

Career Spotlight:

Standing Out in the Crowd

Presented by:

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JACOBSON

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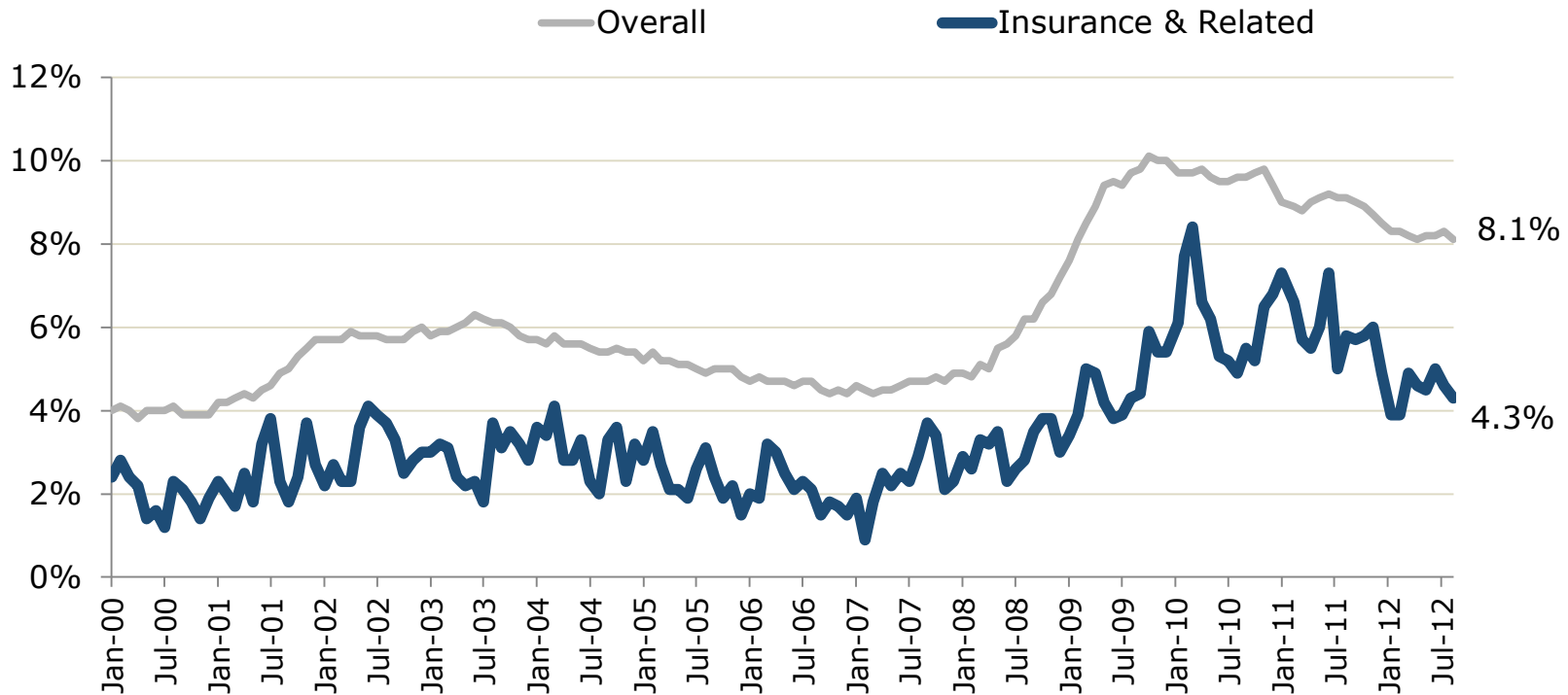
Agenda

- Review the employment marketplace.
- Understand and communicate our experiences, skills and talents; know our strengths; and appreciate our weaknesses.
- Develop our own personal brand.
- Learn the value of networking.



Review the employment marketplace.

Unemployment Rates



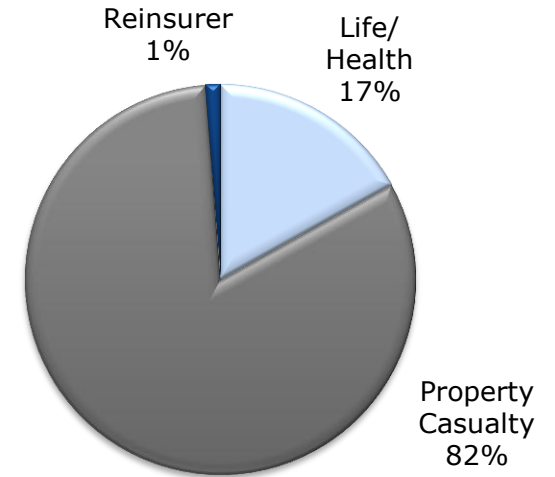
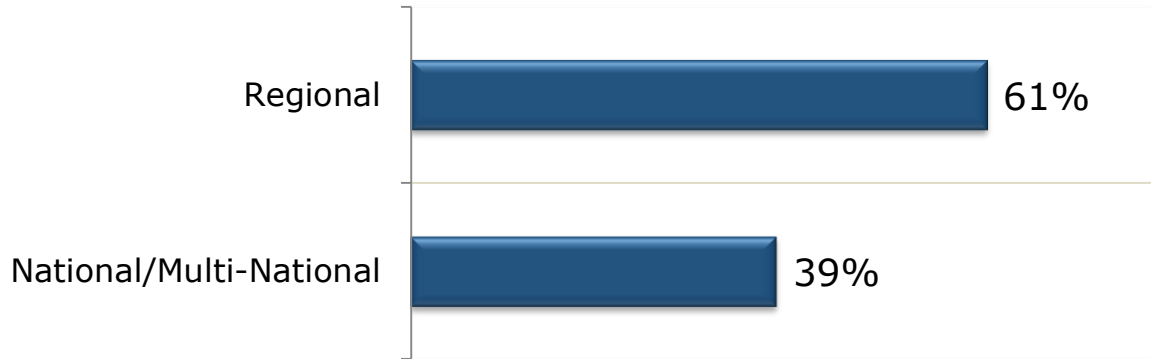
Despite discouraging news about unemployment, organizations still have work that needs to be accomplished!

The Insurance Labor Market Study

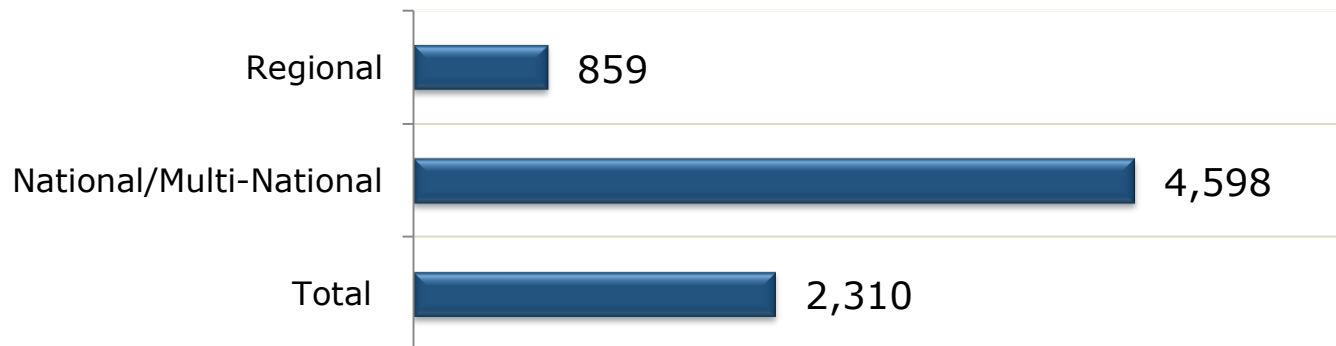
- For four years, The Jacobson Group and Ward Group have conducted this study to analyze current labor trends and future staffing expectations.
- Ward Group is a benchmarking firm that aims to help insurance companies measure results, optimize performance and be more profitable.
- The most recent iteration was conducted June 27 through July 18, 2012.
- All industry organizations, across all sectors, are invited to participate.

Participant Profile

Business Profile



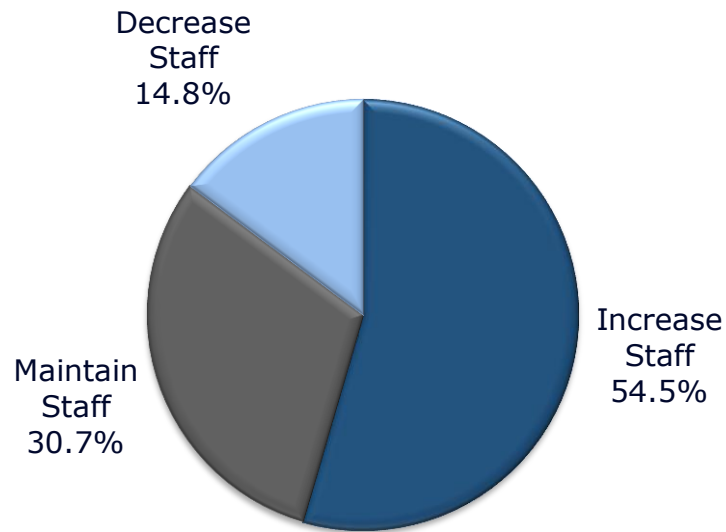
Average Number of Employees



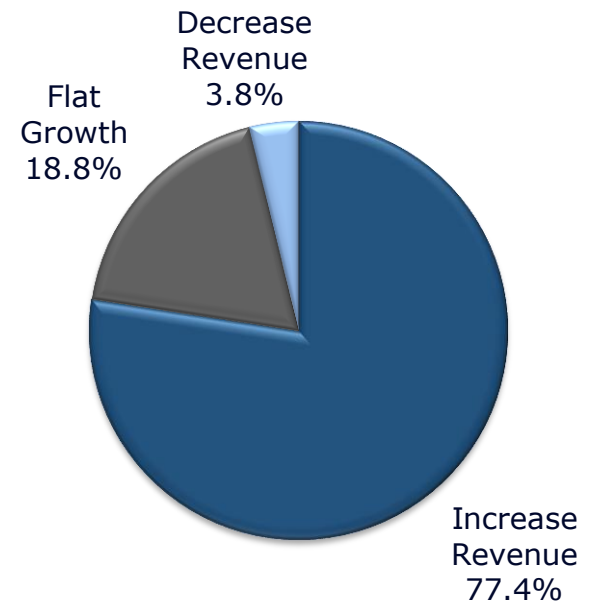
Source: The Jacobson Group and Ward Group 2012 Mid Year Labor Market Study

Revenue and Staffing Expectations

12-Month Staffing Plan



12-Month Revenue Plan



12-Month Staffing Plans

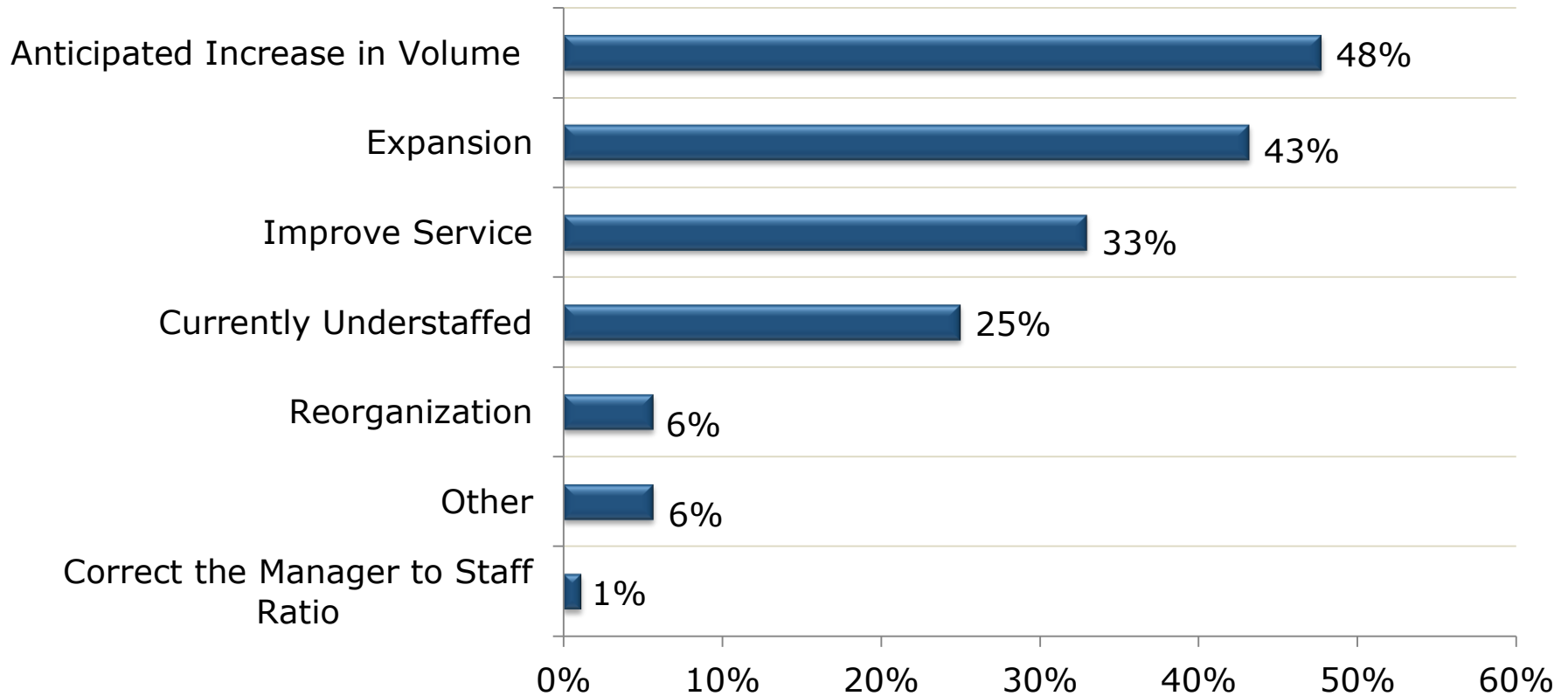
July 2009 – July 2012



Source: The Jacobson Group and Ward Group 2012 Mid Year Labor Market Study

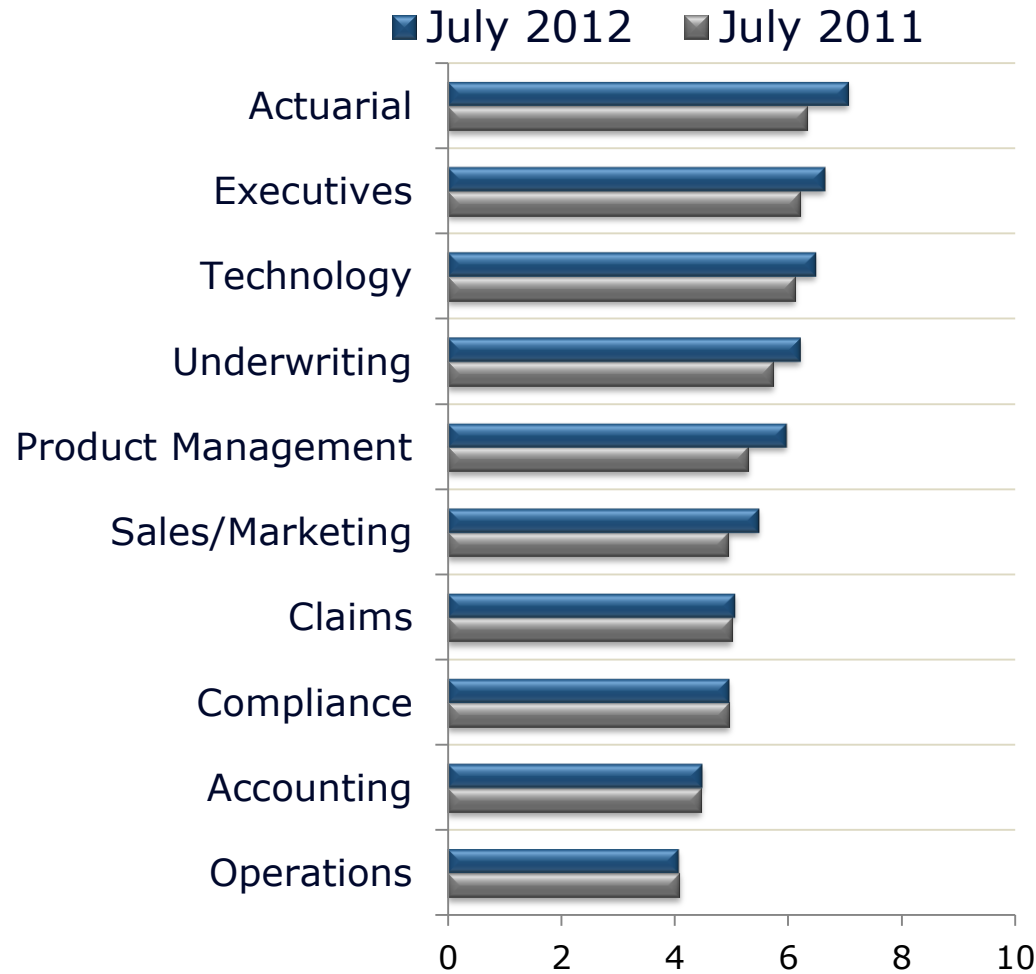
Staff Increases

Reason to Increase Staff During Next 12 Months



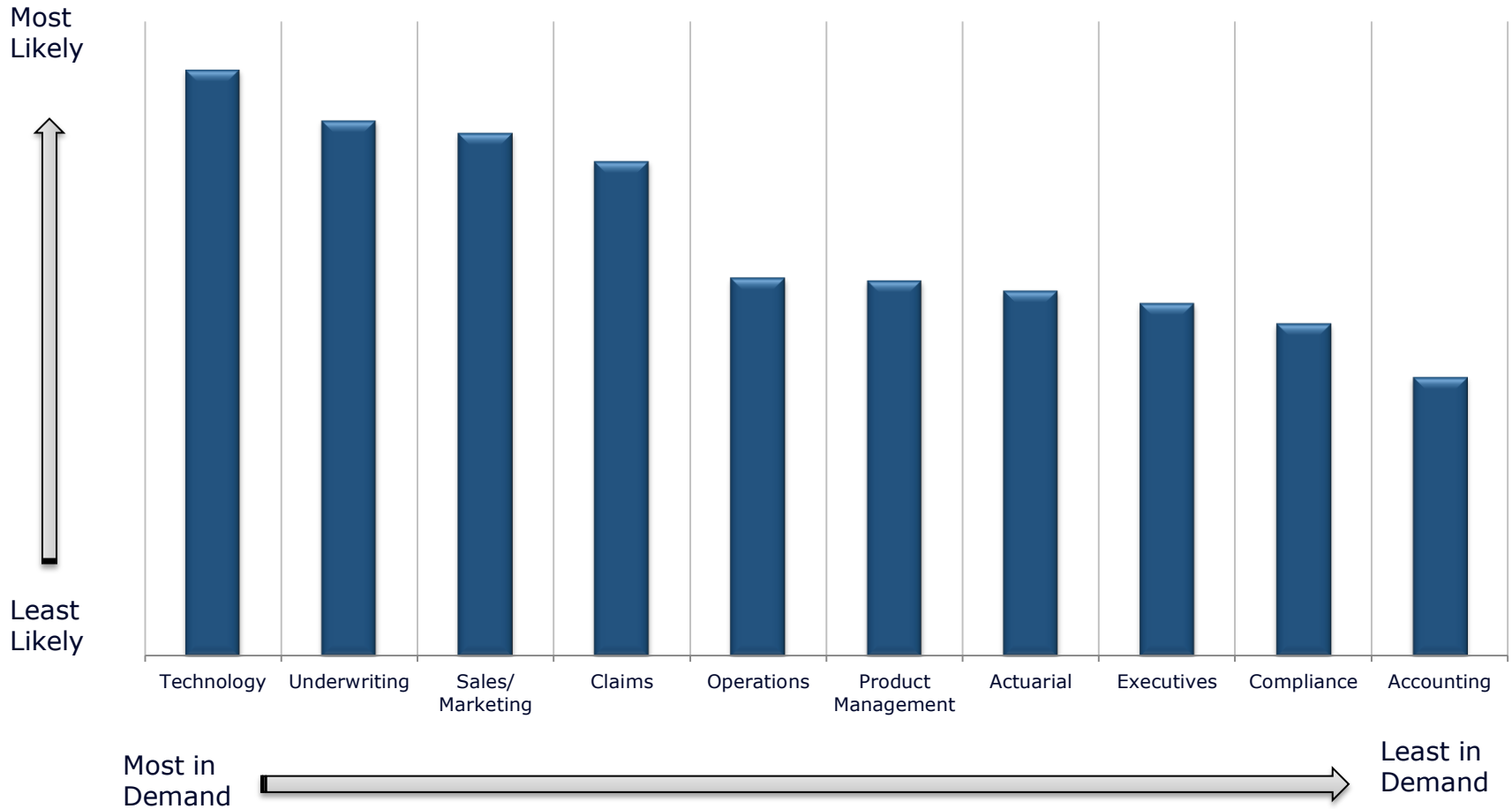
Source: The Jacobson Group and Ward Group 2012 Mid Year Labor Market Study

Recruiting Challenges Still Exist



- On a scale of 1 – 10 (10 being most difficult), companies responded that positions are still moderately difficult to fill and recruiting is slightly more difficult in most disciplines than it was a year ago.
- Positions rated 5 or above are considered moderate or difficult to fill.
- Product line has a significant impact on the ease of filling positions

Likelihood of Increasing Staff By Function





Understand and communicate our experiences, skills and talents; know our strengths; and appreciate our weaknesses.

Definition

Skill: the ability, coming from one's knowledge, practice, aptitude, etc., to do something well

Identify Your Skills

- Consider your skills in these three basic categories. Ask yourself: So what? How do these differentiate me? What skills do I use most to get things done?
- Some skills are situational and, therefore, limiting.

Physical Skills	Thinking Skills	People Skills
<p>Physical activities: walking, talking, typing Most of these are a matter of being “blessed” and do not differentiate today.</p> <p>Are there any special physical skills you possess?</p>	<p>Problem-solving skills, project management skills, process development skills, creative processing</p> <p>What are your relevant thinking skills and what evidence can you provide?</p>	<p>Also referred to as soft skills. These include people management, communication or listening skills.</p> <p>List your applicable people skills.</p>

Definition

Talent: a special natural ability or aptitude

Consider Your Talents

- Hiring for talent is all the rage...the competition also has experience and skill, talent is our real differentiator!
- Talent cannot be taught. It is unique and enduring.
- Sadly, many underachievers are talented, but lack other essential components.

Focus	Prepare	Practice	Persevere
It does not come naturally to most of us. It must be intentionally sustained.	Performance is no accident. Confidence, speed and trust must come with preparedness.	It takes 10,000 hours to become an expert; few of us are overnight sensations.	Most successful people will tell you this is all the difference!

Determine Your Strengths

- Strengths stem from our talents, skills and knowledge (experiences).
- Knowing one's strength is one of the most important insights we can gain to shape our work future.
- A strength looks like a consistent, near-perfect performance.
- When you are performing a strength, you feel effective and successful.

Determine Your Strengths

Here is how to capture strengths—pay attention to these feelings and insights:

- “You're awesome!” You perform an activity well and it has been associated with your success.
- “You just can't help it!” You're repeatedly drawn to the activity, sometimes even inexplicably.
- “It's a piece of cake!” It feels easy — like you're not trying too hard. It's “no sweat.”
- “...and you get to eat it too!” The activity leaves you satisfied, restored, energized and fulfilled.

Dealing With Non-Talent

- Non-talents are many times referred to as weaknesses; but there is a distinctive and meaningful difference.
- ONLY do non-talents become weaknesses when we are in situations when our success depends on our performance in an area that is a non-talent.
- The research is clear—we are likely to sustain no more than two points of improvement when dealing with a weakness.



Dealing With Non-Talents

- Avoid the “Should’a-Would’a-Could’a” rationalizations regarding what might be expected at your current position level.
- What we don’t know can hurt us, so understanding our weaknesses and keeping them close can help keep us out of danger.
- We want to capture, clarify and confirm our weaknesses, which then allows us to apply risk management techniques in lessening our exposure.
- Capturing weaknesses follows the same process as capturing strengths. Rather than success, it’s a lack of success. It’s not instinctive. It’s not a growing experience. It’s not something we need or yearn to do.

Dealing With Weaknesses

- Start with the weaknesses causing you the most trouble or angst.
- Remember, a weakness develops from a non-talent that is essential in the superb performance of your role. Try these strategies for addressing these exposures:
 - Stop doing the activity!
 - Team with someone who compliments our strengths and weaknesses.
 - Focus on moving our job toward our strengths and away from our weaknesses.
 - See our weaknesses in a different light!
- What actions can you take to eliminate your weaknesses?



**Develop our own
personal brand.**

What is Personal Brand?

- An indelible impression that is uniquely distinguishable
- Self advertisement or self packaging
- Your value as an individual – a mental image!

**You are
the CEO
of YOU!**

Developing a Personal Brand Statement

Think about these considerations:

- What are you passionate about?
- What personal attributes set you apart?
- What strengths have you identified?
- What makes you unique?

Pick Your Attributes! Think...

Accomplished	Amiable	Analytical	Believable	Bold
Caring	Certified	Determined	Extravert	Flexible
Genuine	Gracious	Happy	Influential	Kind
Leader	Logical	Methodical	Motivated	Organized
Passionate	Polished	Professional	Qualified	Respectable
Reliable	Refined	Secure	Strategic	Structured
Supportive	Thorough	Trustworthy	Virtuous	Well-spoken

Delivering Your Personal Brand

Accelerators

Help communicate your personal brand:

- Showing up on time.
- Looking the part.
- Thinking of how others are affected by your actions.

Barriers

Obstruct your personal brand:

- Showing up late.
- Being ill prepared.
- Not engaging with the needs or concerns of others.



**Learn the value
of networking.**

Social Media Saturation

- A new person joins LinkedIn **every second**.
- Facebook has **750 million** users.
- Twitter receives **1.6 billion** queries per day.
- YouTube exceeds **2 billion** views per day.

Social media is an essential component of networking!

The Impact of Social Media

Be realistic with your goals.

- **LinkedIn** is great for finding a new career or expanding professional networks. It has a distinctly professional aim.
- **Twitter** is good for staying current on industry news, as well as following brands and celebrities.
- **Facebook** is ideal for keeping in touch with friends and family.



Making a Memorable Impression

- Your profile on social media sites is the equivalent of your resume.
- Some sites, like LinkedIn, allow users to search other users by keywords. Utilize keywords in your profile to increase the likelihood of being found.
- The top three uses for LinkedIn are keeping in touch, industry networking and co-worker networking.

Making a Memorable Impression

- Proofread, proofread, proofread!
- Select a photo that furthers your personal brand.

Building a Network

- Search out your contacts on social networks.
- Add icons to your email signature to promote your social profiles.
- Use social media as an extension of face-to-face networking, not a replacement.

Furthering Your Brand

- Establish yourself as an authority or leader in your field. Create positive visibility.
- Showcase your credibility by sharing relevant content and commenting on other posts.
- Join groups and follow companies.
- Remember that everything you post is permanent. You can delete it, but you can't take back the impressions!

Monitoring Your Brand

When was the last time you Googled yourself?

YOU are in control of your digital footprint. Utilize social media to grow your network, spread your knowledge and absorb information.



Employ These Career-Boosting Tactics to Stand Out as the Obvious Choice

- Subscribe to internet feeds to stay informed:
 - Advisen
 - PC 360
 - LifeHealthPro
 - PCI Smartbrief
- Attend conferences and other networking events.
- Review job postings.
- Work towards continuing education, designations and credentials.
- Keep your resume current.

In Summary

- Present yourself for the job you want, not the job you currently have—actions, appearance and words.
- Take responsibility when needed.
- Focus on the brand you are trying to portray both in and out of the workplace.
- Embrace and enhance your personal brand everyday.
- Make yourself an example for others to follow.
- You're not only representing yourself, but also your company.

Questions?

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Thank You!

