

Expectations and Strategies for The Job Search

Early Careerists Webinar April 24, 2019

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transforming health through information and technology™

EARLY CAREERISTS COMMUNITY

Agenda

- About Presenter
- Career Transitioning
- Job Search Info
- Branding and Effective Networking
- Secret Sauce

Learning Objectives

- Describe what a job search looks like today and what to expect
- Define and discuss the different forms of networking
- Identify ways to create visibility
- Explain how to stay engaged and what to focus on long-term

About the Presenter

- IT Leadership – 20+ years
 - Baptist Health, Valley Baptist Medical (Tenet), The Heart Hospital Baylor Plano, and Baylor Scott & White Health
- Education
 - BSEE and MSEE – University of Tennessee
 - MBA – Southern Methodist University (SMU)
 - CHCIO, FHIMSS, PMP, CPHIMS
- Volunteer Service
 - HIMSS Dallas Ft Worth chapter (Past President)
 - ITOM Advisory Board (Southern Methodist Univ)
 - Healthcare Mgmt Advisory Council (UT at Dallas)
 - Medtronic IT Advisory Board



Career Transitioning



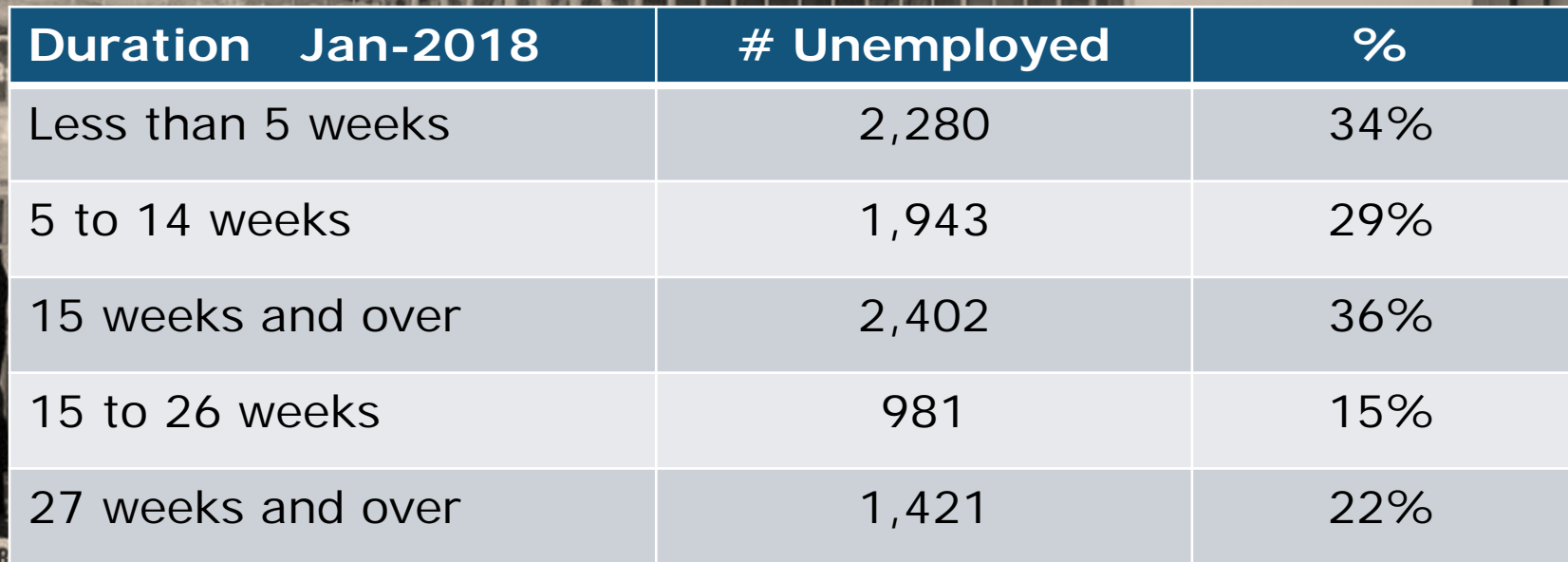
- Reflect & Decompress
 - Align yourself back to what you enjoy
 - During search, take periodic breaks to decompress
- Research & Prepare
 - Identify 10-15 ideal jobs and their requirements / skillsets
 - Prepare 3-5 types of resumes
 - Target roles as well as industries
- Your New “Work Week”
 - Block weekly timeslots for EVERYTHING!
 - Research, breakfast / lunches / coffee, events, volunteering, reading, etc.
 - And most importantly time to exercise for emotional balance

Job Search – Statistics

- Networking
 - 70% of all jobs are found through networking
 - U.S. Bureau of Labor Statistics
- Social Media Usage
 - 84% of employers are using as a recruitment tool
 - 9% planning to do so in the future
 - Society of Human Resource Management



Job Search – #Unemployed



Duration	Jan-2018	# Unemployed	%
Less than 5 weeks		2,280	34%
5 to 14 weeks		1,943	29%
15 weeks and over		2,402	36%
15 to 26 weeks		981	15%
27 weeks and over		1,421	22%

Source: <https://www.bls.gov/news.release/empsit.t12.htm>

Job Search – Tools

- Job Boards
 - Subscribe to app & email updates
 - Indeed, LinkedIn, ZipRecruiter
 - CareerBuilder, DICE, Glassdoor, Monster
 - Executive Search Firms
- Social Sites
 - LinkedIn
 - Twitter
 - Facebook



Job Search – Sell A Match

- Research Job Descriptions → Match Resume
 - Align Resume to Social Media Profiles
- Reality of Your Resume
 - Focus on accomplishments
 - Not tasks, duties, and responsibilities
 - Make it readable, not overwhelming
 - Remember the 5-Second Glance Rule
- Healthcare management field is expected to grow by 20% by 2026 (U.S. Bureau of Labor Statistics)

“If quitters never win, and winners never quit, what fool came up with 'quit while you're ahead' ”

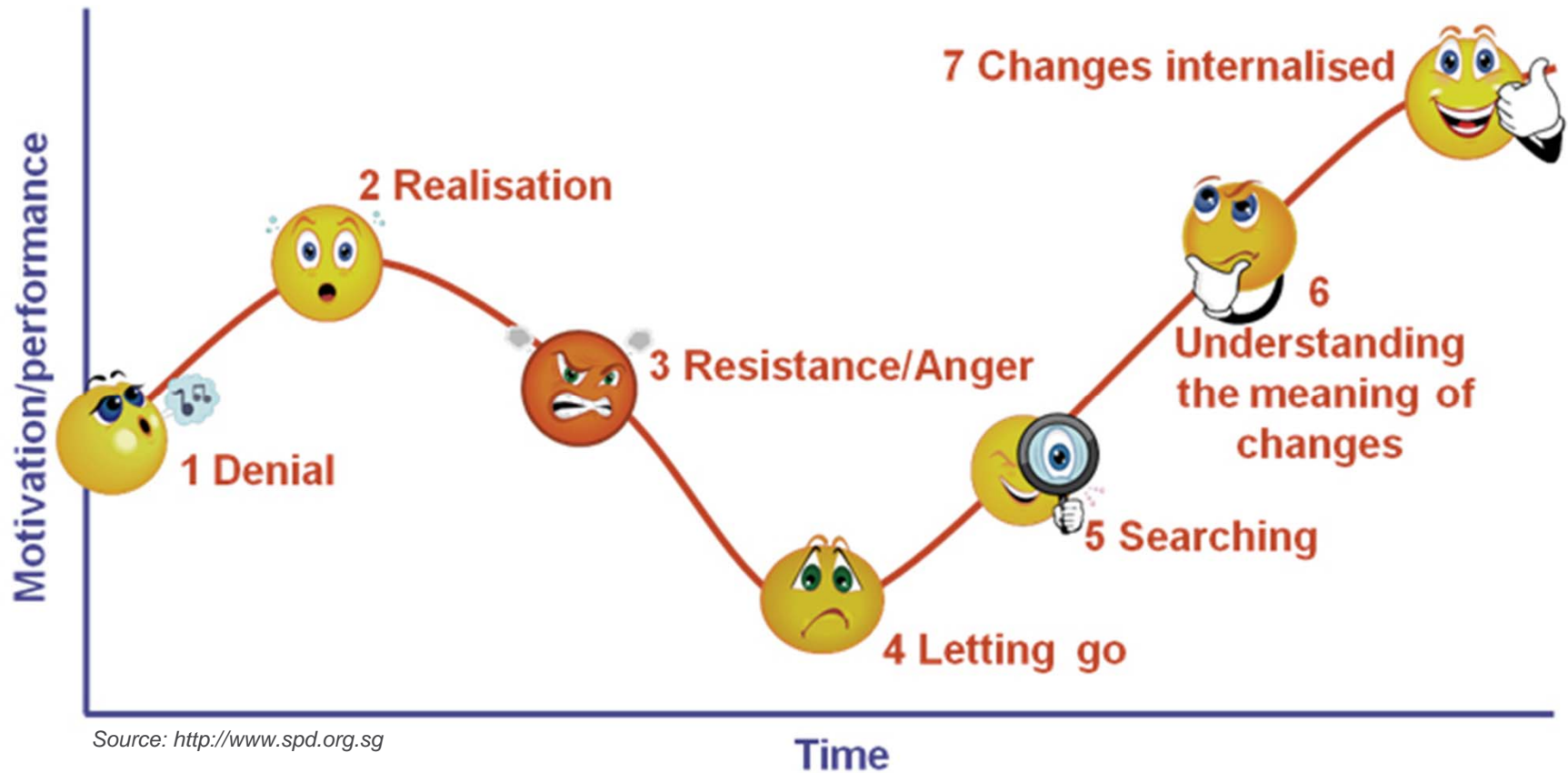
-- *Anonymous*



Job Search – Interview Tips

- Job is yours to lose
- They want to “like” you
- Looks do matter
- You can be too eager for the role
- Timing isn’t fair
- You need show knowledge of their company

Expect an Emotional Rollercoaster



“You never know when you're going to meet the person that will change your life.”



-- *Anonymous*

Branding Yourself



- Always have
 - 10 second pitch: what you do today (not your job title)
 - 30 second pitch: what you'd love to do
- Talk, talk, talk
 - Don't brag, but express opinions about industry
 - Read, read, read, and then express that knowledge
- Public image
 - Ask colleagues for honest feedback on perception of you
 - Use every opportunity to build your personal brand

Types of Networking

- Digital Engagement
- Social Media
- Volunteering
- Mentoring
- Professional Development
- Social Networking



Networking – Digital Engagement

- Public Profile
 - LinkedIn (your online resume)
 - Facebook / Twitter / Etc.
 - Blogs / Publications / News
- Usage
 - Quick validation of your background
 - Networking for people you know
 - Connections for sales individuals

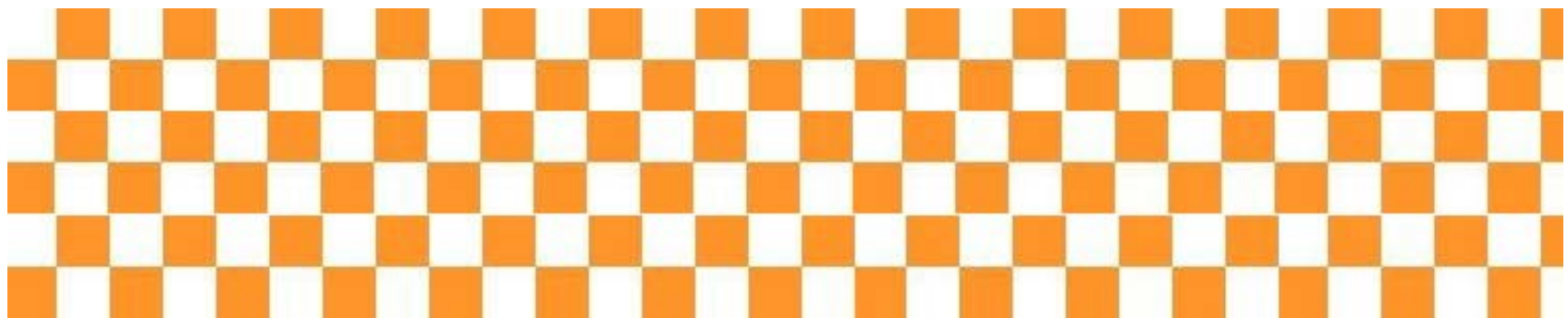


Networking – Social Media

- Visibility
 - 57% are less likely to interview a candidate they can't find online
 - 54% decided not to hire a candidate based on their social media profiles
 - 50% of employers check current employees' social media profiles
 - 33% have reprimanded or fired an employee for inappropriate content
 - 70% of employers use social media to screen candidates
- Perception Matters – Lack of Social Proof might mean...
 - You Haven't Done Anything Impressive
 - Exposes an Incomplete Career Story
 - Reveals a Lack of Hustle
 - Says Everything Anyone Needs to Know About You
 - Drains Authenticity From Your Brand

Networking – Volunteering

- Time Investment
- Builds Your Network
- Builds Trust
- Creates Perception of Your Knowledge



Networking – Mentoring

- Be a Mentee/Mentor
- Two-way Learning
- Rewarding
- Always Needed
- Applicable to Personal Life



Networking – Professional Development

- Certifications
 - Long Term Value (Must be Maintained)
 - Investment in Yourself
 - Acknowledges Basic Skills in Discipline
- Advisory Boards and Councils
 - Must Inquire
 - Broadens Experience



“Life is not measured by the number of breaths we take, but by the moments that take our breath away”



-- *Tahitian Choreographies*
by Vicki Corona

Networking – Social Networking

- It's Part of Your Job
 - Schedule reminders
 - Invest your time and money into it
 - Make it a habit
- Balance
 - With actual work deliverables
 - With family... they need to understand importance
- Make it Personal / Transparent / Genuine
 - Use storytelling to share your experiences
 - My Secret Sauce ...



My Secret Sauce

Save & Close

Delete

Save & New

Forward

OneNote

General

Details

Certificates

All Fields

Email

Meeting

More

Address Book

Check Names

Business Card

Picture

Follow Up

Private

Zoom

Actions
Show
Communicate
Names
Options
Tags
Zoom

Full Name...

Company

Job title

File as

Internet

Email...

Display as

Web page address

IM address

Phone numbers

Business...

Home...

Business Fax...

Mobile...

Addresses

Business...

This is the mailing address

First Last

Company Name(s)

Current Title

Last, First

Business Card

Picture

Notes

Bday: MM/DD

W: Name (Bday and relevant info)

H: Name (Bday and relevant info)

D: Name (Bday or approx. age or grade)

S: Name (Bday or approx. age or grade)

Ex: Texas Instruments, Title

College: UT/SMU

2/13/19: met again at HIMSS19 conference

8/xx/18: lunch at xxxxxx; also met person Y

6/xx/17: father passed away

3/xx/12: met at DFW HIMSS education session on Security

First Last

Company Name(s)

Current Title

Focus Points to Land

- Stay Engaged
 - Find collaborative & engaging partnerships
 - Give your resume lots of love
 - Exercise and eat healthy
- Long-Term Tasks
 - You have to constantly improve yourself
 - Identify a few people you will always meet annually
 - Say “Hi” periodically to many individuals (email, text, etc.)
 - Use the data tools easily available for you
 - Your “Network” is your “Net Worth”

Final Thoughts...

"In living life, you WILL occasionally fail. Your ability to accept failure, learn from it, and move on without dwelling on it, will lead you to your success... and along the way, you'll probably find happiness."

-- Nayan D. Patel, summer 2002

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