

Career Activist® Unleashed!

Page 1 of 2

KEY POINTS

- We can no longer expect that someone else is going to look after our own career for us.
- There are some basic steps that anyone can take to increase their marketability.
- We can do much of what we need to accomplish by leveraging the resources of our current job.
- Doing so boosts our own worth with our present employer; increases our ability to stand up for our workplace rights, and enables us to market ourselves more effectively should we seek new employment.

Six Stages To Enhancing Your Own Marketability

Stage 1	Stage 2	Stage 3
Be Genuinely Honest With Yourself	Determine What Your Market Needs From You	Take Care Of Yourself
<p>Distinguish Between Needs and Wants</p> <ul style="list-style-type: none"> -Re-examine your values and goals to determine what genuinely motivates you. -Clarity which aspects of your career/life mix are most important to you (short and long term). <p>Assess Your Level of Competency</p> <ul style="list-style-type: none"> -What do you already do well enough? -Where do you absolutely have to improve? -Get feedback from peers and supervisors if you can. <p>Commit To A Manageable Level of Effort</p> <ul style="list-style-type: none"> -How much time, energy, money etc. are you willing to expend in order to stay in the game? -How does this translate into hours per week and/or dollars per month etc.? 	<p>Keep On Top Of Key Trends</p> <ul style="list-style-type: none"> -Monitor relevant published sources. -Talk to peers and colleagues within and outside of your community for broader insights. <p>Ask Your Employer What They Require</p> <ul style="list-style-type: none"> -Inquire as to where management sees the organization two months from now. Six months? How can you help <i>them</i> to look good? <p>Keep Listening To Your Clients</p> <ul style="list-style-type: none"> -Hear what they say—and what they don't say—when they describe their own challenges. -Note where they are having trouble finding help. This could give you a glimpse into where the next major developments need to happen. 	<p>Build Up Your Finances</p> <ul style="list-style-type: none"> -Start creating a reserve if possible. -Use company benefits as much as you can. <p>Enhance Your Health and Well-Being</p> <ul style="list-style-type: none"> -Use fitness incentives if available, but ensure that you exercise to a degree that's right for you. -Call Employee Assistance Program if required. -Take full complement of paid vacation and sick days to recharge. <p>Acquire Guidance</p> <ul style="list-style-type: none"> -Find a suitable mentor to help you with company politics and to serve as your supporter. -Speak to trusted colleagues for advice. -Consider hiring your own personal coach.

Continued on Next Page...

Career Activist® Unleashed!

Page 2 of 2

Six Stages To Enhancing Your Own Marketability (Cont.)

Stage 4	Stage 5	Stage 6
Upgrade Yourself As Needed	Increase Your Power Base	Stay Marketable
<p>Increase Your Skills and Knowledge</p> <ul style="list-style-type: none"> -Take company-sponsored courses. -Use education reimbursement and choose your own. courses to improve your skills, knowledge and credentials. -Learn from co-workers (ask for help, job shadow). -Identify and watch role models. -Read industry publications. -Learn to use your office equipment properly. <p>Expand Your Experience</p> <ul style="list-style-type: none"> -Try cross-functional roles and job rotation to expand your range of abilities when available. -Volunteer for speaking and writing opportunities. -Experiment when possible: with alternative work arrangements (telecommuting, flex hours, etc), different assignments, roles, pace of work, team vs. individual work etc. -Consider getting moved to a different division or even a new locale. 	<p>Prepare To Market Yourself Internally</p> <ul style="list-style-type: none"> -Accumulate examples of your achievements -Put together a portfolio of your best work. Use it before your performance review to impress your boss (it also comes in handy if you plan to move on). -Get internal references to vouch for you in your current company when you start asking for changes -Understand what other jobs require by reading internal postings. -Practice job search by applying for internal positions (requires resume, research, interview and follow up). -Learn how to negotiate and persuade better. <p>Develop an Influential Network</p> <ul style="list-style-type: none"> -Meet people within the company who can help you. -Attend selected company social events. -Get sponsored to join an industry or professional association. Go to meetings, conferences, trade shows and presentations. -Get to know external suppliers. 	<p>Choose What Works For You and Go With It</p> <ul style="list-style-type: none"> -Pick and choose from among the variety of tactics that help you most. -Devote a specific amount of time per day or week and continue using your most effective approaches, but at a maintenance level. <p>Don't Forget To Change With The Times</p> <ul style="list-style-type: none"> -Periodically re-evaluate your goals, over-riding needs and urgent values while keeping in mind your own "big picture." -Try not to get stuck in a rut for too long at any one stretch. -Update your Personal Strategic Plan at least once every two years. <p>Remember...Complacency can only be our friend for so long!</p>

Prepared by Mark Swartz, MBA, M.Ed.

e-mail mark@careeractivist.com www.careeractivist.com