CASFAA Conference

The Care and Feeding of Your Career
Are You Doing the Basics?

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Agenda

– Career Basics

– Where do I begin?
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  » Environmental Assessment

– How do I get there?
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  » Evaluate/Adjust

– When to make a change
  » Asking for a raise or promotion
  » Changing jobs

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Career Basics

What is a career?

career /kəˈriər/

“The progress and actions taken by a person throughout a lifetime, especially those related to that person’s occupations”

BusinessDictionary
Career Basics

According to the BusinessDictionary definition, a career is not exclusively about occupations and income. A well-managed career encompasses:

- Expression of values
- Emotional fulfillment
- Individual development
- Financial wellness
Career Basics

Who is responsible for managing my career?

The person responsible for managing your career is:

- Your employer
- Your supervisor
- Your headhunter
- Your mentor

YOU

YOU are the engineer of your career!
Where do I begin?
Foundations

Personal Assessment

Since you are the driving force in your career, consider yourself the starting point.

- What motivates you?
- What can you do?
- How do you fit in?

- Who are you?
Foundations | Personal Assessment

What motivates you?

Values – what matters most to you? What are your fundamental beliefs about the work you want to do and the life you want to lead?

Mission – how will you continually manifest your values toward making a positive contribution in your family, community, and career?

Goals – what quantifiable benchmarks will help you fulfill that mission through your daily actions?
Foundations | Personal Assessment

What can you do?

**Skills** – what “hard” skills do you possess? What are you trained to do that others can’t?

**Competencies** – what are you good at? What “soft” skills do you have, like communicating well or being sharp with details?

**Experience** – what have you learned on the job and in life that translates to productivity for you and your team?
Environmental Assessment

Once you have a handle on who you are, you can perform an environmental assessment to identify the opportunities that will fit you.

Throughout your career, your environment will likely include:

- Your current job (Workplace)
- A new job search (Marketplace)
Foundations | Environmental Assessment

Workplace
Assess your current job by asking yourself the following:

- Do I like the campus culture and respect the people within it?
- How can I add unique value and/or make a measurable difference?
- Am I positioned well to contribute? To advance?
- Are my current salary and benefits commensurate with my needs?
Marketplace
To position yourself for optimum success in a new job search, start with the following questions:

- What skills are currently in demand in my field?
- Do my skills need refreshing?
- Do I need to learn new skills to distinguish myself?
- Do I know how to find the job I want? Am I up-to-date on job apps and websites?
- Do I need more experience at my current job before making a move?
Career Foundations

Career management isn’t always linear – you might find yourself performing personal and environmental assessments many times throughout your career.

These assessments are designed to help you take meaningful action toward your career objectives.
How do I get there?
Action Items

- Set Goals
- Choose a Mentor
- Network
- Elevate Your Profile
- Stay Informed
- Maintain Work-Life Balance
- Evaluate/Adjust
Setting Achievable Goals

Setting goals can be daunting, but it is a necessary first step toward accomplishing anything you want. When you define your goals thoughtfully, they become both achievable and inspiring.

At minimum, your goals should be **measurable** and **flexible**:  
- **Measurability** means you are able to assess your progress  
- **Flexibility** means you can adjust based on that progress
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Timed**
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Specific** means your goal is stated clearly:
  
  - I want to be successful
  - I want to be promoted to …
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Measurable** means your goal is quantifiable and your progress can be tracked:

  - I want this project to be good for the company
  - I want to create a financial literacy outreach program that touches at least 50 students.
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Attainable** means you’re challenging yourself, but not setting yourself up for frustration by shooting for something unlikely:

  - I want to run this entire company in five years
  - Within the next five years, I want to be on track for promotion to Director.
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Relevant** means your goals fit into your larger plans. For example, it makes little sense to chase a promotion that will require you to work longer hours or travel extensively if your personal goal is to spend more time with your family.
Action Items | Set Goals

Make Your Goals S.M.A.R.T.

- **Timed** means you’ve set a deadline. That deadline should be realistic, but motivating. As you measure your progress, the date might move but it’s important *not* to leave goals open-ended.
Action Items | Set Goals

Check In With Your Supervisor
Have a conversation with your boss or supervisor to assure your goals are compatible with the greater vision for your team.

Think of your success as your company’s success.

Checking in while goal-setting also shows higher-ups that you understand the significance of your role on the team and that you value meeting their expectations.
Action Items

✓ Set Goals

- Choose a Mentor
- Network
- Elevate Your Profile
- Stay Informed
- Maintain Work-Life Balance
- Evaluate/Adjust
Action Items | Choose a Mentor

Getting Valuable Advice

While there are plenty of people at your job who will offer good advice, it is **important to have a voice of reason outside your job**.

A **mentor** can be anyone who offers objective, personalized advice – whether they’re an expert in your industry or just someone with a breadth of career experience.
Choose a mentor who is:

- Available and willing to advise you
- Someone who shares your core values
- Approachable about sensitive matters (like salary negotiations and job changes)

Mentors are not just for the young! It’s never too late to get good advice. **Checking in regularly with an advisor also keeps you accountable and on track toward your goals.**
Action Items

✓ Set Goals
✓ Choose a Mentor

▪ Network
▪ Elevate Your Profile
▪ Stay Informed
▪ Maintain Work-Life Balance
▪ Evaluate/Adjust
Building and Maintaining Relationships

For many people, “networking” can have negative connotations – opportunistic glad-handing, schmoozing, and uncomfortable self promotion.

Networking is about community.

It is the act of building and nurturing relationships – something you already do!
Action Items | Network

Good news – your network already exists!

- Coworkers
- Former colleagues
- Friends from school
- Personal acquaintances
Action Items | Network

More good news – you can expand your network!

- Attend industry-related events
- Take a course that expands your skills
- Get in touch with former colleagues and college friends
- Use social media
- Ask for introductions

Colleagues and prospective employers admire initiative so don’t be shy about reaching out to make plans or to ask for an introduction. Just be authentic and sincere.
“The danger of thinking transactionally is that it is a shortsighted way of networking and may ultimately lead to a more limited network. A community, on the other hand, lasts a long time and will come together for you at surprising moments.”

Brett Crosby
Forbes Councils, COO and Co-Founder of PeerStreet
Action Items

✓ Set Goals
✓ Choose a Mentor
✓ Network

▪ Elevate Your Profile
▪ Stay Informed
▪ Maintain Work-Life Balance
▪ Evaluate/Adjust
Elevating Your Profile

Showing up on time and doing what is asked of you is not always enough. To build a meaningful and lasting career, getting noticed can make a difference.

This doesn’t mean putting yourself out in front for the sake of attention; it means leading from your values to make a positive and distinct contribution.
Action Items | Elevate Your Profile

Make Things Better

- Help solve problems by offering solutions not yet tried
- Suggest ways to make processes more efficient
- Mentor new talent
- Make your boss’s life easier, not harder
Action Items | Elevate Your Profile

Be Heard

- Speak up in meetings – if you believe your idea or response has value, voice it and make your presence known
- If you believe someone else’s idea has value – say so! Be a supportive force on your team and show that good ideas become better through acknowledgement and collaboration
Action Items

✓ Set Goals
✓ Choose a Mentor
✓ Network
✓ Elevate Your Profile

▪ Stay Informed
▪ Maintain Work-Life Balance
▪ Evaluate/Adjust
Action Items | Stay Informed

Keeping Things Fresh

As professionals, we all need to keep pace with our rapidly changing industry.

New opportunities, relationships, and resources can open up quickly, and you’ll want to stay on top of them.

- Talk with vendors at conferences.
- Ask your colleagues what new or innovative things they’re doing in their offices.
Action Items | Stay Informed

- Join a professional organization and get involved
- Enroll in workshops and training sessions offered at work
- Continue your education *outside* of work – online or on campus – take advantage of tuition remission!
- Follow trade publications and/or subscribe to newsletters from trusted sources
- Stay on top of trends, technology, and best practices in your field
Action Items

✓ Set Goals
✓ Choose a Mentor
✓ Network
✓ Elevate Your Profile
✓ Stay Informed

- Maintain Work-Life Balance
- Evaluate/Adjust
Action Items | Maintain Work-Life Balance

What is work-life balance?
Just how it sounds, the balance between your work life and the rest of your life can greatly improve your outlook and your productivity.

- Develop hobbies you enjoy outside of your career
- Build relationships outside of work
- Recharge by taking personal days and vacation time
- Volunteer for causes that matter to you

Even if you love your job and your coworkers, part of managing your career is enjoying quality time away from it!
Action Items

✓ Set Goals
✓ Choose a Mentor
✓ Network
✓ Elevate Your Profile
✓ Stay Informed
✓ Maintain Work-Life Balance

▪ Evaluate/Adjust
Assessing and Adjusting

Don’t be discouraged if things aren’t working out exactly as planned. The whole point of assessing your progress is:

- To remind you that your goals are still obtainable and to not abandon course
- To help you identify any improvements you can make to get there
When to Make a Change
When to Make a Change

To maintain forward momentum in a career, change is necessary.

Big changes can mean big questions, like:

- How do I ask for a raise or promotion?
- Should I leave my job?
- What if I get fired?
How do I ask for a raise or promotion?

The question that usually precedes this is *when do I ask for a raise or promotion?*

- It often takes at least one year to establish your value.
- Remember that one of the most important components in the conversation is your attitude.
When to Make a Change | Asking For More

Attitude is Everything

- Focus *not* on what you *deserve*, but what you’ve *earned*

- If you feel you’re being overlooked or undercompensated, don’t allow a chip on your shoulder to reflect in your approach

- View your advancement as a positive for everyone involved
When to Make a Change | Asking For More

Preparation is Essential

- Rehearse what you’re going to say
- Cite your specific contributions and how those contributions have resulted in measurable improvements for your department
- Be ready for a “yes,” “no,” or “Let me think about it”
- If you’re asking for a raise, be willing to throw out the first number and respond to the answer
- Think about how you will respond or what you will do if the answer is no.
Should I leave my job?

While there’s no easy answer to this question, you can gain some clarity by asking yourself:

- Can I achieve what I want in my current position?
- If not, is there a position or department better fits my goals within my office?
- Have I expressed my concerns to my boss or supervisor?
- Does the campus or office culture run counter to my values or personal mission?
- Have I hit a limit on my earning potential with my current employer or skill set?
When to Make a Change | Leaving Your Job

If you’ve decided it’s time for a change, there are reasons to hold onto your current job while you search for another:

- Prospective employers tend to favor those who are currently employed
- Being employed boosts your confidence, which helps in your job pursuits
- Being employed gives you leverage for salary negotiation
- Having financial security enables you to pay your bills and take more time to find the right opportunity
What if I get fired?

Getting fired happens – sometimes for cause, sometimes as a result of restructuring or downsizing. While it’s never fun to be fired, it is an opportunity to reassess, reinvent, and check in with your mentor.

You are still on your career path – bumps in the road are part of that path.

Just don’t miss out on the opportunity to learn from your loss. If your job performance fell short, own up to that. If you lacked in time management, skills, or motivation, re-do your personal assessment and improve where you can.
When to Make a Change | Leaving Your Job

What do I do next?

- Gather your references
- Update your resume
- Clean up your social media profile
- Reach out to old colleagues and friends
- Check in with your mentor
- Re-assess your goals and values

Remember: The more you network and keep up your skills while you’re employed, the better off you’ll be when you’re not employed.
When to Make a Change | Leaving Your Job

Fill the Drought

If you find yourself without a job for an extended period of time, consider freelancing or temping. Doing so can help you:

- Experience new work environments
- Broaden your skills
- Bring in some income
- Meet new colleagues and prospective employers
Conclusion
People Change, Careers Paths Change

While you can’t always control who hires you, promotes you, or pays you, you can control how you respond to your opportunities and environment.

By setting measurable goals and being honest about what you want, what fulfills you, and what you do well, you can steer your career along a steady path – with well-defined benchmark achievements to inspire you along the way.
Conclusion

Takeaway Tips

▪ Pay attention to your career
  – Not just your *job* but your *career*

▪ Your career belongs to you alone
  – You must nurture, steer, imagine, and reimagine it

▪ Make time to show your career some love
  – It will be time well spent
Thank You!

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