You – The Brand and…
A Successful Career in Business
My Career

B.S. Chemistry

Ph.D. Inorganic Chemistry

Research Scientist

Director
Section Head
Sr. Research Scientist

Miles Inc.

Colgate-Palmolive

VP R&D Global Regulatory Affairs
VP R&D Global Scientific Services
R&D Director Asia/Africa
Global Transformation Project
VP R&D North America

Semi-Retired

Reckitt Benckiser

Bayer

Mentioned Institutions:
- University of Maryland
- Research Scientist
- B.S. Chemistry

- Global Transformation Project
- R&D Director Asia/Africa
- VP R&D Global Scientific Services
- VP R&D Global Regulatory Affairs
- VP R&D North America

- Miles Inc.
- Colgate-Palmolive
- Bayer
- Reckitt Benckiser
Agenda

- Job Market
- Preparing for the Job Search
- Acing the Interview
- Moving Up the Career Ladder
Current Trends – Bad News

- **US Unemployment Rate = 8.6% (April 2009)**
  - > 30 million people unemployed

- Number of jobs in chemical manufacturing has dropped **12%**.

- Number of jobs for chemical manufacturing technicians is projected to drop almost **17%**.

- **Technicians who stay in chemical manufacturing such as:**
  - * Basic Chemicals * Agricultural Chemicals
  - * Polymers * Petrochemicals
  - * Paints * Plastic and Synthetic Materials

should expect fierce competition

References: US Bureau of Labor Statistics and Dr. H.N. Cheng, Hercules Inc., Equipping the 2015 Chemical Technology Workforce, Identifying Job Opportunities, [www.acs.org](http://www.acs.org)
Current Trends

- Less security in the job market
  - Employment with a single firm throughout a career is RARE

- Flattened organization structures

- Focus on:
  - Team projects
  - Core businesses
  - Relentless cost reduction
  - Shorter product life cycles

- Increasing outsourcing of R&D and other services

- Employers rely more on contract and temporary workers to cover for short-term needs

- Organizations tend to hire to:
  - Replace resigning or
  - Retiring employees or
  - Achieve a different skill mix

- Goal of employer:
  - Attain work output without increasing staff

- Requirement: technical skills PLUS:
  - Good business sense
  - Flexibility and adaptability
  - Good verbal & written communication

- R&D funding focused on business results

- Work is geared to a global market

Current Trends – Good News

- Across all industries, technician hiring is projected to grow by about 5% over the next decade.

- Pharmaceutical Manufacturing and Analytical Testing is projected to grow 20-30% in the coming decade.

- Funding for research in the Life Sciences, which correlates with industrial growth, is increasing dramatically.
  - President Obama’s focus on science: Healthcare, energy, “green”

- Opportunities abound in small companies (<500 employees)

Reference: Dr. H.N. Cheng, Hercules Inc., Equipping the 2015 Chemical Technology Workforce, Identifying Job Opportunities, [www.acs.org](http://www.acs.org)
More Good News!

- Global shortage of qualified scientists

- More opportunities:
  - Scientific Degrees give access to both Technical & Non-technical positions

- Ph.D. chemists, on average, can earn 50% more than those with a bachelor’s degree.

- Top level technical roles; e.g. Chief Science Officer, tend to go to individuals with Ph.D. degrees
Important Fields

- Medicine / Biochemistry / Molecular Biology
  - Environmental Chemistry
- Computer Modeling and Simulation
  - Analytical Chemistry
  - Product Synthesis
- Process Engineering
  - Catalysis
- Regulatory Affairs
- Chemistry Information Services
  - Patent Law

Reference: Job-Search Strategies for Chemical Professionals, American Chemical Society Department of Career Services
Anticipated Growth Areas in Chemistry

- Pharmaceuticals and Biotechnology
- Independent Research and Testing Services
  - Custom Products
  - Specialty Chemicals
  - Toxicology
- Information Specialties
- Quality Assurance
- Industry Public Relations
- Consulting

How many jobs are out there?

- 1% earn up to > $200k
- 9% earn $101 – $200k
- 19% earn $51 – $100k
- 70% earn up to $50k

155 million jobs in the USA

Number of Jobs Available **Every Week** based on Market Turnover

- > $150k → 21,000 jobs available
- $101 – $150k → 49,000 jobs available
- $60 – $100k → 105,000 jobs available

**Spread over:**
- 50 States
- 300 Key Industries
- All Occupations

The Job Market

- Very Competitive
- 99% job hunters focus their efforts

Visible Market

Hidden Market
The Job Market

Requires Contacts

Growth Companies

Trade & Business Magazines 2,100
Newspapers 2,000
Internet Job Boards 1,500+
Web Recruiters 3,500
Exclusive Recruiters

Visible Market Published Openings

Hidden Market Unpublished Openings

Employer Websites 300,000

Requires Contacts

94% large & medium sized firms hire this way

The “New” Job Market

- Job search tend to take 1 – 2 months for every $10k you seek.

- More experienced professionals may require 9 – 12 months to find a suitable position.

- Professionals change jobs approx. every 4 years.

- Approx. 35 million resumes being circulated per month.

- Ads for attractive jobs draw ~100 – 300 candidates, with 5 – 10 strong candidates likely to be given final consideration.

Only ONE Person GETS THE OFFER
High Competition

Rejection is Part of the Job Search Process

Stay Positive!
You Need to Differentiate Yourself from the Crowd

AND

You Need a Plan
Agenda

- Job Market
- Preparing for the Job Search
- Acing the Interview
- Moving Up the Career Ladder
Job Search Process
.... Similar to Getting a Degree

1. Define Topic
2. Research Topic
3. Specific Experiments / Write Thesis
4. Defend Thesis
5. Award Degree

Reference: Right Management Consultants – Zeroing-In Process
The Brand Called YOU

Follow the 4P’s of Marketing:
Product, Promotion, Place, and Price

Dan Schwbel, Personal Branding 101: How to Discover and Create Your Brand;
Randal S. Hansen, Ph.D., Using Key Marketing Tools to Position Yourself on
the Job Market, www.quintcareers.com
Create Brand YOU

- Carry out an inventory of YOU - what makes YOU different?
  - Determine your values, beliefs, attitudes, goals, objectives and network of contacts
  - Assess your likes and dislikes, your preferences, your style of work and communication, etc.
  - How do you define success?

- Have a full understanding of:
  - Where you are now
  - Where you want to be
  - How to get there
  - Write down a Mission, Vision and Personal Brand Statement
  - Set short and long term goals
Create Brand YOU

Compile your Portfolio
on paper, CD or the web and update throughout your career

1. Career Summary & Goals
2. Professional Philosophy / Mission Statement
3. Resume
4. Electronic / Text-based Resume
5. Skills, Abilities & Marketable Qualities
6. List of Accomplishments
7. Sample of your Work such as presentations, papers, brochures
8. Research, Publications, Reports, Patents
9. Testimonials and Letters of Recommendations
10. Awards and Honors
11. Conference & Workshops
12. Degrees, Licenses and Certificates
13. Professional Development Activities
14. Military Records, Awards and Badges, if applicable
15. Volunteering / Community Service
16. Reference List

Reference: Randall S. Hansen, Ph.D., Quintessential Careers: Your Job Skills Portfolio: Giving You an Edge in the Marketplace; www.quintcareers.com
Create Brand YOU

- Have your own Business Card, include:
  - Your Name
  - Personal Brand Statement; e.g., Research Scientist, entrepreneur, etc.
  - “Preferred” contact information; e.g., mailing address, mobile number and e-mail address
  - Professional e-mail format:
    - “firstname.lastname@provider.com

- Prepare your Resume and keep it up-to-date throughout your career
Your Resume

- Your resume is a key marketing tool for YOU

- Employers / recruiters typically give a resume a few seconds at first glance
  - Format and content of your resume must make a good impression FAST

- Your resume presents your relevant **skills** and **accomplishments** in an **accurate** and **compelling way** to interest potential employers
Resume Guidelines

- Resume should not be longer than 2 pages
- It should be printed on good quality paper
- Neatness and simplicity will make your resume stand out
  - Leave ample “white space” for readability; e.g., allow a 1-inch margin all around.
  - Use standard font such as Times New Roman, Courier or Arial
  - Use font size of 10-14 points
  - Be brief, accurate, honest, and avoid exaggeration
  - Use clear concise, concrete language - use active verbs
  - Avoid using the first person pronoun: “I”, “me”, “my”
  - DO NOT offer personal information: No photograph, age, marital status, etc.

- Ask a friend or colleague to proofread and critique it.
- Always accompany your resume with a personalized cover letter or e-mail.
Resume Format for a College Student

Contact Information

Summary Statement

Education

Experience

Organizations

Publications, if any

JANE SMITH
123 Main Street ~ College Park, MD 20742
Cell: (999) 123-4567 ~ janeshsmith@gmail.com

SUMMARY
A dynamic, trustworthy, results-oriented Ph.D. graduate in Biochemistry with experience in DNA sequence analysis, DNA purifications, organic synthesis, chemical analysis and instrumentation. Detail-oriented, flexible and adaptable. Able to work on own initiative or as part of a team. Language fluency in Spanish and German.

EDUCATION
Ph.D., Biochemistry, University of Maryland, College Park, Dec. 2009.
Thesis: **************

Bachelor of Science, Chemistry, Arizona State University, Phoenix, AZ, May 2006. Graduated with Honors. GPA 3.90

Courses taken included:
* Advanced Biochemistry
* Polymer Chemistry
* Computer Modeling
* Chemical Instrumentation
* Analytical Chemistry
* Molecular Biology

PROFESSIONAL EXPERIENCE
UNIVERSITY OF MARYLAND, College Park, MD                        Sep. 2006 - Present
Research / Teaching Assistant – Biochemistry Department
* Developed biochemical procedures for study of ribosome structure with respect to the RNA component.
* Developed semester test and final exams for Chemistry 201.

ZZZ CHEMICAL CO., Phoenix, AR                                   May 2006- Aug. 2006
Internship - Research Assistant*
* Developed chemical synthesis procedures and isolation schemes for various nucleotides, nucleosides, and their derivatives.

ORGANIZATIONS
Vice Chairman, American Biochemistry Society, Student Chapter (2009)
Captain, Arizona State University Lacrosse Women’s Team (2004 – 2006)
Member Phi Kappa Phi

PUBLICATIONS
List of Publications…. 
Resume

Before
1 Resume

Hard Copy Resume

Customized Hard Copy Resume Multiple versions

Now
Multiple Resumes

eResume

Web Resume

Format will change as you progress through your career
Perfect Your Social Media Presence

- **LinkedIn Profile**
  - Make sure profile is professional (no questionable pictures, obscene gestures, unnecessary vodka bottles, etc.) – use it to create your own personal advertising.

- **Blog / Website**
  - You need to own [www.yourname.com](http://www.yourname.com) or a website that aligns with your name.
  - Start a blog or stick with a static homepage.

- **Optional:**
  - Create your Profile in other social networks: e.g., Twitter, Plaxo, Naymz, Facebook, Jigsaw, etc.
  - **Video Resume**
    - A short video, 1 minute or so, to communicate your brand; e.g., why are you the best for a specific job opportunity.
    - Upload in YouTube(=) and send link to hiring managers.

“Sourcing” of job applicants through social media is quickly becoming a major way for recruiters to find you.
Now that you established Your Professional Brand

It is time for the Job Hunt
1. Educate Yourself

Job hunting is more complex than ever. Use different sources to:

- Get career advice
- Research organizations
- Network with recruiters
- Search for jobs

2. Target Your Search

Identify those jobs and companies that match your values, drivers and skills.

- Focus on the requirements of the job, not the titles
- Consider being hired by a contracting company or consulting firm… this may lead to a full-time position.

3. Network – On-line and Off

Be sure to network online and offline. Meet people - People will get you jobs:

- Professional Associations
- Alumni Groups
- Social Networks; e.g., LinkedIn.com
- Campus Recruitment
- Job Fairs, etc.

4. Maximize Your Search

Focus on both the visible and hidden job markets – “turn every stone”:

- Visit your sources regularly, including websites, newspapers, magazines, bulletin boards, company websites, etc.
- Call or visit temporary agencies & recruiters
- Attend industry meetings; e.g. ACS National Meetings
- etc.

Based on Chris Russell’s 1-Page Guide to Job Hunting, [www.secretofthejobhunt.com](http://www.secretofthejobhunt.com)
Job Hunting - Useful Sources

- Some sites to help you educate yourself:
  - www.acs.org
  - Jobradio.fm (advice)
  - iTunes Podcasts > Business > Careers
  - American Chemical Society website (www.acs.org) (advice)
  - www.RileyGuide.com (advice)
  - www.Job-Hunt.org (advice)
  - www.Glassdoor.com (employers)
  - www.Razume.com (resumes)
  - www.ResumeWiki.com (resumes)
  - Etc.

- Also, your local librarian, advisor, career center, etc. can point you to job-related publications and resources

- Some examples of Job Search sites:
  - www.monster.com
  - www.indeed.com
  - www.careerbuilder.com
  - www.simplyhired.com
  - www.phds.org
  - www.hotjobs.com
  - www.topusajobs.com
  - www.jobcircle.com
  - www.topjobs.com
  - www.linkedin.com / Search Jobs
  - www.risesmart.com (fee base)
  - www.ladders.com (fee base)
  - etc.
Lack of Consistency in Job Titles across industries

Entry-level:

- Chemist
- Research Assistant or Associate
- R&D Technician or R&D Assistant
- Lab Technician
- Analytical Chemist
- Product Development Assistant
- Process Technician
- Quality Assurance / Quality Control Technician
- Scientist
- Etc.

Reference: American Society, Understanding The Hiring Process for Chemical Technicians
Objective of the Job Hunt: Get the Interview and Land the Job

“Good Old Days”

- Resume
- Personal Interview
- Hire

Now

- Resume
- Screen
- Telephone Interview
- Personal Interview(s)
- Assessment
- Hire
Agenda

- Job Market
- Preparing for the Job Search
- Acing the Interview
- Moving Up the Career Ladder

References:
Rita Fisher, CPRW, 8 Tips for Acing That Interview, www.careerknowhow.com;
Kate Lorenz, CareerBuilder Editor, 10 Tricks to Acing the Interview, www.cnn.com;
Scott Reeves, Acing the Job Interview, www.forbes.com;
Alison Doyle, Job Interview Tips; www.jobsearch.com;
Rachel Zupek, 10 Ways to Score a Job Offer, www.careerbuilder.com
Acing the Interview

- **Prepare, Prepare, Prepare**
  - Know your skills and accomplishments
  - Do research on the company and interviewers
  - Have answers to expected questions

- **Appearance – Look the Part**
  - Checklist: hair, grooming, attire, posture, handshake and SMILE. Dress comfortably and conservatively.
  - Be positive … Be confident … Maintain good eye contact … If you are nervous, feel free to say so.

- **Connect**

- **Converse**

- **Convince**

- **Treat everyone you come in contact in the company as if they have the authority to hire you**

- **Speak the interviewer’s language**

- **Have your own “killer” questions ready**

- **Leave on a high note**
  - Have a 30-second close-up speech – reiterate your enthusiasm that you want the job.

**Don’t forget to send a THANK YOU note**
15 Toughest Interview Questions

1. Why do you want to work in this industry?
2. Tell us about yourself
3. What do you think of your previous boss
4. Why are you leaving your current role? Or why do you want this role?
5. Where do you see yourself in five years?
6. What’s your greatest weakness?
7. What salary are you looking for?
8. Why should I hire you?
9. What is the greatest failure, and what did you learn from it?
10. How do you explain your gap in employment (or education)?
11. When were you most satisfied in your job (or college life)?
12. What did you like least about your last job (or college life)?
13. Describe a time when you did not get along with a co-worker (or fellow student)?
14. What motivates you?
15. How would your friends (or former boss) describe you?

Reference: WomenCo. Lifestyle Digest, updates@m.womenco.com
Top 12 Interview Mistakes

1. Not creating a good first impression
2. Not being prepared
3. Don’t give negative signals
4. Not asking questions
5. Not being enthusiastic
6. Not listening
7. Never lie
8. Don’t be modest
9. Don’t waffle
10. Don’t criticize your current or past employer (or professors)
11. Don’t bring up the question of money
12. Not leaving a good last impression

Tips to Compensation Negotiation

1. Be Prepared
   - Investigate salary ranges
   - Know your value

2. Know Yourself
   - Articulate your accomplishments and abilities succinctly – position yourself as the expert from the beginning. You want to be seen as an investment, not a cost center.

3. Money Talks, are you listening?
   - Uncover the employer’s needs. Work with the recruiter or hiring manager to know what REALLY matters. Find the win-win situation.

4. Ciao, Baby
   - Be willing to say no. Know when to walk away.

5. Timing is Everything
   - Determining the right time to talk about it in the first place?
Agenda

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- Moving Up the Career Ladder
The Career Ladder …

Executive
VP, SVP, Chief Science Officer

Manager
Manager, Director Level

Entry
Assistant, Associate Level

Not quite …
A Career . . . It’s full of moves

Go forward, sideways, slide on the diagonal ... even go backward when that makes sense!

Tom Peters said:

“A career is a portfolio of projects that:

- Teaches you new skills
- Gains you new experiences
- Develops new capabilities
- Grows your colleague set

Constantly reinvents YOU”

“A career is a steady diet of more interesting, more challenging, more provocative projects”

In industry the purpose of these projects is making $ £ € by delivering innovative, value-added products that consumers will buy
5 Key Elements for a Successful Career

1. Be an exceptional **expert** at something that adds **real value**

2. Be a supportive colleague and **team player**

3. Be a businessperson – **passionate**, obsessed with **results**

4. Be a visionary **leader**, a teacher, a “**dreamer**”

5. Get a mentor / coach
Leadership Principles

- See the Future
- Engage and Develop Others
- Reinvent Continuously
- Value Results and Relationships
- Embody the Values

Your time at Maryland is preparing you for a career in successful projects!
To succeed in business it is NOT ENOUGH to have a mastery in a field in Chemistry

You also need other skills …
Employers will hire for your ability to:

Think

Communicate

Get along well with others
Hot Skills Employers Want that You Are developing in College

- **Critical Thinking:** Seeing the big picture and being analytical

- **Communication:** Getting your point across concisely and effectively when writing and speaking

- **Visionary Qualities:** Brainstorming, looking to the future, setting goals

- **Self-Motivation:** Showing a willingness to take the initiative

Reference: Michelle Tullier, The Skills You Have and the Skills They Want, [www.career-advice.monster.com](http://www.career-advice.monster.com)
Hot Skills Employers Want that You are Developing in College

- **Proficiency with Information**: Being inquisitive, curious and resourceful, knowing how to conduct research

- **Globally-Minded**: Understanding and showing an interest in other cultures and getting alone with diverse groups of people

- **Teamwork**: Working well with others to achieve common goals

Reference: Michelle Tullier, The Skills You Have and the Skills They Want, [www.career-advice.monster.com](http://www.career-advice.monster.com)
Characteristics of Different Levels

Each level has certain unique features - from performing as an individual contributor, to managing people and the processes, to forming and inspiring others toward an organisational direction.

<table>
<thead>
<tr>
<th>Entry Level Individual Contributors</th>
<th>Managers</th>
<th>Executives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced Associates &amp; Managers</td>
<td>Experienced Managers &amp; Directors</td>
<td>Experienced Directors, VP, SVP</td>
</tr>
</tbody>
</table>

Emphasis on:
- Day-to-day tactical operational skills (e.g., delivering projects)
- Interpersonal skills
- Assessing people
- Day-to-day tactical operations skills
- Assessing & developing Direct Reports and Others
- Conflict Skills
- Creating Something New
- Strategy
- Negotiation
- Business Acumen
- Command Skills

## Competency Model

<table>
<thead>
<tr>
<th>Individual Contributor</th>
<th>Manager</th>
<th>Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Select for:</strong></td>
<td><strong>Select for:</strong></td>
<td><strong>Select for:</strong></td>
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<tr>
<td>Action Oriented</td>
<td>Boss Relationships</td>
<td>Business Acumen</td>
</tr>
<tr>
<td>Customer Focus</td>
<td>Comfort Around Higher Mgt</td>
<td>Command Skills</td>
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<tr>
<td>Decision Quality</td>
<td>Decision Quality</td>
<td>Organising</td>
</tr>
<tr>
<td>Drive for Results</td>
<td>TQM/Reengineering</td>
<td></td>
</tr>
<tr>
<td>Functional/Technical Skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrity &amp; Trust</td>
<td>Develop:</td>
<td></td>
</tr>
<tr>
<td>Intellectual Horsepower</td>
<td>Building Effective Teams</td>
<td></td>
</tr>
<tr>
<td>Learning on the Fly</td>
<td>Command Skills</td>
<td>Political Savvy</td>
</tr>
<tr>
<td>Peer Relationships</td>
<td>Conflict Management</td>
<td>Strategic Agility</td>
</tr>
<tr>
<td>Perseverance</td>
<td>Confronting Direct Reports</td>
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<tr>
<td>Problem Solving</td>
<td>Creativity</td>
<td>Dealing with Ambiguity</td>
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<tr>
<td>Standing Alone</td>
<td>Developing Direct Reports &amp; Others</td>
<td>Innovation Management</td>
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<tr>
<td>Technical Learning</td>
<td>Directing Others</td>
<td>Managing through Systems</td>
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<tr>
<td>TQM/Re-engineering</td>
<td>Hiring and Staffing</td>
<td>Managing Vision &amp; Purpose</td>
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<tr>
<td></td>
<td>Informing</td>
<td>Motivating Others</td>
</tr>
<tr>
<td><strong>Develop:</strong></td>
<td>Innovation Management</td>
<td>Ability to Influence Others</td>
</tr>
<tr>
<td>Managing Vision &amp; Purpose</td>
<td>Managing &amp; Measuring Work</td>
<td></td>
</tr>
<tr>
<td>Motivating Others</td>
<td>Managing Vision &amp; Purpose</td>
<td></td>
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<tr>
<td>Personal Learning</td>
<td>Motivating Others</td>
<td></td>
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<tr>
<td>Strategic Agility</td>
<td>Perspective</td>
<td></td>
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<tr>
<td>Ability to Influence Others</td>
<td>Political Savvy</td>
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<tr>
<td><strong>Measure &amp; Reinforce:</strong></td>
<td>Self-knowledge</td>
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<tr>
<td>Interpersonal Savvy</td>
<td>Ability to Influence Others</td>
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</tr>
<tr>
<td>Process Management</td>
<td>Measure &amp; Reinforce:</td>
<td></td>
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<tr>
<td></td>
<td>- Organising</td>
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<td>- Priority Setting</td>
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<td></td>
<td>- Process Mgt</td>
<td>- Presentation Skills</td>
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<td></td>
<td>- Self-development</td>
<td>- Time Management</td>
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</tbody>
</table>
Getting Ahead in Business

- **BE PATIENT!**

- **Work, Work, Work**
  - Get the job done – Results matter!

- **Step Up**
  - Volunteer to do special projects – being the first to step up always leaves a good impression

- **Make yourself and your abilities visible**
  - Make your presence be known in the office

- **Lead**
  - In business, leadership is a must!

- **Get Smart**
  - Continue developing yourself – never stop learning!

- **Be flexible and make strategic decisions on your career moves**

- **Continue to build your network of contacts**
Summary

- Build some business experience before you graduate
  - Consider internships, freelancing, temporary positions

- Build a compelling resume

- Develop a job search plan and success criteria

- Market yourself
  - Build your network of contacts
  - Apply to on-line job postings
  - Work with recruiters and job placement agencies
  - Apply only to jobs that are right for you

- Stay organized

- After you land a job:
  - Keep your network alive
  - Develop and expand your knowledge and skills
  - Keep an open mind and be flexible - Make strategic career moves!
Dare to Dream ...
Drive to Deliver ...
and YOU will be SUCCESSFUL
THANK YOU!

Any Questions?