

Slide 1



Slide 2



Slide 3



Slide 4

Aptitude

Today's Agenda: Avoiding Squirrels

- Crystallizing Goals
- Getting Organized
- Managing Your Time
- Being Accountable




Slide 5

Aptitude

Parkinson's Law


- ???




Slide 6

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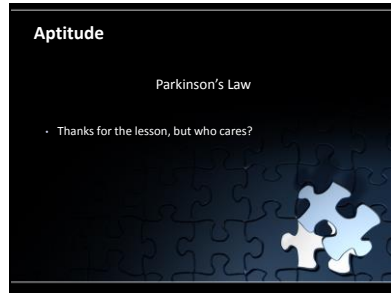
Parkinson's Law



Parkinson's Law
Work expands so as to fill the time available for its completion.



Slide 7



Slide 8



The 5 Biggest Wastes Of My Time When I Was Unemployed

1. Filling out a gazillion online applications

a. Online applications eat enormous amounts of time. Unless you know someone at the company who will flag it or personally email it to the right person, your application is more hay in the haystack. Your time is better spent meeting people in your field who can do something with your application than just filing application after application with no response.

2. Going to "Getting the Gig" events

a. These are the worst. This is how these events usually go: You register, get a nametag, shell out \$20-\$45 to eat pretzels, carrots, brie and ranch dressing and hear one keynote speaker or a panel of five people (give or take) discussing what they look for in interns and employees, and what it takes to make it in that particular field. You are in blank conference room in blank hotel or conference center with anywhere from 50-3,000 other people who are also looking for a job, all of

whom will be queued up to talk to whoever spoke afterwards.

3. Don't write a million cover letters
4. Applying for Jobs I Didn't Want
5. Doubting Myself
 - a. There were jobs I didn't apply to because I didn't think I could get them; often times it was because I didn't get the jobs I didn't really want. At one point I stopped filling out applications all together because I was wallowing in my own unemployment, and doubting whether I was cut out to be a writer.

Slide 9



Slide 10



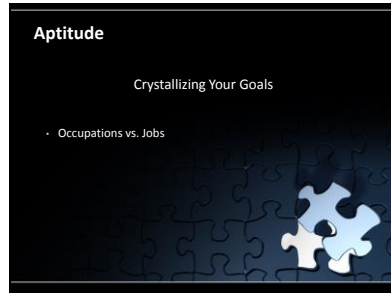
Slide 11



Slide 12



Slide 13



Slide 14



Scripted to Unscripted
Don't know...
careers
factors to consider

- Washington Post 10/10/13 – Only 13% of people worldwide actually like going to work
- NY Daily News (1/5/2010) – Less than half (45%) are happy with their jobs
- Parade Magazine (Nov 13, 2013), Only 38% of American workers felt 'fulfilled' by their jobs
- CBS News (Nov 25, 2013) Only 30% of American employees feel inspired at their jobs. 45% are satisfied with their jobs.

Terminology: What is the difference between a 'job' and a 'career or occupation'?

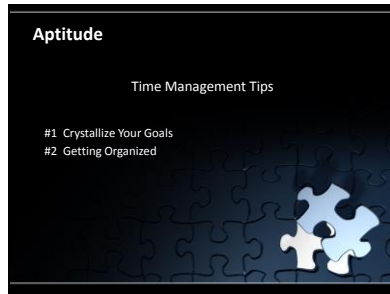
- You may be in the right career, but in the wrong job/industry/size company
- Example: BellSouth

Bottom line:

- About half of the workers are unhappy (contaminated with job)
- Average worker has several 'careers' (7) over the course of their career;

The average American will spend 80-100K hours at work over the course of their lifetime.

Slide 15



Slide 16



Slide 17


Aptitude

Email

Consider creating EM address for job search purposes only

Ensure...

- on your resume
- check frequently




Slide 18

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Contacts

- Centralize, complete and organize your contacts
- Add to your list—expand it by 100 people




Slide 19

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Templates

- Template Messages
 - Boilerplate follow-up messages that you will send to...
 - A potential contact that you don't know
 - A person you just met




Slide 20

Aptitude

Daily Routine

Organize Typical/Daily Routine

- Wakeup time
- Morning/Afternoon Routines
- Lunch Routine
- # Hours spent networking, vs. computer work
- Specific Plan/Agenda for Tomorrow



Slide 21

Aptitude

Organizing Job Opportunities—Paper and Electronic

- Folder for Networking
- Document - List of Target Companies
- Document - People to Meet



Slide 22

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Folders for Organizing – Jobs Applied To

A subfolder per company

Documents—

- Job Description
- Contact Information
- Customized Resume
- Journal for Interactions




Slide 23

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Company Logins

- Use same username/password across companies to remember information easier
- Need login information to
 - make changes to your "profile",
 - check the status of your application, or
 - apply to new jobs.




Slide 24

Aptitude

Time Management Tips

- #1 Crystallize Your Goals
- #2 Getting Organized
- #3 Managing Your Time



Slide 25

Aptitude

Time Management

Time Management

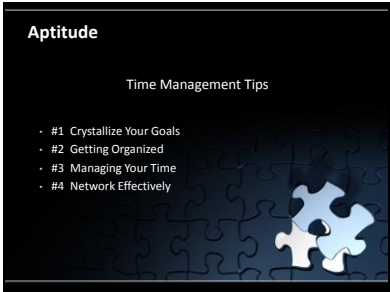
- 80% of jobs are found via networking
- Spend time on the avenue most likely to pay off



Slide 26



Slide 27



Slide 28




Slide 29

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Time Management Tips

- #1 Crystallize Your Goals
- #2 Getting Organized
- #3 Managing Your Time
- #4 Network Effectively
- #5 Be Accountable



Slide 30


Aptitude

Be Accountable

- Develop weekly/daily goals
- Identify a person/team
 - NOT spouse
 - What traits of this person?
- Communicate goals
- Weekly follow-up



Slide 31



A.D.H.L.A.S
Attention Deficit...Hey Look! A Squirrel!

