

Career Optimization Panel: How to Lift Your Career to New Heights



September 27, 2017



MnSearch

career development

9.27.17

— o/g development vision

in Talent Operations at Ovative, our vision is ...

*to **create future industry leaders** by
fearlessly unlocking the potential of
our team members*

— our framework —

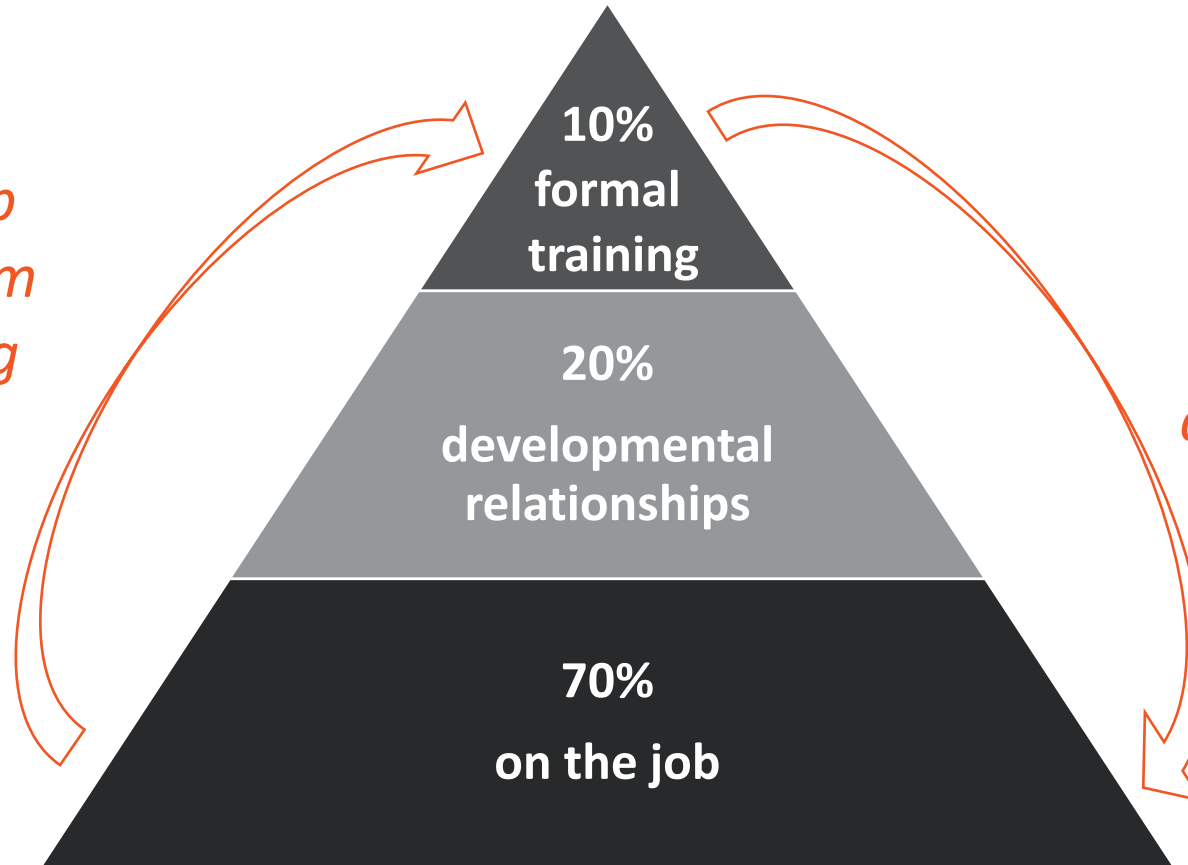
we start with hiring amazing talent – once we have people in the door, we invest in offerings that span 4 key development pillars



— our model —

we leverage the most common development model to organize and communicate our development strategy – the 70-20-10 model

we take on-the-job challenges to inform our formal training offerings



we focus our formal training on content that is tangible & applicable to on-the-job moments

— key focus areas

within the development pillars, we've teased out specific topics to fuel formal training

formal training we currently offer....

- self-awareness
- emotional intelligence
- effective coaching
- structured thinking

formal training we're creating...

- data boot camp
- client engagement

— my top 5

development tips from all POVs are abundant, but I always come back to a foundation of 5

- 1 identify what you want
- 2 communication is critical – no one is a mind reader
- 3 open the door to receiving feedback (and do it again, and again)
- 4 make friends – you get smarter when you surround yourself with smart people
- 5 be genuine and kind – be yourself and treat others as you would hope to be treated

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Building Your Career Development

Opportunities

- Conference Attendance
- Industry Membership
- Leadership Cohort Program
- Tuition Remission
- Workplace Inclusion
- Online Trainings & Leadership Academy
- Partnership with Supervisor/Department Lead

Opus College of Business		Marketing Development Planning												University of St. Thomas	
Name: [Redacted]		Year	Semester 1			Semester 2			Semester 3			Semester 4			Notes
Major: [Redacted]			1	2	3	4	5	6	7	8	9	10	11	12	
Minor: [Redacted]															
Degree: [Redacted]															
Program: [Redacted]															
Course: [Redacted]															
Prerequisite: [Redacted]															
Co-requisite: [Redacted]															
Elective: [Redacted]															
Total Credits: [Redacted]															
GPA: [Redacted]															
Status: [Redacted]															
Comments: [Redacted]															



Working In-House/Non-Profit

- Short timelines do not disappear!
- Cross-departmental collaboration
- Build breadth and depth of skills
- Champion your development
- Plenty of (different) perks from agency

Optimizing Yourself: Digital Marketing Hiring Trends + Career Development



celarity

Creating Happy Careers

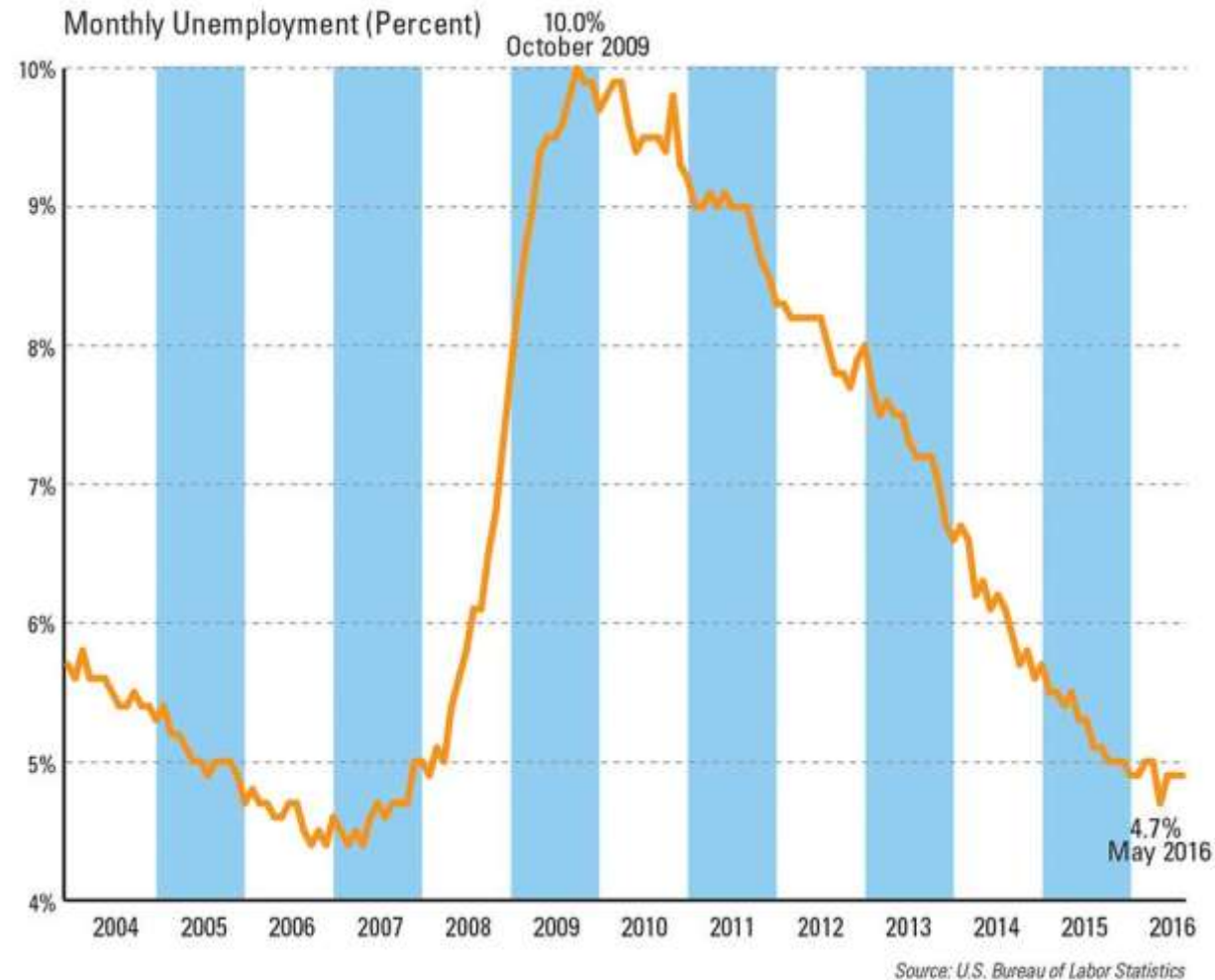
STAFFING & RECRUITING
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The Reality of Today's Digital Marketing Jobs

Trends in hiring – Macro Market



Trends in hiring – What does all this mean?

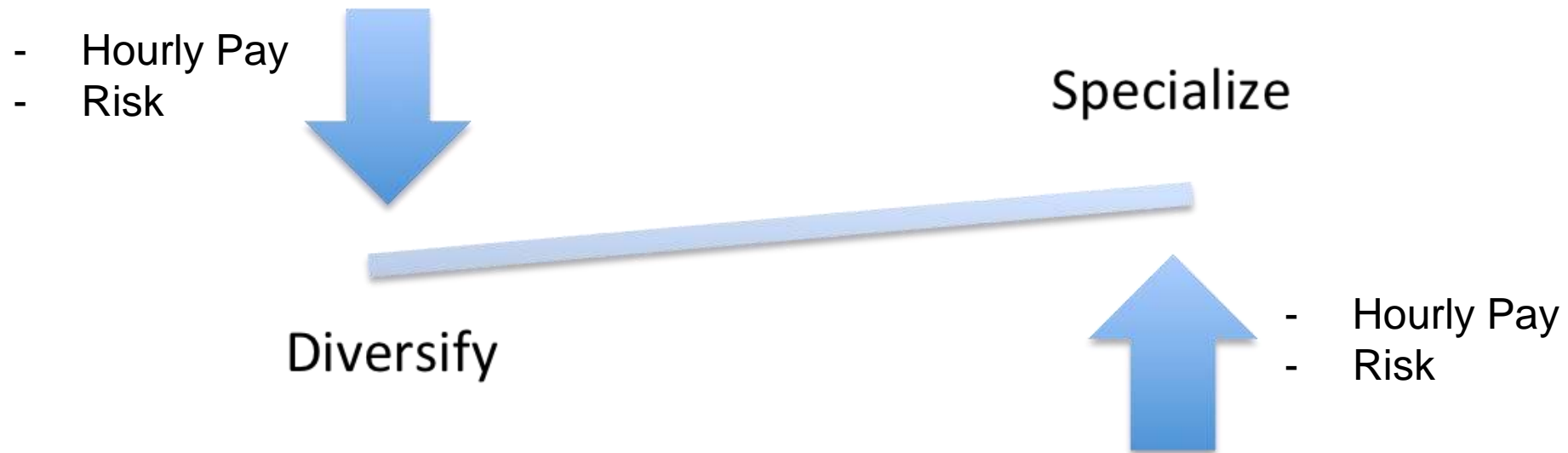
- Talent shortage will continue to get worse:
 - Wages will increase to attract and retain talent
 - Managers need to focus on retaining employees as job openings continue to increase



Optimize Yourself: Career Development

Job Tracks & Skills

- Most Common Question: Is it better to specialize in your career or keep your experience broad in many things?



Tips to Optimize Your Career

1. Shift your skills as necessary

1. Never stop learning

- a. Take classes
 - i. *Udemy*
 - ii. *DemandQuest*
- b. Attend conferences
 - i. *MnSearch Summit*
 - ii. *MIMA Summit*
- c. Ask questions
- d. Do a lot of reading
- e. Get certifications

1. Stay ahead of industry trends and best practices

Tips to Optimize Your Career

4. **Develop your personal brand**
 - a. Practice your elevator speech
 - b. Intelligently speak about your specialized skills
 - c. Know & portray what makes you unique in comparison to your peers
 - d. BE MEMORABLE

5. **Be the expert & share your expertise with whomever you can, whenever you can**
 - a. Write a blog and/or be a guest blogger
 - b. Speak at events
 - c. Keep your online profiles up-to-date with new skills/knowledge

6. **Network, network, network! And don't burn bridges.**

Additional Resources

- ***Scoop Newsletter***
 - Our most recent jobs and career opportunities
 - Local events for learning & networking
 - News, career advice, resume & interviewing tips, and more!
- ***Events Calendar***
 - One-stop-shop for updated event information from many local organizations including MnSearch, Ad Fed, MIMA, IABC, UXPA, AMA, MNWC, and more
- ***Blog***
 - Posts for job seekers, leadership, and career advice
 - Event recaps
 - Industry news
 - Hot topics and workplace trends



submit your questions here:

<http://bit.ly/mnsearch-qa>



Thanks for coming!

Please fill out our event survey:

<http://bit.ly/mnsearch-sept>