So You Wanna Career?

Developing a Career Near the End of Your Degree

How to Get your Dream Job

FACT:
Your dream job exists and they will hire you.

HOW TO GET THE JOB:
1. Locate the job opportunity.
2. Make them want to hire you.
Outline

• One Year Schedule
• Steps for Career Development
  – Step 1: Personal branding
  – Step 2: Professional identity
  – Step 3: Professional networking
  – Step 4: Write your resume/CV
  – Step 5: Job search
  – Step 6: Applying, interviewing, and negotiating
  – Step 7: Keep doing and refining all of the above
• Tips for Career Success
• What to Expect on the Job
• Conclusions

Philosophy

• This is not just about finding a job.
• Career development is a continual task, even if you are already happily employed.
• Be honest with yourself.
One Year Schedule

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You now.

You then.

STEP 1 –
PERSONAL BRANDING
What is a Personal Brand?

What is unique and special about you that will get you hired and guide your career?

1. Create your brand.
2. Position your brand uniquely.
3. Manage your brand continually.

The Four Quadrants of a Personal Brand

**Personal Brand Statement**
- 1 to 2 sentences
- What value do you provide?
- Whom do you do it for?
- How are you unique at doing it?

**Goals and Objectives**
- What do you want to do?
- Where do you want to be?
- Now and future.

**Differentiators**
- List your unique and valuable attributes.
- These are the reasons you will get hired.

**Personal SWOT**

**Strengths**
- Creative
- Good speaker
- Good actor
- Modeling and simulation
- Design theory
- Proposes

**Weaknesses**
- Shy
- Poor listener
- Disorganized
- Numerical
- Verbal

**Opportunities**
- Networking
- No need
- More
- Build lab more
- Collaborate more

**Threats**
- Probs with more experience
- Probs with more lab
- Probs with better
- Political connections
Things to Think About

• Think more about what you want to be rather than what you are now or think you will be.
  – What brings you true happiness?
  – Where does your passion point you?
  – Write down specific goals and objectives
  – Examples: “Be a college professor,” “Be a CEO”, etc.

• What should your brand convey?
  – Technical skills? Leadership skills? Creativity? Strong ethics?
  – What adjectives should people associate with you?
  – What market are you focusing on?

• Where are you now?
  – How are your branded now? How do people currently perceive you?
  – How is this different than what you want your brand to be?
  – Think about the differences.

Research Research Research

• Identify people who are successful or who are doing what you want to do.
  – What are they doing?
  – How do they do personal branding?

• Identify your competitors
  – How are you different, special, or better than them?
  – How are they different, special, or better than you?
Personal SWOT Analysis

- **Strengths**
  - What puts you above your competition?
- **Weaknesses**
  - What holds you back?
  - What about you may stop you from getting a job?
- **Opportunities**
  - What weaknesses and threats can you overcome?
  - How?
- **Threats**
  - Who is better than you?
  - Why?

**Strengths**
- Creative
- Good speaker
- Good writer
- Modeling and simulation
- Device theory
- Proposals

**Weaknesses**
- Shy
- Poor listener
- Disorganized
- Variational methods

**Opportunities**
- Networking
- Win more money
- Build lab more
- Collaborate more

**Threats**
- People with more experience
- People with more lab resources
- People with better political connections

Funnel Test

The funnel test is used to help clarify your personal passions and purpose.

- Start with defining what you are most passionate about.
  - Family
  - Environment
  - Power and Energy
  - Device Theory
  - Antennas
  - Optics
  - Etc.
- Next, define your “tone”
  - Eccentric
  - Aggressive
  - Curious
  - Etc.
- Lastly, define the purpose of your career and being.
  - Pioneer 3D printed electromagnetics
  - Create an open learning environment that nurtures new concepts.
  - Develop the technology to feed the world
Example Funnel Test

College professor doing research in 3D printing and electromagnetics?

I want to motivate students and to mentor them through high-risk/high-payoff research in 3D printed electromagnetics.

Personal Branding Statement

• Length
  – 1 to 2 sentences.
  – You should be able to say it with one breath.

• WOW Factor
  – Make it exciting and surprising!

• Understandable
  – An 8 year old should be able to understand it.
  – No jargon or technical words

• Unique
  – Unique to you and should not sound like other people.

• Deliver with confidence
  – Put it on the top of your resume, webpage, and business card. Say it.

• Leave them wanting more
  – The statement is only a teaser and that will make them curious about you.

• Catchy, memorable, and repeatable
  – You want others to share it and repeat it.

“I motivate and pursue high-risk/high-payoff research in electromagnetics that is enabled by 3D printing.” – Professor

“Signal integrity evangelist.” – unknown

“Through my natural enthusiasm and my empathy for others, I inspire research and development professionals to develop innovative products in biotechnology.” – Biotech Manager

“John Smith is defined as one of the most innovative and bottom line focused marketers and CEO’s in the world. His string of dramatic firsts have followed every position he has held. His passion gives off a light that he carries wherever he goes.” – CEO

“COMMUNITY AFFAIRS MANAGER with 10 years of experience visualizing, developing, and organizing company wide philanthropic events, maintaining connections with hundreds of nonprofit organizations, coordinating diverse employee volunteer opportunities, and creating dynamic external and internal event communications.”
Become Your Brand

• Determine your personal brand.
• Strategize on how to be your personal brand.
  – Develop new skills
  – Act differently
  – Modify your attitude
  – Dress differently
• Show off your personal brand
  – This is Step 2 in this set of slides.
• Manage your brand
  – Keep your image consistent

STEP 2 –
PROFESSIONAL IDENTITY
Professional Identity

• Get the resources in place for people to learn about you.
  – Establish, build, and maintain an identity on the internet
  – LinkedIn, Facebook, personal webpage, etc.
  – Make business cards

Make Business Cards

1. Make yourself a business card that provides your contact information.
2. It doesn’t matter if you are not employed.
3. Make the cards clear, concise, attractive, and professional.
4. Gimmicks can make your card more memorable, but it is easy to overdo it.
5. Get them professionally printed.
Establish a Web Identity

Based on your personal brand...

1. Create a LinkedIn account.
2. Work on EM Lab description of you.
3. Facebook? Twitter? ResearchGate?
4. Conventional HTML page?
5. Maintain the accounts and update them often to rank high in searches.
6. Keep all of these professional and consistent.

STEP 3 –
PROFESSIONAL NETWORKING
Value of the Professional Network

1. The value of your network far exceeds the value of your assets.

2. 99% of people who use a professional network find their dream job through it, and not through online resources or job sites.

How to View and Treat Your Network

1. Approach your network with the top priority being to help, contribute, and discuss.
2. Develop a “give, give, give, get” attitude.
3. Mentor others.
4. Think about building relationships and not just compiling a list.
5. Don’t talk down about others, ever.
6. Avoid egotism.
7. Don’t be afraid to talk about big ideas.
How to Network

- Internet
  - LinkedIn, Facebook, Twitter, Reddit, ResearchGate, EM Lab website, etc.
  - Discussion boards (contribute often)
- Professionally
  - Talk to people at conferences
  - Talk to interesting speakers
  - Talk to co-workers
  - Attend events
- Socially
  - Friends
  - Friends of friends

Seek groups. Seek and embrace highly networked individuals!!

Attitude

- Be a producer, not a consumer.
- Create content, products, or services to advertise yourself.
- “Give, give, give, get.”
- Think about developing partnerships.
STEP 4 –
WRITE YOUR RESUME/CV

Resume vs. CV

- **Resume**
  - 1 to 2 pages
  - Very brief
  - Just highlights, no content

- **Curriculum Vitae (CV)**
  - No page limit, but usually about 10.
  - Brief, but contains everything about you.
  - Contains highlights and content
    - Publications, patents, projects, accomplishments, work examples, etc.

At the Ph.D. level, the resume is not very useful and the CV is used almost exclusively. For this reason, the “resume” for a Ph.D. is really a CV.
Best Resume Advice Ever

Make sure you have good things to put your resume!

- Get good grades
- Get involved in student organizations
- Get involved in research (volunteer if you have to)
- Do some projects (on your own if you have to)
- Get involved in community service
- Show you are active and interested in your career.

- If you want to go on to graduate school or pursue an academic career, try to publish as an undergraduate. Seek professors who are publishing a lot and doing interesting research.

Tips for Writing a CV

- You have 6 seconds to pass the first filter. Format and structure your CV with this in mind!
- Format
  - Professional layout
  - Pleasant to the eye
  - Well organized and easy to use (i.e. rapid location of information).
  - Spelling, grammar, and format checked until perfect!!!!!!!
- Information
  - First page is the most important. Say it all here.
  - First page should have your personal statement and a summary of your skills and accomplishments as the first thing.
  - Pay special attention to the skills section. This is why people want to hire you.
  - Tailor CV for the specific job if you can.
  - At the end, include a comprehensive list of publications (pending and published), patents (submitted and awarded), and presentations.
Correct Resume Action Verbs

Avoid These Verbs
The following list of common verbs and phrases should be avoided because they only convey that were merely present at the time work was being done.

- Managed
- Established
- Was responsible for
- Defined
- Performed

Use Success Verbs
Success verbs not only convey you were there, but that things got better, something changed, something improved, or something progressed because of you.

- Accelerated
- Achieved
- Added
- Awarded
- Changed
- Contributed
- Decreased
- Delivered
- Eliminated
- Exceeded
- Expanded
- Gained
- Generated
- Grew
- Improved
- Increased
- Introduced
- Maximized
- Minimized
- Optimized
- Produced
- Reduced
- Saved
- Sold
- Streamlined

Be Specific and Quantitative

BAD:  I helped write proposals.
GOOD: Contributions to proposal efforts increased win-rate by 150%.
New Grad CV Outline (1 of 2)

• First page (make this shine!)
  – Name and contact information (header?)
  – Personal statement and/or career objectives (3 to 4 sentences or less)
  – Brief summary of skills and career accomplishments (bullet list?)
    • Be specific and quantitative...“improved filter suppression by 30 dB”

• Education
  – Start with most recent and work backward
  – List all schools, degrees, date of degree, and GPA (if good)
  – List the relevant courses you took. Provide a short description of title is not obvious.

• Experience
  – Start with most recent and work backward
  – TA: list/describe all courses taught and identify anything novel you did.
  – RA: list/describe all projects you worked and identify novel contributions
  – Intern or Co-Op: list/describe all projects you worked and identify novel contributions
  – Consulting: list/describe all projects you worked and identify novel contributions
  – Anything else?

New Grad CV Outline (2 of 2)

• Organizational Activities, Service, and Outreach
  – Fraternities, campus groups, memberships, philanthropy, etc.

• Honors and Awards
  – Honor societies, awards, etc.

• Final Lists
  – Publications (in progress, pending, and published).
    • Some people separate peer-reviewed and non-peer reviewed. I recommend combining them until later in your career.
  – Presentations
  – United States Patents (pending and awarded)
My CV

Notice the attention I gave to Page 1

STEP 5 –
THE JOB SEARCH
How to Ask the Question

1. Don’t ask for a job.
2. Request to talk with people about career options so you can decide what you want to do.
3. Ask for “informational” chats.
4. Lean on your professional network for this.

Where to Look for Jobs

1. Make your professional network aware that you are seeking new opportunities.
2. Online job sites. A list is provided here: http://emlab.utep.edu/resources.htm
3. Don’t depend on online job applications. Seek people. Cold applications are rarely successful.
STEP 6 –
APPLYING, INTERVIEWING, AND NEGOTIATING FOR A JOB

Prepare Your “Elevator” Speech About You

1. Combine your personal branding statement with the job solicitation.
2. Your elevator speech does not need to prove anything, but be sure claims are true.
3. No jargon. Speak to a layperson.
Applying for a Job

1. Don’t blind-submit CVs. Hand them to a person or make sure somebody important is championing it from the inside.
2. Look at job announcement and include all key words in your application so computers will not filter you out.
3. Tailor your CV specific to the job.

Interviewing for a Job (1 of 2)

1. Prepare!!!
   a. Personal SWOT analysis specific to that job.
   b. Know the state-of-the-art and key players in the field.
   c. Learn about the company.
   d. Identify your skills, experience, and accomplishments specific to this job.
   e. Connect your skills and background to the company’s needs.
2. Go on multiple job interviews. Start with the least desirable jobs to get experience interviewing.
3. Only talk about yourself when asked to do so. When asked, start with your elevator speech.
4. People interpret others as more intelligent when they have similar ideas and opinions.
   a. Be very interested in the interviewer.
   b. Ask lots of questions about the interviewer’s work. Be genuinely interested.
   c. Show passion and motivation.
5. It is very difficult to fire people so the interviewer will be very concerned about your personality and how you will fit in.
   a. Be friendly
   b. Hide “sensitivities” without being too insensitive.
   c. Don’t say things like “I hate political correctness.”
   d. Avoid any controversial conversation.
6. Dress and act appropriately.
7. Don’t disclose all your good ideas on the interview.
   a. Each one you disclose devalues you.
   b. Just discuss what you have accomplished to date.
Interviewing for a Job (2 of 2)

8. Get the interview off of the ordinary script
   a. Use open ended questions to shift the discussion off of the ordinary and lame interview questions.
      
      Interviewer: “So tell me about yourself.”
      You: “Absolutely! Can I ask you a quick question about this job so my remarks will be more relevant?”
      Interviewer: “Sure.”
      You: See item #2 below

9. Ask smart questions about the company’s goals and strategies.
   a. Ask “Pain” questions until you understand why the company is willing to layout all the money to hire you.
      “Is this a new position or would I be replacing somebody?”
      “What led you to the decision to hire somebody?”
      etc.

10. Learn what life would honestly be like for you if you worked for that company.
    a. Ask direct and blunt questions while being polite and respectful. This shows you are serious.
    b. Get this information from the interviewers that are currently working at the level you will be hired into.

Things NOT to Tell Recruiter

- Never say you will be available 24/7 to answer questions, share advice, or start working for free.
- Keep your negative thoughts about your interviewers to yourself.
- Never share your long term plans that may make you a shorter term employee.
- Never share your rock-bottom asking price.
- Do not share that you may be desperate for a job or desperate to leave your current job.
- Don’t point out weak spot or blemish in your background.
- Do not tell recruiter you “really really” want the job or that it meets all of your needs.
- Never share your financial situation.
- Never tell recruiter that you have no other job opportunities.
If You Get Declined…

• Send them a *Thank You* note!
  – Especially if you liked the company/people and would consider them if another opportunity arises. If something doesn’t work out with whoever else got the job, they may look back at their other choices.
  – What the note should say:
    - Don't fake enthusiasm!
    - Thank them for letting you know the outcome, even though they didn't choose you.
    - Thank them for their time, courtesy, and consideration
    - Tastefully express your disappointment
    - Share your appreciation for the opportunity to meet the people and learn about the company
    - Reiterate your continued interest in working with their organization
    - Request that they contact you if another job is opened.

• Send a *unique* note to everyone you met.
  – No form letters or generic e-mail. Personalize each message.
  – May acquire advocates for another job opportunity
  – Build your network

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Negotiating for a Job (1 of 3)

• Determine how much you are worth *before* your job interview.
  – Online salary tools.
  – Previous job interviews.
  – Check with your friends and through your network.
  – Consider cost of living in different areas.

• No need to be sneaky, sly, or pretend you are playing poker. Be honest and genuine. The interviewer(s) deserve that.

• *Never* take the first offer.
  – You will gain important respect by negotiating.
  – It is expected of well qualified candidates.
  – They will see you as a high-performer if you do.

• Value yourself if you want the employer to value you.
  – The person that gets hired is not the most docile candidate or the one that begs for job.
Negotiating for a Job (2 of 3)

- Keep in mind that the first offer is probably good to start with.
- Negotiable items
  - Base salary
  - Moving expenses
  - Vacation time
  - Sign-on bonus and/or annual bonus (if offered)
  - Stock options (if offered)
- Practice the negotiation
  - Practice phrases like “that seems a little low.”
  - “I am really excited to work here and I know I will hit the ground running. Your offer of $50k is good, but based on my experience and performance, I was expecting something in the $60k range. Can we look at this salary range?”
  - Lead the negotiation. Don’t follow.
- Expect your negotiation to be initially rejected.
  - “Sorry, but this is all we have budgeted.”
  - “Our other hires are taking this salary.”

Negotiating for a Job (3 of 3)

- Keep negotiating!
  - “I absolutely understand your position. I want to reiterate my excitement for this job. I think I will fit in well and perform at a very high level for you. My skills seem ideally suited for this job and I think I am worth $60k.”
  - Expect silence next.
  - Let it be silent. Don’t say anything. Look confident like you are doing them a favor.
- The Counter Offer
  - Manager: “I’ll see what I can do.” You: “Great! I really appreciate it.”
  - Manger, “How about $58k?” You: “Let me look at other things in your offer package”
  - Manager, “No.” You: “I really would like this job. Can you consider it?”
  - Manager, “Definitely no.” You: “I really appreciate your effort and I had a great time. Please keep me in mind if things change. I know I could do extremely well here.”
- Things Don’t Work Out
  - Company not interested in you.
    - Get feedback. Use it to improve your next interview.
  - Company will not meet your salary expectations.
    - Walk away graciously. Tell them to keep you in mind.
Feel Bad About Negotiating?

Don’t! Get over it!

High-performers are a pain in the ass.

A good hiring manager will know this and be prepared for this.

If it is a big company hiring a PhD, you will be working with a good hiring manager. You are an expensive investment.

Tips for Career Success
Tip #1

Speak up

Don't be her at your workplace.

Tip #2

Become a Leader
Tip #3

Be a Visionary

Tip #4

Learn to do “good enough”
Tip #4

Improve your communication skills

What to Expect On the Job
General Advice and Wisdom

• You life will revolve around a set schedule.
• You will have to be on-time and prepared.
• You will be given many tasks.
• You will have many mundane tasks.
• You will be expected to perform…quickly.
• EE’s do not rule the world.

Blurbs from Recent Grads:
Student #1

• In industry, you no longer have time to figure things out like in grad school. Everything moves extremely fast and you are expected to be an expert in things you have no idea about. It makes it fun and challenging.
• Without passion for what you are working on, it will make work feel like work.
• Some seasoned engineers can treat new hires poorly.
• It takes time to figure out the company and how you fit in.
• When working for a big company, it is very difficult to make an impact.
Blurbs from Recent Grads:

Student #2

- Don’t forget about other disciplines. Most of EE is focused on software and computer design. While that is a large industry and important, there is so much more long term opportunity if you have a multi-disciplinary background.

Blurbs from Recent Grads:

Student #3

- Waiting for security clearances! Almost everything electromagnetic in defense requires a TS and most likely special access on top of that. If you are working “dark” it is ever longer.
- While waiting for your clearances, you will be working cruddy jobs and doing a lot of sitting around if you are not proactive and talk to people for more interesting stuff to do. Going stale is a big problem. Find the right people to work with and get the right connections to do interesting work.
- At the PhD level, I was having trouble letting go of doing everything myself. I had to learn to delegate what I wanted done to techs and other support personnel. I’ve gotten shooed away from equipment a few times.
- Writing yearly goals was very challenging for me. It is all about what you deliver in industry.