

Managing Careers In a Changing Environment

CircDayLA 2009

Thursday, October 1, 2009

Brad Stauffer, Presenter

Principal, Stauffer Media



What We All Know

- Job market down
- Publishing turned upside down
- Lay-offs, shut-downs
- Outsourcing, automation
- Reorganizations

"Google did not exist in January 1999 and next year it's going to have \$26 billion of advertising revenues go through their system. That's more than ABC, NBC and CBS combined."

--Gordon Crawford, managing director of Capital Group

The Good News

- You are here to learn & grow
- You can get clear on what you want
- You may be in the perfect job
- You have transferable skills
- Easier training and e-learning
- Connections through Social Media

Getting Clear on You

- Assess where you are
- Consider your ideal career
- Revisit your goals, accomplishments, yet to do
- Review your skills, expertise, strengths
- Consider feedback & assessments
- Recall your best moments
- Define your “wants” and “don’t wants”

Skills Survey

	✓	Transferable
Business Development & Sales		
Marketing, Social Media, SEO		
Data Management, Fulfillment, Databases		
Statistics, Metrics, Analytics		
Tasks, Details, Organization, Deliverables		
People Skills & Management		

Your Wants & Don't Wants

	Wants	Don't Wants
Industry		
Job Title		
Responsibilities		
Management Role		
Money		
Company/Environment		

Your Personal Brand

- Consider your purpose, mission, passions
- Check-in with your values & interests
- What do you want to be known for?
- How to do you want to contribute?
- What overlaps with your career?
- Capture themes and keywords
- Create your brand summary

Brand Themes & Keywords

	Themes & Keywords
Specialties	Marketing, Management, Fulfillment, Social Media, Systems
Methods	Leverage, Organize, Analyze, Inspire
Results	Growth, Accuracy, Efficiency, Revenue

Your Brand Summary

- Your specialty, your method, your impact or results

I am a social media expert that leverages technology to builds targeted audiences.

I am a fulfillment specialist with analytical skills that creates efficient systems and data accuracy.

Career Strategy

- Revisit your goals & ideal career
- Consider full-time or self-employment
- The reality of consulting or entrepreneurship
- Look beyond publishing and media
- Using traditional methods to get known
- Leveraging social media
- Tackling technology in job hunting

Looking Beyond

- Marketing Analytics Manager
- Social Marketing Associate
- Statistical Modeling Analyst
- Search Engine Marketing (SEO + PPC) Specialist
- Internet Marketing Manager
- Manager, Social Media
- Director of Online Experience

Resources

- Job links & keywords
- Industry information
- Publishing communities & events
- Networking & organizations
- Get a coach

Questions?

Thank you!

Brad Stauffer, Stauffer Media

www.StaufferMedia.com

Brad@StaufferMedia.com

T: 310-274-5542