Social Intelligence for Career Mobility: Communicating with Impact

April 11, 2019

Presented By Ellis Chase
The Art of Salary Negotiations

Agenda

- Why so important?
- Introduce Yourself
- Cell Phones
- Cover Letters and Email
Why So Important

NETWORKING IS EVERYWHERE
Introducing Yourself

• Handshake
• Eye contact
• Confidence
• Your Name
  — Speak slowly! (No mumbling!)
  — If your full name is long or difficult to understand…
    • Joke about it (i.e. "I know it’s a mouthful…") and restate your name
    • Cite a famous person or common word that shares your first or last name
    • “You can call me…”
    • “My name rhymes with…”
Cellphones

Obvious, but worth repeating...

- Avoid checking messages unless expecting an “urgent” call. If you are expecting such a call, forewarn people.
- If you must take a call, excuse yourself and walk away from the meeting area.
- Everyone can hear your conversation.
- Voicemail message clear and professional.
- If working in a cubicle, limit the number of calls you make and receive out of respect for your neighbors.
- During meetings, place phone in your pocket or briefcase, unless you need to refer to your calendar.
- Don’t check your phone during meetings and don’t answer emails.
Debbie,

I CANNOT BELIEVE THAT IT’S THURSDAY AND THIS STILL ISN’T RESOLVED. As of last Friday you told me you were working on the wording of ONE sentence – WHAT HAPPENED that would make us lose an ENTIRE WEEK?

I didn’t think I needed to tell you how important this project is for Management – SO I’m telling you NOW. Losing these days will DELAY the results to Management. I AM STRESSING TO YOU THAT THIS MUST BE RESOLVED SOONER THAN IMMEDIATELY!! EXPEDITE approval so that John can start pulling names TODAY!!! PLEASE do not delay this further.

Susan
Dear Marianne,

I am a Managing Director in the Healthcare M&A advisory practice at Long Partners, a boutique investment banking firm, which I joined in October, after nine years in the healthcare investment banking group at Deutsche Bank.

In light of my longer-term career objectives, I have been researching corporate-side financial officer opportunities in the broader healthcare arena. As part of this effort, I am researching other professionals’ thoughts on this type of transition.

In this context, I met with Jack Marson, Deputy CFO at Bristol Myers-Squibb (and a fellow alum of Johnson). Jack suggested that I contact you; he felt that we had much in common to discuss and that it might be useful for us to meet.

I would very much appreciate the chance to make your acquaintance and benefit from your insights. I will contact your office to see if it would be possible to arrange a convenient time to meet briefly.

Looking forward to connecting soon,

Jon Wen
Hello Ellis,

A past client of yours suggested I network with you. I have been working in various capacities as a general manager and as a management consultant for about 12 years. While I enjoy my work, several of my friends and colleagues have been aggressively urging me to move into the executive coaching field. While have little training in this space, I have done quite a bit of it for a number of years through my consulting work and my professional network. If you have time, and interest, I would like to speak with me about what brought you to Exec Coaching.

Please let me know if you are interested, and your availability for a telephone call.

Thank you,

Nicole Woodard
Hi Ellis,

I have sat in on various programs that you have conducted and I have enjoyed them. I have made numerous changes to my resume that you have recommended to the group, including moving to two pages in situations like mine.

I am not sure if you could comment on “at a distance” resume review via email within your department. Is that bad form? Do you review resumes like this?

Thanks for your help.

Rob Porter
I haven’t been able to attend any of the classes and haven’t met with anyone in your group yet and I’m about to graduate and I’m not sure what I want to do and I need help immediately, so could someone get back to me today so that I could set up an appointment tomorrow during the lunch break, this is a really urgent situation, I need to change my job immediately because I haven’t felt good about it for years.
iPhone:

For those planning to watch the salary web inane, are you all set with login info?
LinkedIn

Matthew Jameson has indicated you are a Friend:

Hi Liz,
Sorry for wasting your valuable time by sending an invite.
Well, I am an aspiring student for MBA and studying in NYU Stern School is my biggest dream.
I would like to connect to you so that I know more about the School and people around.

Warm Regards,
Matthew
Hi Jim,

Unfortunately, we already have candidate with better match for position.

Al
Emails

Speed Kills

- Timely response; quick acknowledgement
- Proofreading – grammar, punctuation, and, especially, TONE
- Courtesy – salutation, closing
- Length/business style
- Check the recipient before “Send” – and read again
Legal Issues

• Insensitive words
  i.e. “the girls,” “idiot boss”

• Unnecessary personal descriptors
  i.e. “Irish,” “older,” “overweight” *(are these really necessary?)*

• Humor or sarcasm - Can easily backfire or be misinterpreted

• Anger - Wait at least 24 hours

• Sexual language/innuendo - Nothing sexual. Ever. This is called
  “career suicide,” or “please fire me”

• Profanity or references to violence
  i.e. “I could kill her,” “This is one person the world could do without”

• Updating the previous person’s subject line
  i.e. “The Career Management people don’t have a clue”

• Confidentiality

Legal Issues adapted from Alan Sklover’s “Avoid These Digital Disasters”, Skloverworkingwisdom.com
Social Intelligence

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Q & A / Additional Resources

• Alumni Career Resources
  https://www.johnson.cornell.edu/Alumni/Career-Services

• Alumni Directory
  https://cornellconnect.cornell.edu/
Coming Attractions/ Webinars!

• **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