

WARRANE OCCASIONAL PAPERS^{*}

NUMBER 11



MARCH 2010

WARRANE COLLEGE IS AN AFFILIATED COLLEGE OF
THE UNIVERSITY OF NEW SOUTH WALES

THE FUTURE – AN OPPORTUNITY: IT'S YOUR RESPONSIBILITY†

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Tonight I would like to concentrate on a few things

- A little about me
- Planning for your career
- Career Networking
- Resume building
- Going for interviews

A little about me

- I am 32 years of age, live in Greenwich on the lower north shore, have a mortgage, and my friends refer to my blackberry as my girlfriend – (My actual girlfriend agrees with them)
- In 1996 and age 18, I spent a year in the United states working as a nanny and attending college in New York City.
- Back here in Australia 1997, I established my own Landscaping company, which I sold for a profit a year later.
- From 1998 to 2003 I worked for Deutsche Bank, initially in a administrative capacity before being promoted to work with the chief operating officer in business analysis and business management role.
- The last six years – As an Executive Search Consultant, I am retained by organisations to
 - identify,
 - approach and
 - attract new leaders to their boards or senior management teams.
- I have worked across most industries, and in a number of countries around the world - some of my clients have included:
 - Prime Minister and Cabinet here in Australia- Finding a new chief of staff for the Prime minister
 - NASA in America – Finding engineers for the new shuttle program
 - The ruling family of Oman in the Gulf – Establishing a national bank for them

^{*} While Warrane College accepts responsibility for publishing these papers, the opinions expressed in these papers are those of the authors. Enquiries should be directed to the Master, Warrane College, UNSW, PO Box 123, Kensington, NSW 1465, Australia.

† An after dinner address at Warrane College on 3 March 2010.

- Manchester United football team, the new Chief Executive Officer
- STA Travel – the new Chief executive for the Australasia

All of them at major turning points in their evolution as an entity.

We also partner with our clients to help them identify opportunities in which to create new business opportunities. This is the second part of my role. As a team we have an extremely powerful set of contacts from the Prime Minister to CEO's of global corporations – in which we have built considerable trust required to facilitate and influence strategic discussions – like investment bankers we identify and create the opportunity and bring people/organisations together and assist in creating outcomes.

Ok enough about me!!

When is it a good time to start planning for your Career

- I can appreciate that at 18 or 19 that few of us know what we want to do with our lives, in fact up to now your parents have probably been the ones advising and driving you in a certain direction.
- However now is the time - Start to get in the habit now of thinking strategically.
- Every single day we come across opportunities and learning experiences that will help inform and position ourselves for the future (always have it in the back of your mind).
- Sit down every 6 months, take what you have learned about yourself (the type of environment you like and dislike, your strengths and weaknesses, what you would like to develop within yourself, what is important to you in life) and write it down.
- Then don't just put it away in a draw - Reflect on it for 10 minutes a day for a week.
- You will be amazed at what you realize.

Career Networking

- I have an interesting fact for you – 70% of job seekers find new roles through their networks.
- I have an another fact for you – It is war out there. Competition is fierce.
- Think of yourself like a product – what is going to make people want to buy you. (knowledge, networks, ability to think strategically).
- Networking is strategic – you need to sit down and map out a program for what you want to achieve and how you want to achieve it.
- Align it with Career planning program above.
- Think outside the box – there are lots of ways to create linkages and not always directly.
- Use the telephone, don't hide behind email.
- It takes time.
- People are just people –
 - have the confidence to walk up to someone and say hello
 - (what is the worst that can happen?) and
 - tell them your story,
 - more importantly ask about theirs.

My suggested strategy

Networking is the same irrespective of where you are in life – the key is finding a way to be remembered and valued.

- Most important look for Angles
- Go to career fairs, but before you do – Do internet research. find out which organizations are represented, find out who is coming along to represent them and see if you can find out a little about their background.
- At the fairs, talk to the recruiters, find out why they were attracted to the organization, see if there are opportunities to come in over university holidays and do some work experience (if they say no, be polite but bold and ask why?, think on your feet).
- Arrange for catch-up coffee – Find an excuse to talk to them
- Don't hide behind email - Use the telephone – pick it up and ask people questions.
- Join a networking sites - Linked in .com, find some industry groups on the site and join them, contribute to the forums where you can or even create your own.
- Attend industry events (hand out business cards, follow- up with an email and find something to talk to them about

- Governments always reach out to the community for advice, approach your local member and see if you can assist them, you might start licking envelopes, but if you show interest in policy development for example, you will soon find yourself doing research to help inform their policy – you as a young adult have a unique insight – let them know this.
- Mentor Programs – see if you can participate (e.g., Australian-Israeli Chamber of Commerce).
- Be conscious of your public profile (*Facebook* can be dangerous) – make sure you manage it.

Example

I am going to use a live example. Right now I seek to become a director of a board of an Arts organization.

- I researched several boards, and identified *Musica Viva*
- My criteria were simple –
 - who is most likely to take a chance on a 32 year old,
 - can I add value to their business, and
 - how?
- I researched the board, and found out which one I might have the most affinity with as a human being (because of their background)
- I identified several people in my own network who might know that person, and asked them I could refer this board member to them if asked for a referee
- I attended a *Musica Viva* Concert and introduced myself to that particular board member and I talked to him about his career and his love for music. I then expressed a personal interest in arts and in assisting *Musica Viva* in a formal fashion, and acknowledged at some point I would like to sit on a board of an arts organization, and when asked, explained where I might add value in this role now and in the future.
 - At the end of the concert, he came up to me as I left the concert hall and introduced me to his head of sponsorship and suggested we should get to know each other.
 - I am now having coffee with that individual on the basis we are going to look for synergies that can benefit both of us collectively
 - Already I have one idea – introduce the head of Coca Cola sponsorship to them. This has a secondary advantage, I bring a potential opportunity to a senior executive within a billion dollar organization, which helps me build further rapport and deepen the trust between us.

My ultimate goal is to acquire a board director role, but I must first demonstrate that I can provide value to the organization.

Resumé Building

- Interesting fact for you –
 - recruiters on average spend 30 seconds looking at a resume,
 - which means you have approximately 20 seconds to impress them before they lose interest.
- Resume are your best written tool for selling yourself –
 - spend time on it,
 - craft it,
 - refine and tailor it each time you send it out to someone.
- Cover letters –
 - should be half a page, don't waffle –
 - explain why you think you are the best person for the role by linking them to achievements in your life to-date.
- Grammar is really important.

Going for Interviews

- Prior to the interview
 - Research the company thoroughly.
 - Get to know the company's products.
 - Draw alignment between the company and the industry they support (research the state of the sector – have a few key facts in your head).
 - If going through a recruiter, ask them to describe the client and their personality, try to find out the format the interview might take (being aware gives you more confidence, and also enables you to influence the direction of the discussion).

- Dress to impress – invest in a really high quality suit, two good business shirts, several nice ties and a pair of nice shoes (Hugo Boss, Baubridge and Kay, Florsheim).
- During the interview
 - Firm handgrip when shaking hands (weak hands are an immediate turnoff).
 - Relax – they are just people.
 - Maintain eye contact.
 - Demonstrate active listening.
 - Don't waffle in your answers, give appropriate depth and ask every so often if you have answered the question appropriately.
 - Come across as enthusiastic, humble, keen to develop within the role, committed and keen to learn what opportunities the company can provide you outside of pure financial recognition.
 - Know your strengths, weaknesses and areas you would like to develop in both professionally and personally.
- Post interview
 - Send a thank you email either directly to the person you met with, or via your recruiter.
 - Referees – Give them three (a colleague, a manager + one other).
 - Prepare your referees around the position you are applying for - giving them insight into the role helps them frame their answers.
 - Offer
 - ❖ Accept it with gentle excitement, but ask for twenty four hours to review it;
 - ❖ go back to them within 24 hours with any queries.
 - If at all possible, engage with employer before you start, ask for pre-reading that help you hit the ground running on day 1.

Summary: Key Hints and Tips

- START THINKING AND PLANNING NOW – IT'S NEVER TOO EARLY
- IT ALL ABOUT THE ANGLE – THINK OUTSIDE THE BOX, TAILOR YOUR APPROACH
- NETWORKING IS ABOUT TELLING A STORY AND HAVING A CONVERSATION (Don't try to sell yourself)
- ALWAYS RESEARCH THOROUGHLY AND HAVE A FLEXIBLE PLAN OF ATTACK
- BE CONFIDENT, BOLD, INTERESTED BUT POLITE (even if you are not naturally)
- THE MORE YOU NETWORK THE MORE IT BECOMES SECOND NATURE,
 - THE MORE IT BECOMES SECOND NATURE THE MORE CONFIDENCE YOU WILL HAVE.
 - THE MORE CONFIDENCE YOU HAVE THE MORE SUCCESS YOU WILL HAVE.
- JOIN NETWORKING SITES – [LINKEDIN.COM](https://www.linkedin.com), BIZNIK etc.
- DRESS TO IMPRESS – INITIAL PERCEPTIONS MAKE BIG IMPACTS.