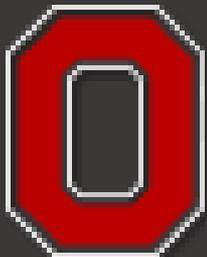


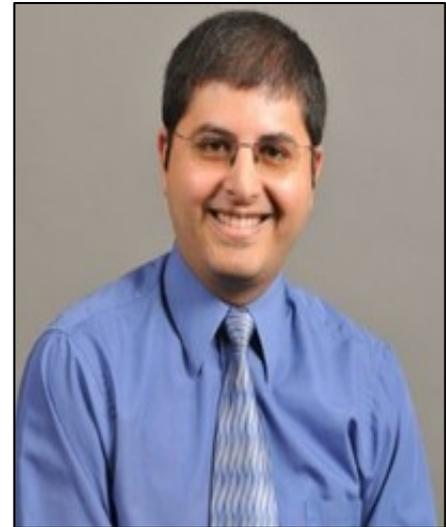
Planning Your Next Career Move

A presentation from the
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The Ohio State University Alumni Association
go.osu.edu/alumnicareermanagement



THE OHIO STATE UNIVERSITY

Your Career Management Team



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Career Management

- **Programs/Resources**
 - Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.
- **Career Changes**
 - Launching
 - Transition
 - Underemployment
 - Unemployment
 - Encore Career
- **A Lifelong Process**
 - Assessment
 - Exploration/Research
 - Personal Branding
 - Networking/Job Search
 - Professional Development



Agenda

Professional Development Plan

1. Where are you now?
2. Where do you want to go?
3. Gather information
4. Set goals
5. What skills and experience do you have?
6. What skills and experience do you need?
7. Identify possible resources
8. Action plan and timeline
9. Execute and assess

Professional Development Plan

A Professional Development Plan (PDP) is a valuable document that establishes both your career development goals and a strategy for meeting them.

- Something you need to own
- Should be a living/breathing document
- Manager, HR or mentor/coach can help
- Important to establish a cadence for review with your manager or mentor

Where are you now?

Evaluate your current situation:

- Are you where you want to be? Think about not only your current position and responsibilities, but what you have done recently to further your professional development.
- If starting out, how do you feel about current capabilities and responsibilities?
- Use feedback from recent assessments. If you don't have any, ask your manager or mentor for input.

Where do you want to go?

- What does success look like for you? What motivates you?

“What type of work gets you excited, what brings you energy?”

- Personal Example: I recently asked myself the same question. I realized I'm passionate about building trusted client relationships, using data/analytics to deliver win-win solutions.
 - I decided that is what I wanted to do, and found the perfect job enabling me to focus on that passion.
- You may enjoy your current job, company and team; however, you may be looking to expand your responsibilities.
- You may be in a rut... thinking you would like to do something else; maybe considering another path.
- Remember this is about you; what motivates you! There are no right or wrong answers.

Gathering Information

Once you've determined your path, it's time to do research on how to get there.

- Whether it's being promoted or moving into another role in your company, it's important to understand the qualifications.
- If you're thinking about another area, it's important to obtain a job description of the role you're interested in.
 - Assess responsibilities: what you have vs. what you need.
 - Know what training, designations, etc. will be required.
 - Plan to network with associates and leadership in that department.
 - Your work experience may not match responsibilities; be able to show relatable skills that transfer.
- If you're planning to look outside, you need to update your resume and LinkedIn profile; then tap into/expand your network.

Set Goals

After gathering information about what you want to accomplish, you can get to work establishing clear, actionable goals to help you make it happen.

- Set SMART (specific, measurable, achievable, realistic and timely) goals.
 - This way, you can track progress and it should be clear what your next steps should be at each stage.
- Goals may require multi-step process identifying several intermediary steps between where you are now and where you want to be in the future.

What skills and experience do you have?

Now that you've gathered information set clear goals to follow, you need to take stock of the skills and talents you already possess.

- Do you have any of the skills you will need to accomplish your goals?
- Many of your skills may be transferable, or can be used in different ways.
 - Think about different ways your existing experiences can inform future opportunities.

What skills and experience do you need?

Do you need further skills and training to achieve your goals? Evaluate your current responsibilities with ones that are required for next role – identify and close GAPS.

Job Responsibility	Consultant	Sr Consultant	Result	# Examples
1 Develop, maintain and grow relationships	large/ national	most complex	Complex Accts: HRC, BASS, Audubon and Babe Ruth	<p>HRC is a highly complex politically, and contractually. The strict guidelines limit our access effectiveness. I have had 1 a number difficult conversations regarding performance and access, and continually push HRC to provide more/different access points.</p> <p>2 BASS is highly visible (L Hilsheimer previous business partner with co-owner). Heavy involvement from powersports to support events and roll-out of program. Additionally, working with marketing to develop integrated reporting and analysis which will be combined with client reporting to show a more strategic picture.</p> <p>3 Expanding relationship with Babe Ruth to include P&C enterprise products, sponsorship money and bank products and access.</p> <p>4 National Audubon Society -> visible, somewhat controversial conservation group. Complex contractually, which has yielded a # of difficult conversations with the client about access and marketing effectiveness.</p>
2 Focuses on new opportunities, grows existing partnerships and expands marketing access with existing groups	Assist	Take lead	Take lead: NYSSA, NAYS, BRL, and Audubon	<p>1 Expanded relationships with two groups and lowered NW payments in the process. Working on finalizing the third deal with BRL.</p> <p>2 Created significant marketing access with Audubon (expanded contractual mailable pop.). Also, includes 3 free ads in their prestigious magazine (circ 1 Million +). Value of this free access is ~\$45K.</p>
3 Business development opportunities	None	Take lead	Take lead; Cal Ripken Jr., other sales opportunities Cross promote Affinity groups and Farm Bureau	<p>1 Because of my relationship with BRL, opened dialogue with Cal Ripken Jr., still early but prospect looks good. Frequently pulled into conversations with Sales to talk discuss prospects and pros and cons of partnering, ex. other snowmobile or conservation groups.</p> <p>2 Worked with NYSSA and NY Farm Bureau to cross promote in each others publications. Goal is promote strong partnership; in turn, would like referrals from partnership.</p>
4 Effective Marketing Plans	Assist	Take lead	Take lead: 2012 Mktg plans	<p>In 2011, received approval on all client marketing plans ahead of schedule. For 2012, include negotiated access secured during the year (marketing and local activation opportunities). Will actively participate with MC in planning, presentation and approval of all plans.</p>
5 Perform analysis to support account goals and profitability	Take lead	Take lead	Take lead using all reporting available to me to manage portfolio goals.	<p>Proactively use IRR reporting/analysis to support prioritization for marketing planning, etc. Along with IRR, use tiering to support resource allocation, as well as marketing tactical support.</p>

Identify possible resources

Just as you may possess a number of the skills and talents you already need, you may also have several resources at your disposal that can help you achieve your goals.

- Access to in-house training or courses and paid training
- A mentor or coach is a valuable resource who can guide you through the process

Action Plan and Timeline (Professional Development Plan)

What are your long- term goals?	What are you specific career goals? (Divide them into individual more manageable steps)	What are the key skills needed for each one of your goals?	What skills do you need to work on?	What actions are you going to take? (Training opportunities, etc.)	When are you going to complete your training?
Promotion to an regional manager	Become a team supervisor	Leadership skills, communication skills	- Leadership skills	- Online leadership training course - Company leadership course	6 months
	Become a team manager	Leadership skills, project management skills, presentation skills, management skills	- Project management skills - Presentation skills - Management skills	- Online project management training course - Ask line manager what higher level responsibilities I can take on at work - Volunteer to lead department meetings to build presentation skills	12-18 months
	Become an regional manager	Management skills, strategic thinking skills, self-management skills, Networking skills, decision making skills	Strategic thinking skills, Self-management skills, decision making skills, networking skills	- Online strategic-thinking training course, - Volunteer to go on networking sessions with line manager	24 months

Execute and Assess

- With your Professional Development Plan in place, you should begin working toward your goals with your timelines in mind
- Assess your progress and revise plan accordingly
- Keep a regular journal or record of progress toward your goals; this can help you stay motivated along the way.
- Good luck!