

# Marketing Yourself for a Better Career

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## Ground Rules

- **This session is for you, so participate.**
  - **Quick fire responses (Shout Out)**
  - **Short activities/examples**
  
- **Be supportive of ~~Victims~~ Volunteers**
  
- **The views and opinions expressed in this presentation are the sole responsibility of Hans Eckman. SunTrust Banks, Inc. bares no responsibility for the content and in no way authorized this presentation.**
  
- **No animals were harmed during the creation of this presentation. Please support your local pet rescue centers.**

## Understanding Marketing

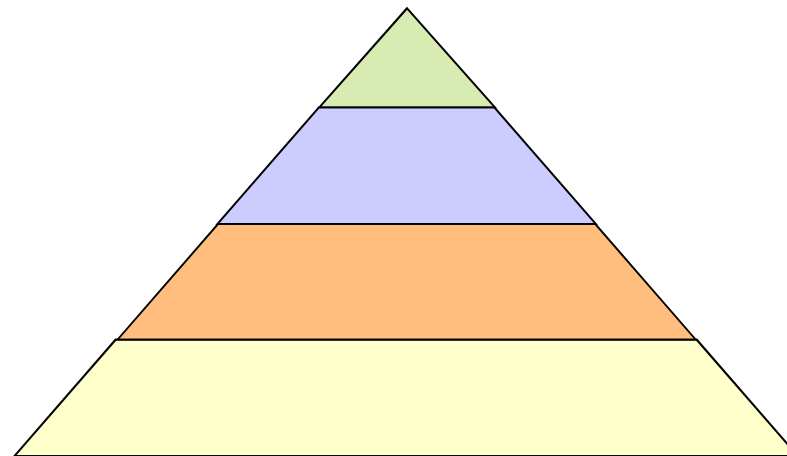
- **Why do we buy?**  
**There is only one core reason we buy anything.**
  - **Exercise 1 – Shout out**
  
- **Perceived value**
  
- **So what is Marketing?**
  - **Exercise 2 – Shout out**
  
- **Marketing is the Exploitation of Your Uniqueness**
  
- **UNIQUE – CONNECT – ACTION**

## Know Thy Self

- **BA, PM, Hybrid (PMBA), or Other?**
- **Junior BA**
  - **Write clear business and functional requirements**
  - **Diagram business/system flows using two methods**
  - **Define uses cases and write scenarios**
- **Intermediate BA**
  - **Define requirements approach and package**
  - **Lead requirements sessions using three or more methods**
  - **Gather requirements using four or more methods**
- **Senior BA**
  - **Manage requirements gathering for large projects/teams**
  - **Establish organizational standards and templates**
  - **Train and mentor BA teams**

## Marketing Package Comparison

- **Exercise 3 – Shout out**
- **Network (Audience)**
- **Cover Letter**
- **Marketing Package**
- **Resume**
- **Pitch**
- **Job Websites**
- **Stories**
- **Networking Groups**
- **Marketing Collateral**
- **Supporting Materials**



## Your Marketing Package

- **Business Cards**
- **Overview\***
- **Resume\***
- **Case Studies\***
- **Testimonials**
- **Website**
- **Supporting Materials**
  - **Project Skills Matrix\***
  - **Document Samples**
  - **Skills, Software, Industry, Subject Matter Expertise Lists**
  - **Target Job/Company Descriptions**

*\*Examples to follow*

# Supporting Materials – Project/Skills Matrix

Hans\_Eckman-Project\_Matrix\_2007.xls [Compatibility Mode] - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins

Normal Page Layout Full Screen Workbook Views

Page Break Preview Custom Views

Ruler Gridlines Message Bar Show/Hide

Formula Bar Headings

Zoom 100% Zoom to Selection

New Window Arrange All Freeze Panes Split Hide Unhide Save Switch Workspace Windows

A3 Employer

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1		Sales/Marketing								Definition								Development				Testing							
2	Employment/Clients	Sales/Sales Support	Account Management	Web Marketing	Partner Program	Public Relations	Marketing Collateral	Market Research	Business Plan Development	Needs Assessment	Business Process Reengineering	User Interface Requirements	System Requirements	Change Management	Project Management	Product Management	Auditing	Prototyping	Graphic Design	HTML Web Development	Application/Script Config.	Hosting Setup	E-Commerce	Test Case Writing	QA Testing	UAT Testing			
17	Client, Project																												
18	AT&T Interactive Products and Services									X	X	X	X						X	X	X								X
19	Atlanta Public Schools				X					X	X																		
20	Atlanta Reproductive Specialists	X	X							X		X	X																
21	AtlantaVolleyball.net	X		X	X	X	X	X		X		X	X	X	X	X			X	X	X	X	X	X				X	X
22	Banana Brothers Comedy Network	X	X	X			X	X	X	X	X	X	X		X	X			X	X	X		X	X				X	X
23	BARCO, Inc.		X							X	X	X	X																
24	BellSouth - Corporate Intranet		X	X		X	X	X		X	X	X	X	X	X					X	X	X						X	
25	BellSouth - Ethics and Business Conduct		X	X						X		X	X	X	X	X			X		X								
26	BellSouth - FastCompany		X	X			X																						

Roles Industry

## Case Studies

- **Storyboard/Slide Format**
- **Use Problem/Solution or Context/Outcome**

### Spiderwear's System Delivers Circuit City Uniform Business





**The Challenge**

Spiderwear needed a new system to serve 40,000 employees in 600 stores.

- Hans defined and implemented a web-based warehouse and order management system.
- Uniform store allows Circuit City to manage and approve orders through Peoplesoft.

**The Result**

- Spiderwear can process 800% more orders in the same time.
- Zero fulfillment errors or omissions in 2007.
- System can support Spiderwear's other large client uniform programs.

Hans has consistently delivered solutions for us on deadline and under budget. He has a wonderful sense for what the client needs, and is always willing to go above and beyond if the project requires. I wouldn't hesitate to recommend Hans for your IT needs."

-- David Solomon,  
COO, SpiderWear



2006 - 2007

## Value, Value, Value

- **Primary: Demonstrate value to past and future companies**
- **Secondary: Demonstrate critical job skills or subject matter expertise**
- **Communicate value as headlines not articles**
  - **“Spiderwear’s order and warehouse management system increased productivity by 800%.”**
  - **“Market Velocity’s new platform reduced development time for new clients by 80%, while increasing profit margin by 135%.”**
  - **“The Home Depot eliminated 80% of paper-based safety reporting with an web-based management system.”**

## Goal Statements

### ➤ Example 1

- ***"To work with a reputable company that emphasizes high level of productivity, creativity, strong work ethics, excellent professional demeanor in all dealings, genuine interest in client growth, and, recognition and good remuneration of hardworking employees. "***

### ➤ Example 2

- ***"To obtain a position that will allow me to fully utilize my communication, organizational, and problem solving skills."***

### ➤ Example 3

- ***"Digital Technologist focused on helping marketers strengthen their client relationships through implementations of Enterprise Content Management, E-commerce and Web Analytics. Seeking a leadership role in a challenging, fast-paced environment where I can help organization achieve revenue targets by: ..."***

## Job Descriptions

### ➤ Example 1

- I worked on the remake of a web tool supporting construction company logistics. I evaluated the company requirements for the project, compared the requirements to the capabilities of ASP.Net/VB.Net and ColdFusion. Considering all the aspects of the project I recommended ColdFusion for its document handling and reporting capabilities as well as the capabilities of the developers that would eventually take over the project. I redesigned the tool to function on an SQL 2003 DB Server with ColdFusion back-end support and Dreamweaver front-end development. I functioned as the focal point in discussions on business logic and developed application specifications for the project. The tool was designed to replace a SharePoint implementation, allowing a more flexible and functional interface for information flow and document management. I also designed and implemented the Database schema. The Web interface included a high degree of HTML, DHTML, JavaScript and CSS development including a version of Ajax interaction between JavaScript and CF components for real time data access.

### ➤ Example 2

- Managed re-design of business unit's retail website (Business to Business). Transformed website into an interactive, cross-selling educational tool, which boosted website visits by almost 15% within six months.
- Authored technical content for Request for Proposals (RFP's) and marketing communication plans that resulted in significant new business wins for business unit (\$1 Million dollars in minimum monthly recurring revenue).
- Architected COMPANY's secure extranet portal to support strategic partners and resellers. Portal enabled channel to double membership within three months.

## Resume and Portfolio Tips

- **Define the 3 key things you want the reader to remember**
- **Use clean, consistent formatting and verb tense**
- **Correct spelling, grammar, and tone**
- **Demonstrate**
  - **Value**
  - **Special Knowledge**
- **Maximum 2 page resumes, abbreviate old jobs**
- **Everything you communicate must sell you for the position**

# Overview, not Cover Letters

- Cover letters are typically used for stating what is missing from your resume.
- **Overviews:**
  - Sells you the way you want to be seen
  - Easy to adapt
  - More memorable and effective



**HANS ECKMAN**

Hans Eckman provides transitional management and consulting for growing companies.

- Simplifying operations processes
- Automating information management
- Getting the right information to the right people to support better decisions.

**Delivering High ROI E-Business Applications**

- Spiderwear's storefront and warehouse management system increased order processing efficiency by 80%.
- Market Velocity's new platform reduced development time for new client sites by 80%, while increasing profit margin by 135%.
- The Home Depot eliminated 80% of paper-based safety reporting with an online information and work flow management system.

*"He is very intelligent, has great vision, and best of all, he can execute. His written skills are the best I've seen. He is excellent at working with his constituents to identify the need/challenge and then works to find the best possible solution. He is dedicated and loyal."*  
 -- Diane Morse, VP Sales & Marketing, Market Velocity, Inc.

**Maximizing Team Productivity and Value**

- Co-wrote a hybrid SDLC and templates to improve software quality from offshore development for Xpansion.
- Rebranded S&K Ventures to focus on core market, contributing to record growth in 2007 and a new business direction.
- Helped Voiccom Telecommunications develop a strategic partner channel, and reduced partner launch time from 3 weeks to 3 days.

*"Hans has excellent communication and management skills. He was able to take very complex business problems and communicate them effectively to business and technical staff. I can honestly say that without Hans, the project we worked on would not have been close to being a success. Hands down, he's one of the brightest guys I've ever worked with, a true pleasure to work with."*  
 -- Todd Story, Software Engineer, S&K Ventures Inc.

**The Experience to Help Your Company Grow and Succeed**

- Business Analysis
- Project Management
- Information Architecture
- Business Process Reengineering
- Sales and Marketing Support
- Web and Portal Development
- Technical Writing, Documentation
- E-Commerce Systems
- Product Management
- IT Management
- Training Systems and EPSS
- Offshore Development
- Feasibility Studies

Resume and case studies available online at <http://hanseckman.com>

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<http://hanseckman.com>      5535 Dovnick Dr. SW, Lilburn, GA 30047-6778

## Story Telling - What Makes a Good Story?

- **Short**
- **Relevant**
- **Entertaining**
- **Provides Value to Listener**
  
- **Exercise 4 - Adding your story to a discussion**
  
- **Practice adding stories at work, social gatherings, and when you meet people.**

## Elevator Pitches

- **Less than 10 seconds, 10 words is better**
- **No abbreviations or lingo**
- **Write several, use the best for each situation**
  
- **Exercise 5 - Competing for the same job**
  - **Why you should get the position, not your neighbor**
  
- **Exercise 6 - Never get a second chance for a first impression**
  - **Odd rows stand, turn behind you and give your pitch**
  - **Even rows stand, raise hand if you'd hire this person**

## Your Network - Finding Connections

- **Gatherings**
- **Volunteer**
- **Contribute to answers websites, comment on articles**
- **Look for news, interviews, and awards**
- **Research through your chamber of commerce**
- **30 minute advice sessions**
- **Tap you contacts – Do you know anyone who needs ....**

## Three Steps to a Better Position

### ➤ MEET

- **Internal sales**
- **Networking**

### ➤ CONNECT

- **Understand from the audience's perspective**
- **Elevator pitch and stories**
- **Find common ground – Translate needs to value**

### ➤ ACTION

- **Predefine the desired outcome**
- **Confirm and follow-up**
- **Propose ways to meet their needs**

## Conclusions

- **Marketing is the EXPLOITATION of your UNIQUENESS**
- **Self-marketing should be part of everything you do**
- **Focus on the key value, and personally connect**
- **Additional Recommendations:**
  - **Work with a coach or mentor**
  - **Take the B2T Training courses**
  - **Read**
    - **The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand by Peter Montoya; Tim Vandehey**
    - **Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath**
    - **What Color Is Your Parachute? 2010: A Practical Manual for Job-Hunters and Career-Changers by Richard N. Bolles**