

AFP® Annual Conference



November 7-10, 2010 | San Antonio

ORIGINAL
ESSENTIAL
UNBIASED
INFORMATION



**Career/Job strategies in an
uncertain market
--things are different this time--**

Martin Campbell
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M. Campbell Associates, Inc.

Career/Job strategies in an uncertain market

- What's different ?????
- Looking at your career
- Short term planning
- Networking
- So you are out of work

What's different ??????

- How do you find opportunities today?
- How do you pursue opportunities today?
- How do you stay networked?
- What is the importance of this conference?

My career -----

- How many jobs have you had?
- How many do you expect to have before you retire?
- The average number of jobs over ones career is 10.3

How to manager your career--

Two types of people

Career follow path planned in advance

Career just seem to happen

Which type of person are you?

We are not going to try and change you, we will offer advice

Short term career planning in 4 steps

1. --- be two steps ahead, identify target
2. --- search each week/month for next
3. --- build your network
4. --- have your resume ready

4 things to improve upon--

- Networking
- Resume
- Elevator speech
- Be prepared for an interview

Lets start with one of the easiest

Resumes

- Covers –
 - Duties &
 - Responsibilities

- Covers –
 - Skills &
 - accomplishments

What does an organization look for?

-- they are always looking for someone to help them increase revenue

or

-- someone who can help them save money

Which one best suits you?

Resume examples

SUMMARY:

Accomplished at developing and cultivating client relationships by understanding senior and executive level contact's key business goals and priorities. Broad experience in sales management across multiple industries. Responsible for broker/dealer accounts documentation and liaison with clients and counsel on loan agreements, ISDA agreements, credit lines, letter of credit agreements, and loan guarantee documentation. Accountable for day-to-day transaction banking services for global accounts.

Skill Sets:

Global Banking Relationship Management Contract NegotiationsComplex Problem Resolution Skills B2C Marketing •
B2B Marketing Process Redesign/Streamlining
Series 7 & 63 Licenses (through June 2009) Team Training & Mentoring
CTP (designation)

EXPERIENCE

VICE PRESIDENT – CASH MANAGEMENT SALES

Responsible for portfolio penetration of current clients while collaborating with branch personnel, commercial lenders, and colleagues. Research clients in an effort to better understand their business, industry, and existing relationship in order to consult with them on their unique needs and requirements.

Selected Accomplishments:

Understand client challenges through fact finding and present solutions resulting in revenue growth.

Successfully sold suite of cash management products and services to deepen current relationship, improve clients' efficiency, and increase profitability of account relationships.

Resume examples

PROFESSIONAL SUMMARY

A strategic, creative and results oriented professional with progressive accomplishments in business and product management, preceded by quality experience as a business analyst.

A persistent and versatile achiever with proven interpersonal, analytical, problem solving, planning and leadership skills. Works well with people at all levels and consistently pursues revenue growth and cost reduction activities

Possess strong skills in P&L management, product management, strategic/tactical planning and product positioning

PROFESSIONAL ACCOMPLISHMENTS

Jan 2005 – Present

National City Corporation

Cleveland, OH

Vice President: Senior Product Manager, Business Banking

Manage the Deposit and Cash Management business enhancing National City's position in the Business Banking market. This includes P&L management, strategic and tactical planning, development and market positioning for products and services commensurate with the objectives of National City.

Major accomplishments include:

Created and obtained executive approval for 5 year business plan generating \$81MM in additional net income

Devised and implemented the Payments and Deposit business strategy including unique SB Payment products, deposit accounts and business services

Currently achieve annual revenue growth of 16% for product portfolio

Orchestrated the development and launch of a new Checking and Cash Management product suite including Payment products, Remote Capture, and Information Management products

Lead Executive Steering Committee for Business Banking payments strategy

Manage Small Business product and market strategy for multiple markets including high value market verticals

Organized market promotions and sales tactics for Remote Capture product, which generates \$2MM additional annual revenue

Elevator Speech---

- Who ever talks to someone in an elevator????

Elevator Speech

- A captive audience for a short period of time
- Grab attention, say a lot in a few words
- 2-3 minute presentation
- Your introduction to others

Outline your talk --

- Who am I?
- What do I offer?
- What problem is solved?
- What are the main contributions I can make
- What should the listener do as a result of hearing this?

Finalize your speech--

- Take each note you made and write a sentence about it
- Take each sentence and connect them together with additional phrases to make them flow
- Go through what you have written and change any long words or jargon to everyday language

Be prepared for an interview --

- Research
- Look the part
- Have a set of questions
- Remember this is a sales process
- Positives – Thank you
- Follow up

Networking ---

- If we had 100 people in the room who had finished their careers and each had made 10 job changes
- Total job changes would be 1000
- How many of the changes would have occurred through networking
 - 70%

Types of networking ---

- Within your company/organization
- Professional
- Social
- To find a job if you are out of work

Networking – in your company

- How well are you networked within your organization?
- Who do you know that does a better job networking within your company?
- How can you improve ?????

Networking – Professional ---

- How many are member of AFP?
- How many are member of TMANE or TBAFP or SAAFP ?
- What are some other professional societies?
- How about LinkedIn?
- How about LinkedIn Treasury subgroup?

Networking – Social ---

- Is LinkedIn a professional or social network?
- How about Facebook?
- What other social networks do you use?

Networking – to find a job

- Take out 10 sheets of paper and place on a desk or table
- At the bottom of each piece of paper write the name of someone who might be helpful to network with
- Telephone each person with the following request “I would like to stop by and see you for 10 minutes to get some advice on my job search”.

Networking – to find a job

- For the networking interview, take your resume, a note pad, and your business card
- What I really stopped by for is to get some advice on my job search, I would like to get the name of two people that you think it would be good to network with
- Write down the name, phone number and any other details

Networking – to find a job

- Say thank you – you received what you came for, two networking names
- On the paper with the persons name start building a tree of names
- Do the same on all 10 sheets of paper
- Make a game out of it, don't let any tree die before you find that job
- If 70% of jobs are found by networking what should you be spending most of your time doing?

Networking – to find a job

- Build the network for the future, not just for finding one job
- Remember to follow – up, key to future networking -- and most others don't
- Spend four day actively networking and any time off on your computer following up

Networking – to find a job

- Expect this to be a long process
- Spend the fifth day Volunteering, at a Boys/Girls Club, Y, Big Brother/Big Sister, Habitat for Humanity, etc - it will help you feel positive about your contributions

other pertinent data

- There are more than 60,000 job boards on the web
- Jobs that thrive when an economy falters – Yahoo
- Joe Turner -- jobchangesecrets.com
- 20 highest paying jobs
- 10 high paying jobs- no degree required

Questions ?????

- Go ahead and ask!!!
- Thank you all for attending today's session.
- Marty Campbell