

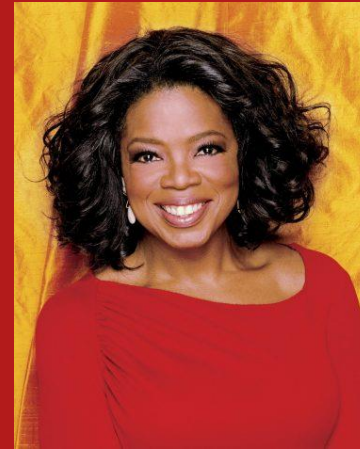


Johnson  
Cornell  
SC Johnson College of Business

# Proactive Career Management: Getting Ahead

April 4, 2019

Presented by Ellis Chase



# Proactive Career Management

## Agenda:

Maintaining and Building  
Internal and External Networks

Some Thoughts About Social Media

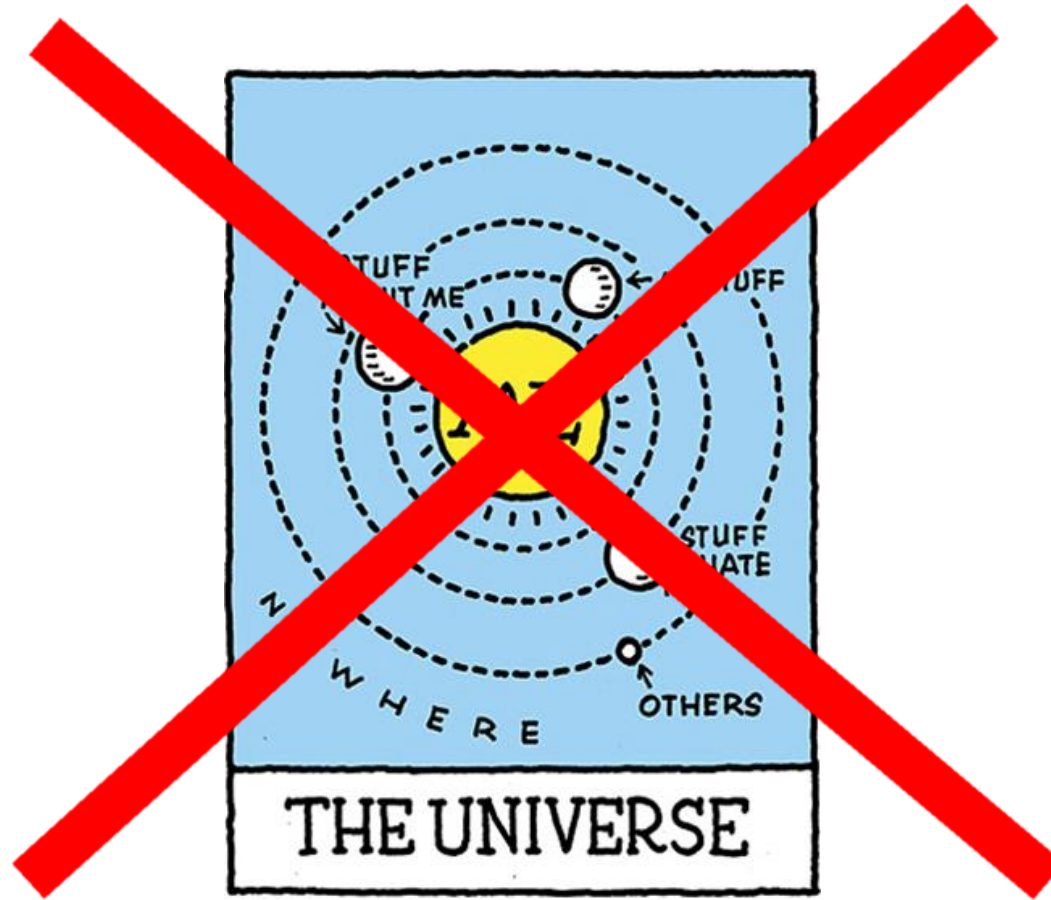
Active Listening

# Network Building



**NETWORKING**  
**IS**  
**EVERYWHERE**

# Network Building



# The Negotiating Mindset

**W**hat's **I**n it **F**or **T**hem

**WIF**

**TMA** Member  
of Your  
Recruiter  
Personnel



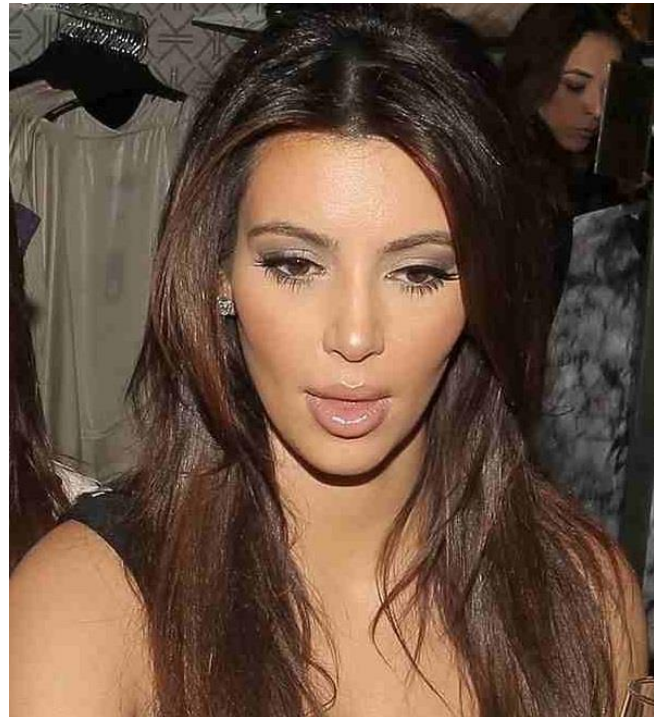
# Network Building

Never Say The Word  
**“NETWORKING”**  
(In Public)



# Network Building

The Networking Process: Personal Style  
It helps to be an Extrovert, but...



# Network Building

## The Networking Process: Contexts

### Networking in a Social or Professional Setting





# Network Building

- **INSIDE COMPANY**

- Attend company functions and happy hours
- Meet someone new at each company meeting
- Join a committee or company team
- Stay active in professional organizations

- **OUTSIDE COMPANY**

- Volunteer in your community
- Alumni Club
- Join a club (running club, basket weaving, wine tasting)
- Online resources – keeping up in your field

# Network Building

- **Sunshine**
- **Light**
- **Success**



# Network Building

## A Word About Mentoring...



# Network Building

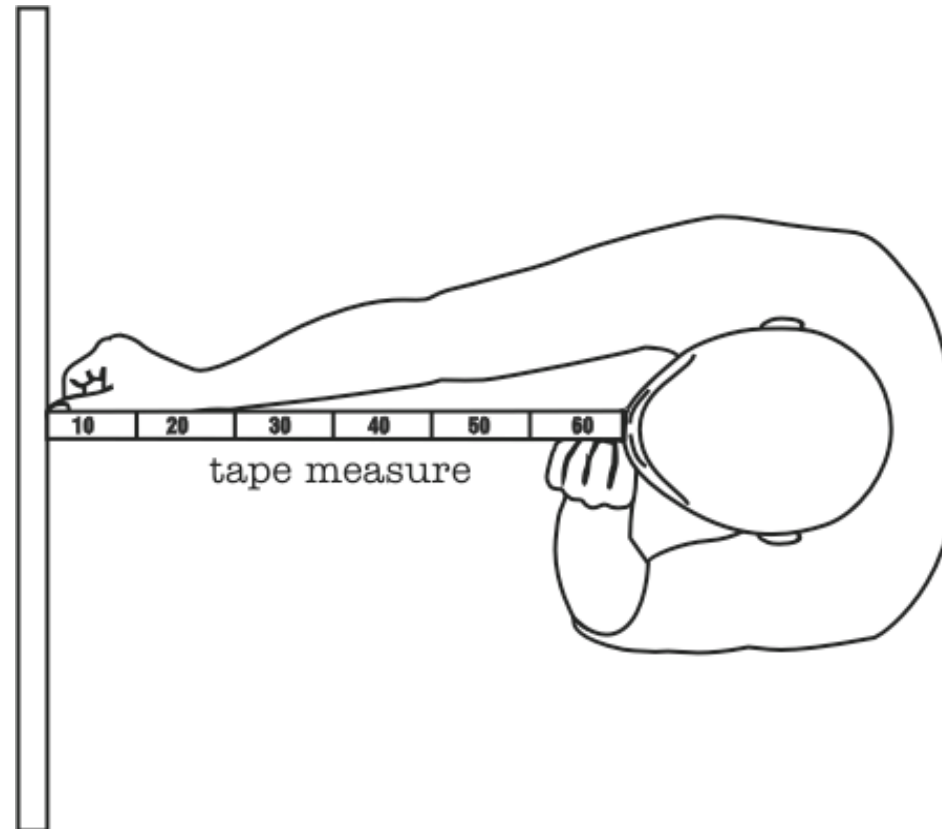
## Open Communications with Management

- Established at initial negotiations?
- Email?
- Verbally?
- Consistency
- Short, concise, and big picture

# Network Building

## The Networking Thing (internally)

- Arm's Length Networking





# Network Building

## Family

- Two options for avoiding old patterns:
  - Psychotherapy
  - Behavioral changes



# Network Building

## Top Ten Characteristics of Leadership

- Constant self-improvement and desire to learn
- Proactive, not reactive / self-motivated
- Active listening
- Presentation skills / clear communications
- Creating perception of confidence and belief
- Positive attitude / enthusiasm / motivating
- Business / telephone / email / general etiquette
- Conflict resolution skills
- Delegation skills
- Time management and prioritization

# Network Building

## First Impressions



# Network Building

Date: Thursday, 1/14, 1:08 pm

To: Ellis Chase

From: Peter Griffin

Subject: No Subject

I want a job in general management. Resume to follow.

Date: Monday, 2/11, 3:52 pm

To: Ellis Chase

From: Meg Griffin

Subject: RE: Appointment Confirmation

Hi Ellis,

Thanks for confirming the appointment. Very much looking forward to talking with you, and to kick-starting my process. I've attended some of the webinars, and so far what I've learned confirms what I've been thinking: that I might want to consider leveraging my healthcare background into some kind of marketing role. Not sure how to get started with all of that, and was hoping to get a bit of an overview from you.

See you Friday!

Sincerely,

Meg Griffin

# Social Media

- Avoid the Common Mistakes:
- Stay on top of your profile and continuously update.
- Reach out to others and personalize your invitations (think customized, not generalized).
- Participate in groups.
- Continuously work to build network.
- Take advantage of the search function.





# Social Media

## Be Aware:

**46% of people search names of business associates or colleagues on the Internet before meeting them.**

**93% of recruiters use search engines to learn about candidates.**

**58% of recruiters report that they have eliminated candidates based on information they found online.**

# Social Media



# Social Media

- Control how you are perceived: start a blog or engage in online discussions appropriate to your profession.
- Search for yourself regularly, and consider using reputation management tools like Trackur, Google Alerts, Technorati, MonitorThis, Naymz, etc.
- Use Facebook's privacy controls (especially friend lists).
- If you don't want your mom or boss to see it, keep it private.
- Strike a balance between sharing and over-sharing.
- Restrict who can find your Facebook profile (via Facebook and Google)
- Tweet to others as you would want to be tweeted!
- Remember: your online efforts won't do any good if you have a bad reputation in the offline world.

# Active Listening

What makes someone a BAD listener?

- Interrupts
- Finishes sentences
- Brings topic to oneself
- On phone: multi-tasks during call



# Active Listening

- Attending
- Encouraging
- Confirming (paraphrasing)
- Acknowledging (reflective listening)
- Body Language (“Listening with the third ear”)
- Clarifying Questions (open versus closed)





# Proactive Career Management

## Agenda:

Maintaining and Building  
Internal and External Networks

Some Thoughts About Social Media

Active Listening

# Coming Attractions / Webinars!

- **Keeping Your Brand Current – Pitch, Resume, LinkedIn**

Monday, April 8, 12-1 pm ET

- **Social Intelligence for Career Mobility: Communicating with Impact**

Thursday, April 11, 8-9 pm ET

- **The Art of Salary Negotiations and Reviews**

Monday, April 15, 12-1 pm ET

- **Career Transition in the Next Phase of Your Career: The 30,000-Foot View**

Thursday, April 18, 8-9 pm ET



# Q&A / Additional Resources

- **Alumni Career Resources**
  - <https://www.johnson.cornell.edu/Alumni/Career-Services>
- **Alumni Directory**
  - <https://cornellconnect.cornell.edu/>
- **Quick Guide for Effective Interviewing**
  - <https://tinyurl.com/interviewingquickguide>

