Engineering Your Career

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What do I want?
Typical answers

- A job
- A better job
- More money
- Job security
- Better benefits
- Etc

*These are not the answer – these are characteristics of the answer!*
We want a purpose
- people to serve
- a role to play

To make a difference!
"There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it."

- Napoleon Hill
“You can never find your passion as long as you are driven by money.”
- Tim Taylor
Engineer Your Career


2. Network with power.

3. Increase your value.
Networking with power

- Power networking works!
  - 86% success rate
- Answering job ads
  - 7-20% success rate
Networking secrets

• Decide what you want
• Who is doing it now?
• Contact them and interview them
  • Use your network
  • Make creative contact
  • Cold call
• Always ask
  • “What do you love about what you do?”
  • “What do you hate about what you do?”
• Follow-up! (DO NOT SEND RESUME!)
• DO NOT TAKE A JOB OFFERED!
Continuous networking secrets
-- Always be building your network

- Avoid cubicle insanity
- Take a lunch
- Be a hero
  - Use professional orgs wisely
- Under promise and over deliver
Become more valuable

Only two ways to get more $

- work more hours
- become more valuable
Become more valuable

- We are all free agents
- No such thing as a job market
- How do I add more value to my customer?
  - Who is my customer?
  - What does my customer care about?

How can I save them money?
How can I do more with less?
How can I generate more income?
Engineering You Career
- starting resources

• Purpose
  • Blueprint for Life, www.blueprintforlife.com, Andy Stanley
  • Seven Habits Of Highly Effective People Stephen R. Covey

• Networking
  • How to Win Friends and Influence People Dale Carnegie
  • What Color Is Your Parachute? Richard Bolles
• Information Engineering and Management
• MSEE Degree
• Executive format
• Weekend program
• www.uab.edu/iem
• Informational Meetings in Spring
What do I want?