Setting the Foundation for Career Success

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Success Secrets

Your business success comes from:

- **Your Knowledge (15%)**
- **Your People Skills (85%)**

Some experts estimate that 15% of your business success comes from your skills and knowledge, while 85% comes from your ability to connect with other people and engender trust and respect.

*Study by Harvard University, the Carnegie Foundation and the Stanford Research Institute*
New Management Recruits

Management Failures (40%)

Primary reason for failure: their inability to build good relationships with peers and subordinates

Management Successes (60%)

Manchester Partners Study
At all times, your potential employers, customers, partners and colleagues are forming initial impressions of you. You want this to be your unique value.
Impressions Activity

What impression or brand image do you want to create in your career?
Activity
Roadmap to Success

Financial Roadmap
For Living Life on Purpose

What's Important to You?

Milestones

Where I Am Today

Milestones

Milestones
Getting to Your Destination
Start with Potential Future Employers

• What are their issues today?
• What are the department’s challenges?
• Probe:
  • That’s interesting…
  • Can you tell me more..
  • Help me to understand
What is your UNIQUE Value

What you like to do

Motivated skills

What you do well

Your value

Company needs
Building your Brand

• Consistently demonstrate professionalism
• Leverage social media to show and share your expertise
• Develop crisp elevator speech to communicate your value and brand
  • Introduction – your name and company / role
  • Value you bring to an organization or department
  • Example or testimonial
  • Commitment to follow-up
Avoid the Fatal Career Faux Pas

### Basics
1. Arriving late
2. Being unprepared in meetings
3. Multi-tasking (not paying full attention)
4. Over committing and under delivering
5. Excessive (i.e. inappropriate) mixing of personal and business life

### Communications
6. Failing to respond responsibly to voice mails and e-mails
7. Over talking and under listening
8. Not using most effective mode of communication
Business Communications
Difficulty of Good Communications

Believing is seeing

Your Mental Map of Reality

Beliefs
Values

Area of Good Understanding

Others Mental Map of Reality

Beliefs
Values
Communication Challenges Increase with Modes
Frequent Issues with Corporate e-Mails

- Content is too long, too wordy or hard to read
- Content is disorganized
- E-mail contains misspelled words and grammatical errors
- Critical information is missing or hard to find
- Desired action or response is missing or hard to find
- Subject line is blank, unclear, incomplete or misleading – no Re:Re:Re type heading
- Mis-use of reply all
- Sending entire e-mail threads when forwarding
Three Final Words on E-Mail

Edit
Proofread
Improve
# Guidelines for Selecting Mode of Communication

<table>
<thead>
<tr>
<th>Format</th>
<th>Advantage</th>
<th>Disadvantage</th>
<th>Sample Uses</th>
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<tbody>
<tr>
<td>Face to Face</td>
<td>• Real time response&lt;br&gt;• Two-way communication&lt;br&gt;• Allows relationship building&lt;br&gt;• Can to read non-verbal cues</td>
<td>• Difficult to schedule&lt;br&gt;• Takes more time&lt;br&gt;• Harder to control time</td>
<td>• Performance feedback&lt;br&gt;• Negotiation&lt;br&gt;• Communicating complex topics</td>
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<tr>
<td>Video Conference</td>
<td>• Real time response&lt;br&gt;• Two-way communication&lt;br&gt;• Visual as well as voice connection&lt;br&gt;• Cost effective method for long distance communication</td>
<td>• Difficult to schedule&lt;br&gt;• Requires equipment&lt;br&gt;• Lacks personal touch</td>
<td>• When face-to-face meeting is not possible&lt;br&gt;• Discussions&lt;br&gt;• Meetings&lt;br&gt;• Presentations</td>
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<tr>
<td>Text Messaging</td>
<td>• Availability from multiple devices&lt;br&gt;• Easy to use&lt;br&gt;• Immediacy/Real time&lt;br&gt;• Two-way communication&lt;br&gt;• Can speed up information exchange and decision making&lt;br&gt;• Reduces telephone usage&lt;br&gt;• Available from multiple devices</td>
<td>• Security&lt;br&gt;• More expensive than IM&lt;br&gt;• May carry virus or worm&lt;br&gt;• Easily misused&lt;br&gt;• May be too informal for specific business situation&lt;br&gt;• Need Internet or mobile access</td>
<td>• Urgent notification&lt;br&gt;• Text message broadcast&lt;br&gt;• Brief collaboration</td>
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<tr>
<td>Phone Call</td>
<td>• Real time response&lt;br&gt;• Two-way communication&lt;br&gt;• Spontaneous&lt;br&gt;• Easy to schedule</td>
<td>• Can’t get non-verbal cues&lt;br&gt;• No written record&lt;br&gt;• Allows distractions/multi-tasking</td>
<td>• Discussions&lt;br&gt;• Discovery&lt;br&gt;• Arrangements</td>
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<tr>
<td>E-mail</td>
<td>• Fast and efficient&lt;br&gt;• Not time dependent&lt;br&gt;• Can edit before sending&lt;br&gt;• Thread of associated e-mails</td>
<td>• One-way communication&lt;br&gt;• Easily misunderstood&lt;br&gt;• Impersonal&lt;br&gt;• Can’t judge impact of message</td>
<td>• Request or provide information&lt;br&gt;• Communicate or clarify details&lt;br&gt;• Scheduling a meeting</td>
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Importance of Networking

“A supportive system of sharing information and services among individuals and groups having a common interest"
Networking Tips

• Jump on the “Brand Wagon”
• Impress with your impression
• Know you desired outcome
• Small talk
• “Work” the event
• Business cards
• Keep in touch
Tips for Building Strong Relationships

In today's world relationships have become a sustainable competitive advantage and a core capability that can be nurtured and leveraged throughout your career

• Invest in your professional relationships:
  • Touch base frequently
  • Pick up the phone
  • Pay it forward with help
  • Become a resource
  • Write a note
  • Tailor your approach
  • Leverage social media to stay in touch
Summary

- You have one chance to make an impression
- Define your road map for success
- Your unique value
- Avoid Fatal Faux Pas
- Importance of communication
- Effective networking for success
Action Plan

I commit to completing the following actions within the month:

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<th>Action</th>
<th>Completed By</th>
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“Thanks to Next Step we now have the right team, sales process and marketing resources in place for peak performance despite the current economic conditions.”

Amir Zoufonoun CEO Exalt Communications
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