you can pay for it in cash.
- PAY OFF YOUR EXISTING DEBT. Budget each month to pay twice the minimum monthly payment for each debt.
- INVEST IN YOUR EMPLOYER’S 401k PLAN
BEST PRACTICES FOR WOMEN

1. Address conflict or problems immediately.
2. Clearly define your role at work in your position and the expectations of your boss within the first month of working in that position.
3. Be present, engaged, and participate. “Sit at the Table” and be recognized.
4. Learn the art of self-promotion. Use it!
6. Understand that it is okay to make a mistake once. Making mistakes is the best way to learn.
7. Learn to be courageous. Ask for what you want and need to be successful.
8. Do your best to truly balance your work and personal life.
9. Find a significant other that respects your career and is willing to be a true ‘50/50 Partner’.
10. Maximize your feminine strengths without using your sexuality. Dress professionally and conservatively.
Career Development Resources

- Carl G. Jung's theory / The Meyer's Briggs Typology of the 16 Psychological Types—Take the personality test for free at http://www.humanmetrics.com/cgi-win/JTypes1.htm

- Professional career counselors administer interest inventories to their clients. The Strong Interest Inventory is widely used. The computer scoring of the Strong inventory also yields scores for Holland’s categories.

- The newer Campbell Interest and Skill Survey (CISS), as the title indicates, measures skills as well as interests, thereby furnishing a more complete objective evaluation for the individual.

- A valuable source of information about long-term opportunities in career fields is the Occupational Outlook Handbook, available in virtually all libraries. Published by the U.S. Department of Labor, it is considered an authoritative source of information about occupations.


- www.LeanIn.org

Free Career Advice

Career Webinars

The University of Texas McCombs School of Business, Austin, Texas
Alumni Resources Network
Volunteer Presenter
2010--Present

“Acing the Employment Interview”
https://meeting.austin.utexas.edu/p83189528/
April 27, 2010

“Win-Win Negotiations”
https://meeting.austin.utexas.edu/p67654174/
May 25, 2010

“Tips & Tactics for Career Success”
https://meeting.austin.utexas.edu/p64675740/
June 29, 2010

“Navigating the Job Search Process”
https://meeting.austin.utexas.edu/p31133638/
May 18, 2011

“Effective Networking Tips and Techniques”
https://meeting.austin.utexas.edu/p7kxx7jcx5z/?launcher=false&fcsContent=true&pbMode=normal
August 16, 2012

University of Texas McCombs Alumni Network Resources Page:
http://www.mccombs.utexas.edu/Home/Alumni/~/link.aspx?_id=95E3F18882FF46CEA4117BCB7E397F75&z=z#tab-pane2
Sources of Information:

- Managing Human Resources, 12e, by Bohlander/Snell/Sherman © 2001 South-Western/Thomson Learning
- 2008-2012 Career-Change-Confidence.com
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:
  
  [http://www.mccombs.utexas.edu/Alumni/Career.aspx](http://www.mccombs.utexas.edu/Alumni/Career.aspx)

- Questions or comments should be directed to:
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