

# Moving Your Career Forward in 2017

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# Agenda

- Profession vs Career
  - Being T-Shaped
- Building your Brand (LinkedIn / Other Stuff)
- Being Coached and Coaching
- Being Mentored and Mentoring
- Critical Skills
  - What is Likeonomics
- Networking and Paying it Forward
  - Are you a “Go-Giver”

# Differences Between EQ and IQ

## EQ (Emotional Quotient)

### Building a career

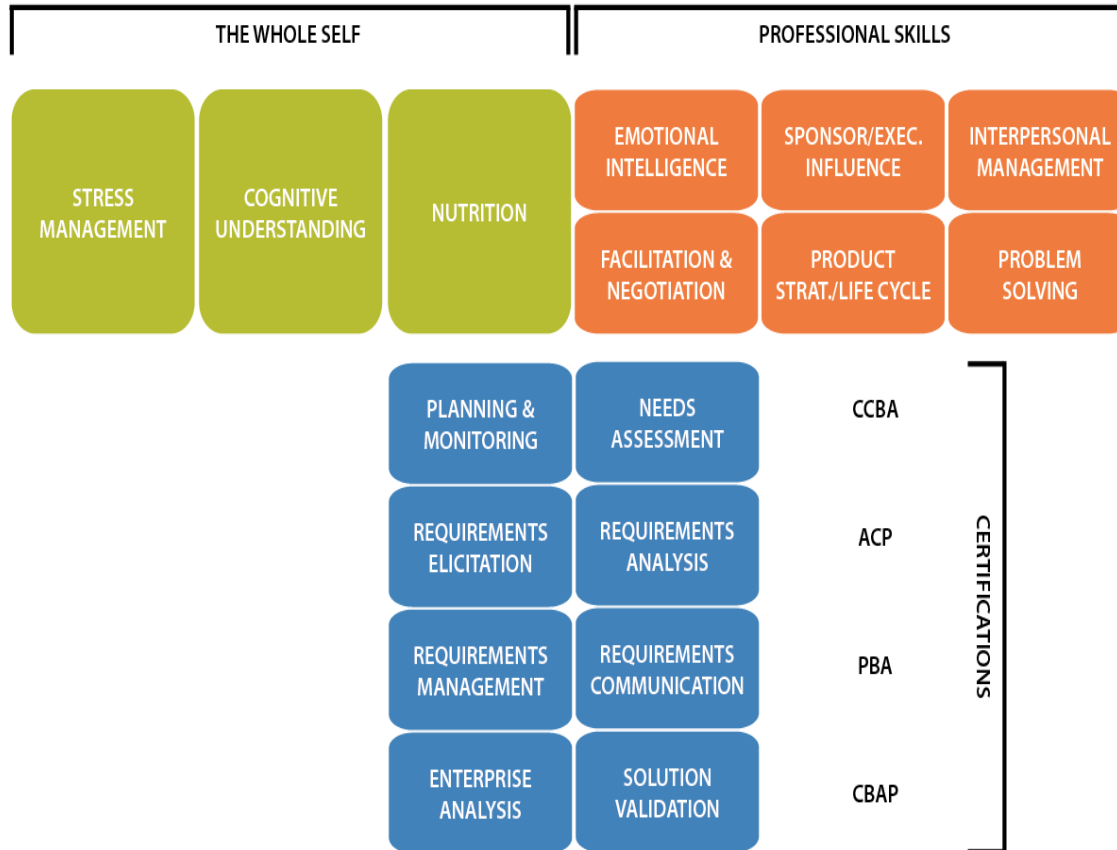
- Level of emotional and sensitive intelligence.
- Helps development potential even after IQ starts to diminish.
- Enhances successful project outcomes.

## IQ (Intellectual Quotient)

### Building a profession

- Level of cognitive and academic intelligence.
- Only takes you so far in your career before weakening.
- Helps with successful project outcomes but not at the expense of project participants' feelings.

# THE T-SHAPED BUSINESS ANALYST



# Building a Personal Brand

- Defining your career goals
  - Connecting career goals to current profession
  - Developing a plan to grow career beyond profession
- LinkedIn
  - Update profile, is your personal URL right?
  - Two recommendations (at least) per past and current position
  - Do you endorse people for skills?
  - Have you liked a post or update?
  - Have you recommended someone else
  - Have you shared a post or update?
  - Have you written an article?
  - How active are you in groups?

# Building a Personal Brand Part 2

- Tools
  - LinkedIn as discussed
  - Blogging, white papers, podcasts
  - Presentations (Internal / External)
    - Trade shows (external)
    - Lunch and Learns (internal)
  - Trade Association Involvement
    - Leadership
    - Volunteer
  - Internal coaching and mentoring
  - External coaching and mentoring
  - Building a networks of “Friends” / “Supporters”

...will come back to this later

# What is Coaching?

- The sharing of knowledge, experience, and ideas.
- A means for gaining understanding.
- Assisting another in reaching their goals and objectives.
- Focusing more on people than on tasks.

# Coaching, the Primary Tool for Career Growth

- Coaching is leadership tied to day to day tactical and strategic work
  - Driving company direction without micromanagement or doing the work
  - Not an easy skill to master, takes practice / training
- Push Coaching
  - Normal type, just in time, dealing with work improvement does fix problems in short term provides long term improvement. Causes short term conflict
- Pull Coaching
  - Where coaching should be, person comes to you, much more strategic, quicker impact, higher quality work
- Being open to being coached (Are you trainable? Can you handle feedback?)



# Mentoring can be ...

- Directive – transfer of knowledge and wisdom
  - Advantages
    - Experience, hindsight, provided with solution
  - Disadvantages
    - Less committed
- Non-Directive – helps mentee form their own solution
  - Advantages
    - Buy-in, no need for mentor to be expert
  - Disadvantages
    - Longer time, may not have experience to form

# Mentoring

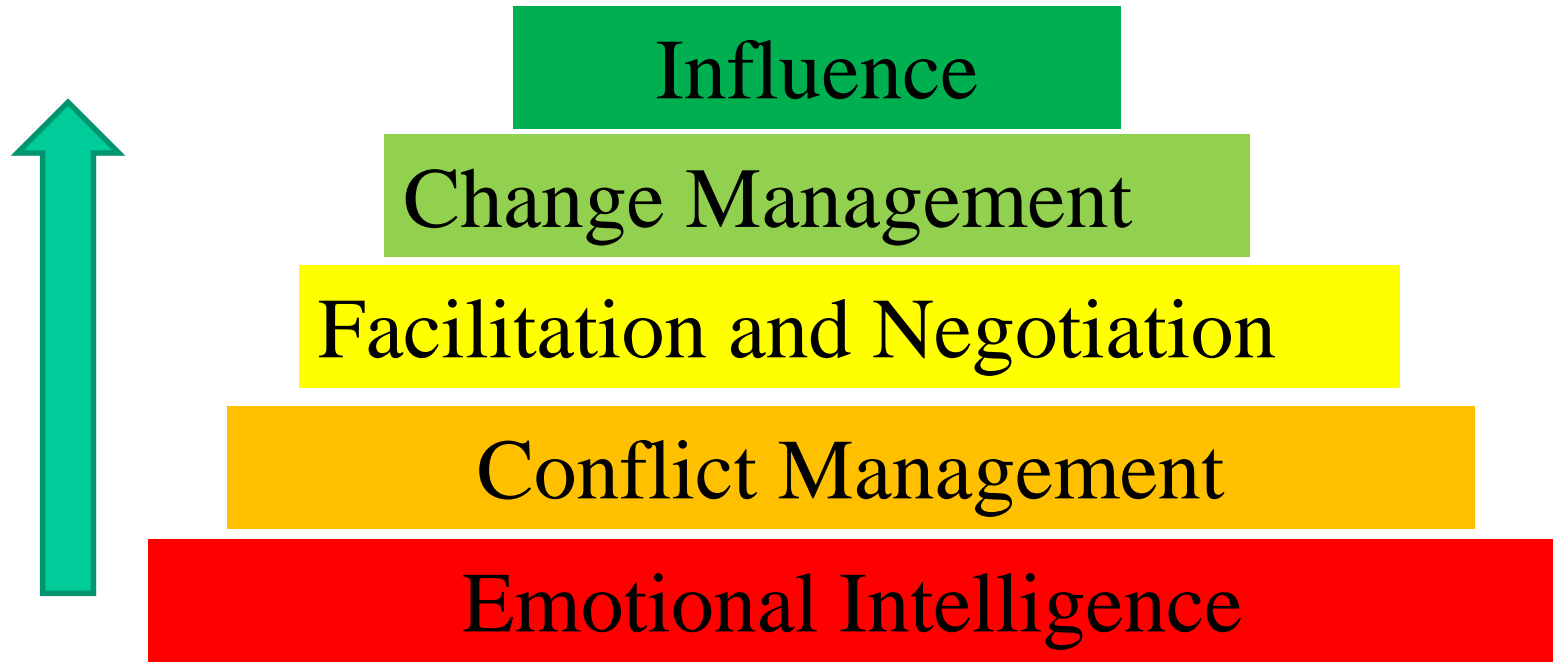
- Developmental Relationship
  - More experienced person helps guide a less experienced one
  - Ongoing relationship
    - Learning
    - Challenging
    - Communications



# What is the Difference Between Coaching and



# Professional Skills Buildup



# The Art of Influence and being Likeable

- Putting people at ease
- Read people
- Be Transparent
- Provide Solutions and Ideas
- Don't be a manipulator or just a strategy person, get to execution

# Networking in Most Folks Minds



**You've all met the walking promotional machine.** You can hear the sound of infomercial speak in their voice. As they talk, they are scoping you out as a lead, not a person. You start to feel...kind of dirty in this strange way.

# What is Networking Really!?!

- Your connection of people who KNOW you!!!
  - You have a connection with them
  - They find you *likeable* and are invested in you
  - WAY tighter group than you LinkedIn connections
- Each person has helped you and you have helped them
  - “Go-Giver” concept
- You are willing to “Pay it Forward” when someone in this group asks for something
  - Time with friend, reference for a friend, time to review something etc.
- They would be willing to “Pay if Forward” when you need something

*No score is kept!!!*

# Thank you!!!

I appreciate your time.

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