

Creating Career Climbing Opportunities



Tuesday, February 5, 2008
2:00 pm – 3:30 pm

“It’s not what you are that matters.
It’s what people think you are.”
Joseph P. Kennedy

Presented by:

Cris Canning, CMP



INTRODUCTION

"We are the CEOs & head marketers of our own companies, Me, Inc." Tom Peters

You have to take 100% responsibility for your life. There is no entitlement or outside blame – would you blame gravity and expect a change? You have the power to produce the desired result.

The statistics tell the story of why self-promotion is imperative

- A survey of managers admitted that circumstances other than accomplishments played a key role in choosing a particular person for particular job at a particular time in 100% of recent promotions
- 70% of all jobs never make the classified
- 60% of planners wished their bosses and co-workers understood the value of their contribution but only 10% tried to educate these people.
- 87% are uncomfortable promoting themselves and avoided is MOST of the time.

Marketing yourself is very similar to marketing a meeting or a product. The same principles apply. We're here today to discuss how you can be head marketer of Me, Inc, whether it's for that next promotion, that new job or the next new client.

It's not WHO you know nor WHAT you know that counts. It's who knows you have that expertise. Cris Canning

**According to a survey released by Society for Human Resources
75% of employees are on the hunt for a new job,**

- 35% of them are actively seeking employment elsewhere and
- The other 40% are just on the lookout for a new opportunity.

Add to that number that 1 in 12 people are thinking about starting their own business and you have a lot of people competing with you.

Experts predict that you will have a new job about every 4 years and 3 or more distinct careers over your 50 year work life. This could well mean 12 jobs over your career.

Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely. - Jay Conrad Levinson, author of Guerilla Marketing.



Step 1 – MISSION STATEMENT

“Every child is an artist. The problem is how to remain an artist once he grows up.” Pablo Picasso

Everyone is born with a life purpose. What were you put on this earth to do?

A personal mission statement:

- ❑ Offers you the opportunity to establish what’s important
- ❑ Align yourself with the company (organizational culture plays a key role)
- ❑ Charts a course in your life
- ❑ Outlines what you want to accomplish/contribute and who you want to be
- ❑ Allows you to connect with your own unique purpose & the satisfaction that comes from fulfilling it
- ❑ Articulates what you’re all about & what success looks like to you
- ❑ NEEDS TO BE WRITTEN

A Harvard Business School study tracked one class of graduates. They found that:

- 83% had no firm goals
- 14% had goals but not written
- 3% had written goals.

Ten years later, the last group was

- Making 10 times more than the other two
- Enjoyed better health and had better marriages.

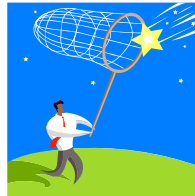
Stephen Covey has worksheets to help you at <http://www.franklincovey.com/missionbuilder/flash/missionIntro.html?c=MissionStmntC>

Or rent “*Jerry Maguire*” again and watch him struggle with this.

EXERCISE:

Take a moment and answer these 3 questions:

1. What is my life about?
2. What do I stand for?
3. What action am I taking to live what my life is about and what I stand for?



Step 2 – MARKET RESEARCH

“Adults are always asking little kids what they want to be when they grow up because they are trying to get ideas.” Paula Poundstone

Do your homework before embarking on this adventure. This kind of research has to do with you and how you fit into the marketplace. Think of it as product and competitive analysis.

- Conduct a SWOT Analysis of YOU – What value do you bring?
 - Strengths & Weaknesses of your internal readiness (logistical & strategic)
 - Opportunities and Threats of outside trends & occurrences that impact it.
- Consult with people you trust
 - Recruit a squad of cheerleaders or dream team
 - Brainstorm solutions to problems, yours and theirs
 - Ignore idiots & zealots
 - Ask them to tell you how you are perceived
 - Don't be afraid to ask for help since no one know everything
 - Get feedback on what you are doing
 - Women vs. men's methods
 - Men tend to go for power and influence
 - Women are more democratic – up and down
 - Hang out with the right people
 - Surround yourself with people who will be really direct and honest – not just “yes” people

- Find a mentor
 - Someone “who’s been there”
 - Look for rapport or “chemistry” so there’s open sharing and constructive criticism
 - Test the waters with a potential mentor by asking advice on a single issue
 - Differs from the group in the long-term commitment and deep investment
 - Respect should run both ways & Show appreciation
 - Mentors get ROI – so be sure to take your turn
- Informational Interviews
 - A combination of research and networking – within your company and with your industry peers
 - **NOT** an opportunity to ask for a job
 - Who are they key players in your organization – people & departments
 - Go to the source to get answers to your questions
 - Find out what characteristics/skills they are looking for
 - Gives you practice for job interviews/reviews
 - MPI’s Global Corporate Circle of Excellence
- Web 2.0
 - Google Alerts
 - MPI Career Pathway - The program will enable you to describe your current skills, use a standard set of descriptions that everyone will understand and review your skill set to identify gaps. You can also identify and describe where you are in your career and where you wish to be, ascertain what is needed to become a meeting professional and receive information about professional development activities to support your career planning.
 - MPI Member Solutions – the end result of MPI’s Career Pathways initiative – is a suite of online and offline personalized products and services intended to address meeting professionals’ career growth and resource needs. It offers an array of knowledge and professional advancement tools to be delivered in four parts.
 - Mympiweb.org – your personalized Web portal delivering education and information specific to your member profile and preferences

- MPI Professional Pathways – your Web-based skills assessment, gap analysis and development planning tool based on the industry’s first clearly defined core competencies and job descriptions for meeting professionals
- MPI Career Services – your online and one-on-one center for career counseling, resume building, mentoring and job searching
- MPI Resources – your source for news, information, research and best practices for meeting professionals via Web and phone



Step 3 – MARKETING OBJECTIVES

*"I always dreamed of becoming somebody -- I guess I should have been more specific."
Lily Tomlin*

Set goals to position you! Have you set personal and professional goals for one, five and ten years from now? You need to set a course for yourself.

What do you want out of life?

Re-evaluate your career to date and your goals for tomorrow.

What gives meaning to your life?

How does this assignment, that job, this company versus that one help me reach my long term goals?

1. Decide what you want to be and what you want to accomplish.
 - *Life is what happens while you are doing other things. John Lennon*
2. Move out of your comfort zone and challenge yourself.
 - Dream BIG! You get what you expect.
3. Include alignment with organizational and departmental goals.
 - The meeting business and the business of meetings
 - Stay focused on company’s objectives and how your meetings deliver ROO

4. Make the "SMART" goals with dates attached.
 - Specific, Measurable, Action-Oriented, Realistic & Timely
5. Set aside 30 minutes first thing each day to a planning session.
 - Integrate them into your daily action list
 - Prioritize them
 - The more familiar they are, the less fearful they will be.
6. Adhere to a positive mental attitude & obsess on your goals.
 - Everything starts with a dream.
 - Power of visualization
 - Your perception is your reality. If you choose a negative path, you will always follow a negative path. But if you listen and are open to new ideas, you will grow beyond your dreams.



Step 4 – DETERMINE YOUR TARGET MARKETS

"It's not the employer who pays the wages. Employers only handle the money. It's the customer who pays the wages." Henry Ford

Once you know what you're looking for, you need to determine where to look for it.

- Do you want a better position with your current employer?
- Do you want to change careers?
- Do you want the same job but a different employer?
- Planner or Supplier?
- Corporate, Association, Independent?
- Large or small company?
- Sales or operations?

Go back to your Mission Statement and goals to stay on purpose.

Go online and research potential employers

(before any interview – whether its informational or job search)

- How do they fit with your personal mission statement?
- What's important to them?



Step 5 – THE MARKETING MIX - THE 4 Ps

The 4 Ps represent elements of a traditional marketing strategy that are controllable.

You can't control the weather, gravity, Acts of God or your employer.

They are:

- | | |
|--------------|--------------|
| 1. Product | 2. Placement |
| 3. Promotion | 4. Price |

We can apply these same principles to your personal marketing campaign.



a. Product

“Start where you are. Use that you have. Do what you can.” Arthur Ashe

The product is YOU! The brass ring has your name and what you have to offer on it. Whatever your goals are, think about what image you are trying to create.

The 3 factors most critical to advancement can be summed up in the acronym PIE

Performance – is required and expected

- Do more than is requested
- Manage your reputation
- Be the best at something

Image – Appearance does matter – perception is 9/10 of reality

- Physically - dress for the job you want
- Psychologically – confidence is seen as the #1 quality.

Exposure – Make sure people are watching

- Networking
- Job Journal

At 18 we worry about what others are thinking about us.
 At 40 we don't care what others are thinking about us.
 At 60 we realize that no one was thinking about us.

1. Invest in yourself to improve your worth being a lifelong learner!
 - Continually seek new skills and improve your existing ones
 - Knowledge is Power
 - AAUW study found 60% of all online and distance learners are over 25 and female
2. Certifications & degrees.
 - CMP, CMM and more
 - MPI Career Pathways.
3. Read everything related to your industry and beyond
 - Or Listen to tapes, CDs, DVDs, MP3
 - Use time in transportation and other down times.
4. Join professional organizations & attend conferences.
 Congratulations on being here
5. Surf the internet and become as internet savvy as a 14 year-old.
 - 92% of those online are women
6. Learn the buzzwords for your industry & related (procurement, finance)
 - But don't necessarily use that jargon all the time
 - Education is the most powerful secret weapon
7. Each day do at least one thing differently
 - So you don't become known as someone who is resistant to change.
 - And to flex your growth muscles
8. Take a class in writing to hone communication skills
 - Then write
9. Conduct a seminar
 - You learn best from teaching others
10. Hone your listening skills.
 - There's a reason we have one mouth and two ears, use them proportionately
11. Sharpen your creativity – study Dr. Seuss.

Keep growing - for the next project or job.

EXERCISE: List what you see as your 3 greatest skill/abilities/attributes.

Then solicit this information from others and compare the two.



b. Placement

*“Always be a first-rate version of yourself instead of a second-rate version of somebody else.”
Judy Garland*

Where do you want to be placed?

Where you are looking (cities or companies) and promoting yourself.

These include:

Job Postings

Recruitment Ads

Cold Calling

Web Listings

College/Alumni Sources

Headhunters

Your own company

Networking Opportunities

According to a 2001 survey by the Society of Human Resource Management (SHRM), networking is one of the most effective ways to find a job or

1. Networking is an art -- not a science.

- o Showcases your communication skills.
- o Professional organizations, conferences, business golf, and online.

2. Spend 75% of your time with people you don't know.

- o Avoid cliques
- o Meet 3 new people - other industries and departments.
- o Talk with people working in your target area and ideally people with similar educational and work backgrounds

3. On a new job

- o If you arrive and immediately begin re-inventing the company, it will be seen as arrogance
- o Do you want to be known as a talker or doer?
- o You'll see plenty of opportunities for really making a difference with your presence. Prioritize them and start small. Smaller ideas are easier to sell and help you build a foundation of credibility.
- o Be part of a team effort and gain endorsement.



c. Promotion

“Without promotion, something terrible will happen – nothing.” PT Barnum

One of your keys to success is your ability to let others know who you are, what you have to offer and how you can make a difference in their organization.

Hire an expert to do this – YOU.

1. Keep your name at the top of people's awareness - develop a 30 second "elevator speech." Skills + personality/passion + market needs
2. Create a niche in your company as an intreprenuer.
3. Become an expert in one or more areas. (Be a resource)
4. Be sure to squeeze in some marketing each day no matter how difficult
5. Google yourself (Alerts)
6. Use awards as credentials
7. Strategic volunteering with your 100,000 hours of discretionary time.
8. Submit stories to your company / local / or industry publication.
(Article Marketing)
9. Develop a good email signature
10. Blogs – Monitor, contribute, create
11. Social Networking
 - Focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software.
 - Useful for introductions to people throughout the country and world who may know of jobs at their own company or others
 - Based on the “small world” theory and/or “six degrees of separation”
 - Sort database by zip code, job title, company or keywords
 - Content-rich entries
12. Social Media – Squidoo for promotional and positioning

“If you don’t blow your own horn, someone else will use it as a spittoon.” Anonymous



d. Price

"Don't think it, Ink it." Mark Victor Hanson

- Salary - Do you know what other people in similar jobs make? Inside/outside
 - Benefits – When the dollars aren't there, explore the alternatives.
 - Insurance
 - Comp or flex time
 - Vacation / Holidays
 - Sick or Personal Days
 - Pension or Profit Sharing
 - Tuition Reimbursement / Training
 - Memberships / Conferences
 - Parking / Commuting
 - Health Clubs /Dry Cleaning
1. Document your worth. The right kind of report sent to the right person can go a long way to establishing your worth. It also can show how you impact the bottom line.
 - Keep a job journal
 2. Demonstrate your ROI (Return on Investment) - numbers are power.
 - $ROI\% = \text{meeting or show benefits minus costs times } 100$
 3. Track your accomplishments (how you impact the bottom line)
 - Prepare for your review.
 - Promotions are not earned.
 4. Don't hog the limelight.
 5. Women are taught not to brag or how to accept compliments.
 6. Negotiating - When asked about salary, your first move is to throw the ball back into the interviewer's court, "I naturally want to make as much as my skills and background will justify. I feel qualified to make a success of this job because (A, B, C). I feel sure you will make me a fair offer. By the way, what is the salary range for this position?" 50/50 he'll tell you. If not, reply with your salary range which is between what's fair considering your profession, experience and location AND the offer that will make you drop dead and go to heaven on the spot.



Step 6 – IMPLEMENTATION

*"People become really quite remarkable when they start thinking that they can do things.
When they believe in themselves they have the first secret of success."
Norman Vincent Peale - (1898 - 1993)*

So now you have to take up the cause of you and create your personal marketing plan.

Just remember the old proverb....

"If not me, then who? If not now, when?"

Take action.

One of your keys to success is your ability to let others know who you are, what you have to offer and how you can make a difference in their organization.



POSTSCRIPT

If you want the rainbow in life, you gotta be willing to put up with the rain. Jeffrey Gitomer

Still not comfortable with the concept of marketing yourself?

"Fake it till you make it." Believe in yourself and your worth.

Are you a winner or a whiner? Celebrate efforts not victories.

Act as if you are confident, successful, a hot commodity. Motivate yourself.

Just do it and avoid the "prove it" mentality.

If you could change one thing, what would it be and why? Do it!

- If Walt Disney had the "prove it" mentality, we'd never have Disneyland.
- If J.K. Rowling has the "prove it" mentality, we'd never have Harry Potter.
- And what about Thomas Edison – did he quit after 9,000 failures? "I am not discouraged because every wrong attempt discarded is another step forward."

And remember, it's never too soon or too late to begin.

- Ray Kroc was 52 and ill when he stumbled on the McDonald brothers.
- Colonel Sanders was 65 years old and his recipe was rejected 1,000 times

Read [The Little Engine That Could](#).

As Nike says, "*Just do it.*"

A successful career is not a sprint but a marathon. Look for stepping stones to take you from where you are today to where you want to be tomorrow. Stepping stones take you across the river from where you perhaps are stuck to where you dream of being.

EXERCISE: When will you start your personal marketing plan? When will the first draft be done? (Schedule that.)



EXERCISE: Let's create an Elevator Speech

APPENDIX

BOOKS

101 Ways to Promote Yourself, by Raleigh Pinskey
 A Guide to Marketing You, by Marion E. Gold
 Brand Yourself, by David Andrusian and Rick Haskins
 Confessions of Shameless Internet Promotions, by Debbie Allen
 Confessions of Shameless Self Promoters, by Debbie Allen
 Dream Big, by Barbara Sanfilippo, CSP
 Here's My Card, by Bob Popyk
 How To Be A Star At Work, by Robert E. Kelley
 Little Red Book of Selling, by Jeffrey Gitomer
 Making Your Dreams Come True, by Marcia Wiedner
 Play With The Big Boys, by Debra Pestrak
 Promoting Yourself, by Marlene Coroselli, Ed.D.
 Why Good Girls Don't Get Ahead but Gutsy Girls Do, by Kate White
 199 Networking Tips and Tidbits, by Cris Canning

Article Submission Sites

- Ezinearticles.com - the biggest and the best.
- AllWomenCentral.com
- Articlealley.com
- Articleblast.com
- Articlecity.com
- Article-content-king.com
- Articledepot.co.uk
- Articlefinders.com
- Articleshaven.com
- ArticleMarketer.com
- ArticlesOn.com
- Articletyphoon.com
- Articlewarehouse.com
- Articleworld.net
- Businesstoolchest.com
- Certificate.net
- Clickpress.com
- Constant-content.com
- Contentdesk.com
- Expertarticles.com
- Ezadsuccess.com
- Ezineplug.com
- FreeCoachingArticles.com
- Freezinesite.com
- Goarticles.com
- Httparticles.com
- Ideamarketers.com
- I-newswire.com
- Makingprofit.com
- Marketing-seek.com
- Mediapeak.com
- Netterweb.com
- Opportunityupdate.com
- Pressbox.co.uk
- Przoom.com
- Prweb.com
- Prleap.com
- Prfree.com
- Salesvault.com
- Selfgrowth.com
- Theezine.net

- Phantomwriters.com
- Valuablecontent.com
- Webpronews.com
- Webnewswire.com
- PWebwire.com
- Zinos.com
- Free-Journal-Articles.com - This article directory is the only one

that gives you half of the revenue from Google AdSense on your article pages. A nice stream of passive income for you.

- Other paying article directories - Triond.com
Savvify.com

Social Networking

- MySpace
- LinkedIn
- MeetUp
- Spoke
- Jigsaw
- Facebook
- ZoomInfo
- Ryze
- YouTube
- Miforum
- Meco

Blogging Software

Hosted

- Blogger
- Type Pad

Independent

- Movable Type
- Expression Engine

MPI Planning Templates

(<http://mpiweb.org/CMS/mpiweb/mpicontent.aspx?id=5700>)

- Simple Plan
- Professional Development Action Plan
- Five-Year Career Plan
- Strategic Life Plan

About Your Instructor

Cris Canning, CMP[®], is a prolific writer, in-demand speaker and now energetic entrepreneur. Her three enterprises were born from needs she saw during her 20+ years in the meetings industry. First she started Hospitality Ink[®], to provide resources and education to small companies and individuals within the industry to increase their credibility. Her second company, Attendee Marketing Resources[™], offers similar support to planners who need to get creative and cutting-edge information to promote their meetings. Her latest endeavor, Master Calendar[™], begins in her home town of San Diego to give industry professionals and organizations a single resource to view all local events and meetings.

With formal and experiential training in public relations and marketing as well as more than 20 years experience in the meetings and events industry, Canning chose to combine those two arenas. Her childhood dream was to be a cheerleader and now she is one, of sorts.

Her awards include the *Gold Key* from San Diego's Hotel-Motel Association (SDHMA) and Hospitality Sales and Marketing Association (SDHSMA), *Women Who Mean Business* from the San Diego Business Journal, *Supplier of the Year* and *Visionary Award* from San Diego's Meeting Professionals International (SDMPI) and Meeting Professionals International's (MPI) prestigious *Tomorrows Leaders*.

She has been published in numerous magazines and newspapers, including a monthly column in both MPI's *The Meeting Professional* and in *Convention South Magazine*.

She wrote the curriculum for the marketing segment of George Washington University's certificate program in Event and Meeting Management. She also was a contributing editor of the Convention Industry Council's CMP Manual 7th Edition, Meetings and Conventions: A Planning Guide 2nd Edition and Global Meetings and Exhibitions.

Teaching and speaking credentials include the University Las Vegas Nevada Distance Education, University of California, San Diego's course in Meeting Management, Mira Costa College's certificate program in Meeting Management, Arizona State University's certificate programs in Meeting Management, The Exhibitor Show, The Idea Factory, MPI Institutes and MPI's World Education Congress and Professional Education Congress, several MPI chapters as well as aiding hundreds in the successful completion of the exam for the Certified Meeting Professional (CMP) designation. She is also an MPI Platinum Speaker.

Additionally, Canning is listed in Who's Who International and was on the Convention Industry Council's CMP Board. She is a founding member of The Mavens Network, a group of industry veterans to bring new thinking to the challenges within the meetings industry.

She has published a booklet entitled "199 Networking Tips and Tidbits." **Soon to be published is an information product, *Attendee Marketing – The Complete Guide to Marketing Meetings & Events*. It will include a 150+ page workbook, CDs, DVD, a handbook on Buzz Marketing and easy to use templates.**

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Hospitality Ink

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