



Johnson
Cornell
SC Johnson College of Business

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.



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

Emails

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

Emails

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 I 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

Emails

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

Emails

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.

Emails

iPhone:

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

Emails

Communication #1

Thursday, 1/14, 1:08 pm

To: Liz Colodny, EMBA Career Development

Format: LinkedIn Invitation

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

Emails

Hi Jim,

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

AI

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/>



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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



Q&A / Additional Resources

