

10 Vital Strategies to Maximize Your Career Success!

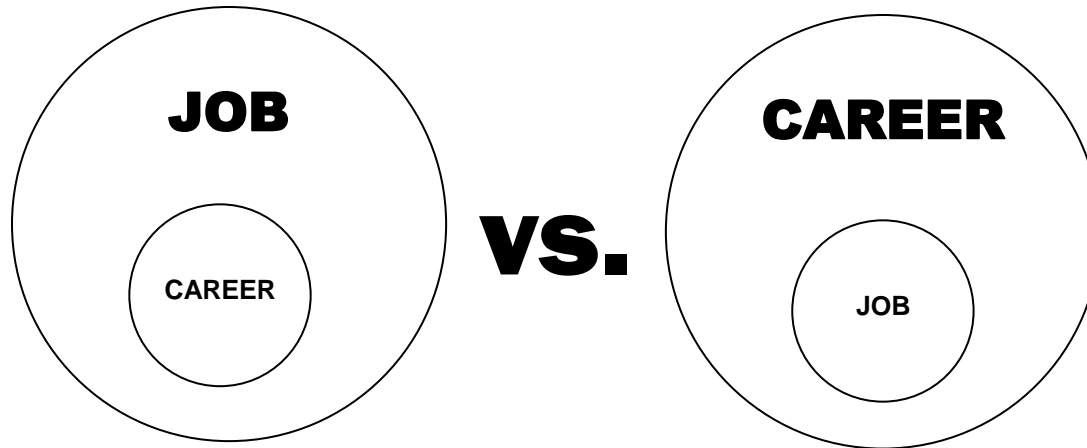
Ford R. Myers
President, Career Potential, LLC



(610) 649-1778 www.careerpotential.com contact@careerpotential.com

Copyright © 2020, Career Potential, LLC. All Rights Reserved.

The New Career Reality



QUIZ:

Who is Responsible for Your Career?

- Human Resources
- My Manager
- Recruiter
- Executive Search Firm
- Career Consultant
- None of the Above



10 Vital Strategies

1. Keep All Your Career Documents Up to Date
2. **Make Time for Networking**
3. Take Leadership Roles in Associations and Organizations
4. **Write Articles and Do Presentations**
5. Continue Your Professional Development

10 Vital Strategies

(Continued)

- 6. Research and Be Aware of the Competition**
- 7. Offer to Help People in Your Network**
- 8. Look for New Jobs and Investigate Other Opportunities**
- 9. Always Ask Yourself, “How Can I Contribute More?”**
- 10. Practice Your Interviewing, Negotiating and Related Skills**

1: Keep All Your Career Documents Up to Date



vs.



Career Documents and Tools Include ...

- **Accomplishments Stories**
- **Positioning and Departure Statements**
- **Professional Biography / Career Profile**
- **Target Company List**
- **Contact List**
- **Professional References List**
- **Letters of Recommendation**
- **Testimonial Comments**
- **Networking Agenda and Script**
- **LinkedIn Profile / Web Presence**
- **Personal Web Site (Optional)**
- **Tracking / Organizing System**
- **Resume**

This is your “self-marketing portfolio.” Use the right tool at the right time with the right person for the right purpose!

2: Make Time for Networking



Networking Goals

- **Schedule face to face meetings with “centers of influence” – and phone calls with all others**
- **Follow a clear agenda and direct the meeting**
- **Get at least three to five names from each person**
- **Leverage social media / networking web sites extensively**
- **Attend select networking functions and business events**
- **Make this meeting the start of an on-going dialogue**
- **Three criteria must be met for networking success:**
 1. You get information / guidance / input / advice / feedback
 2. You get names / contacts / referrals / introductions
 3. The other person gets as much value as you did, and is just as glad they attended as you are

Networking Steps

- The Ask
- The Do
- The Follow-Up



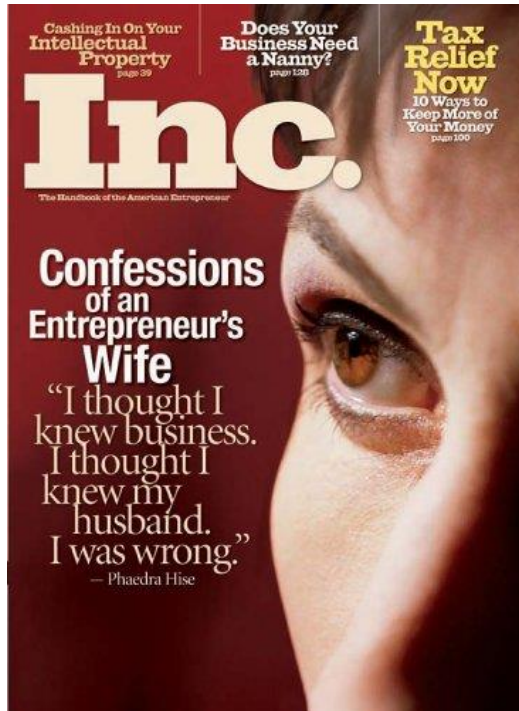
Networking Tips



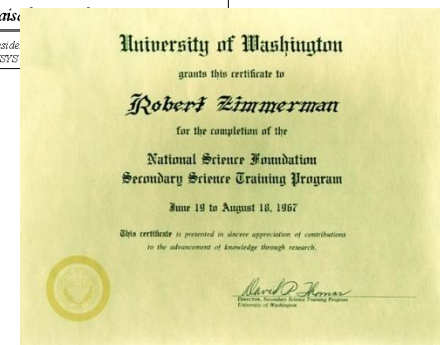
3: Take Leadership Roles in Organizations



4: Write Articles and Do Presentations



5: Continue Your Professional Development



6: Research and Be Aware of the Competition



7: Offer to Help People in Your Network



8: Look for New Jobs and Investigate Other Opportunities



9: Always Ask “How Can I Contribute More?”



10: Practice Your Interviewing, Negotiating and Related Skills



Practice Your Interviewing Skills



**Contribute More + Practice More =
Negotiate for More!**



Dig Your Well Before You're Thirsty

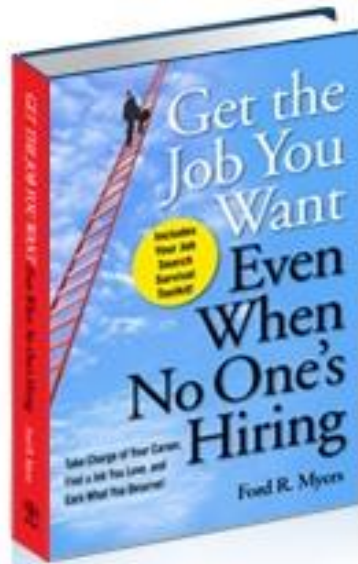


Best-Selling Career Book

The **ONLY** Comprehensive Manual For Job Search
and Career Management in Tough Times

Get The Job You Want, Even When No One's Hiring

Available on Amazon.com and wherever books are sold!



10 Vital Strategies to Maximize Your Career Success

THANK YOU!

Ford R. Myers
President, Career Potential, LLC



(610) 649-1778 www.careerpotential.com contact@careerpotential.com
Copyright © 2020, Career Potential, LLC. All Rights Reserved.