



**BTG**

# HOW TO FIND YOUR DREAM JOB

PRESENTED TO

**HARVARD BUSINESS SCHOOL**



**Los Angeles**

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# INTRO TO YOUR SPEAKERS

**Laura Klein, HBS '96 (Principal, Head of Specialist Program)**

Former Independent Consultant; Founder and Manager of a business unit with Mainspring (sold to IBM); Consultant with Bain & Company; VP at JP Morgan; undergrad, Bowdoin; MBA, Harvard.



**Jill Miller Perrin, HBS '85 (SVP, Client Service & Talent Development)**

Former President ~ SMG (direct marketing division of GE); Former Direct Marketing and Brand Management experience with Kraft/General Foods & American Express; undergrad, Stanford; MBA, Harvard.



# AGENDA

The World of Work is Changing

Your Dream Job

Now What?

Additional Resources



# THE WORLD OF WORK IS CHANGING



**40%**  
of the **workforce**  
will have worked  
independently  
by 2020

*MBO Partners State of Independence Report, 2015*

**38%** are **MILLENNIALS:**

Key Influencer



*MBO Partners State of Independence Report, 2015*

Most people  
will have **11 jobs**  
by the **age of 50**



*Bureau of Labor Statistics*



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# THE WORLD OF WORK IS CHANGING

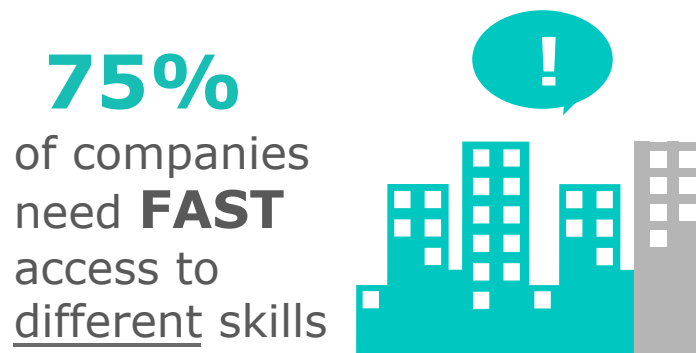


Employee employer relationship

*Bureau of Labor Statistics*

Cost of locating, vetting,  
and onboarding full  
time employees

**IS HIGH,**  
and the approval  
process can take **MONTHS**



**JUST 7%**  
of Sr. Managers **STRONGLY**  
**AGREE** that they have enough  
talent to pursue all or most  
promising business opportunities

*2015 North American Staffing and Recruiting Trends Report McKinsey Quarterly*

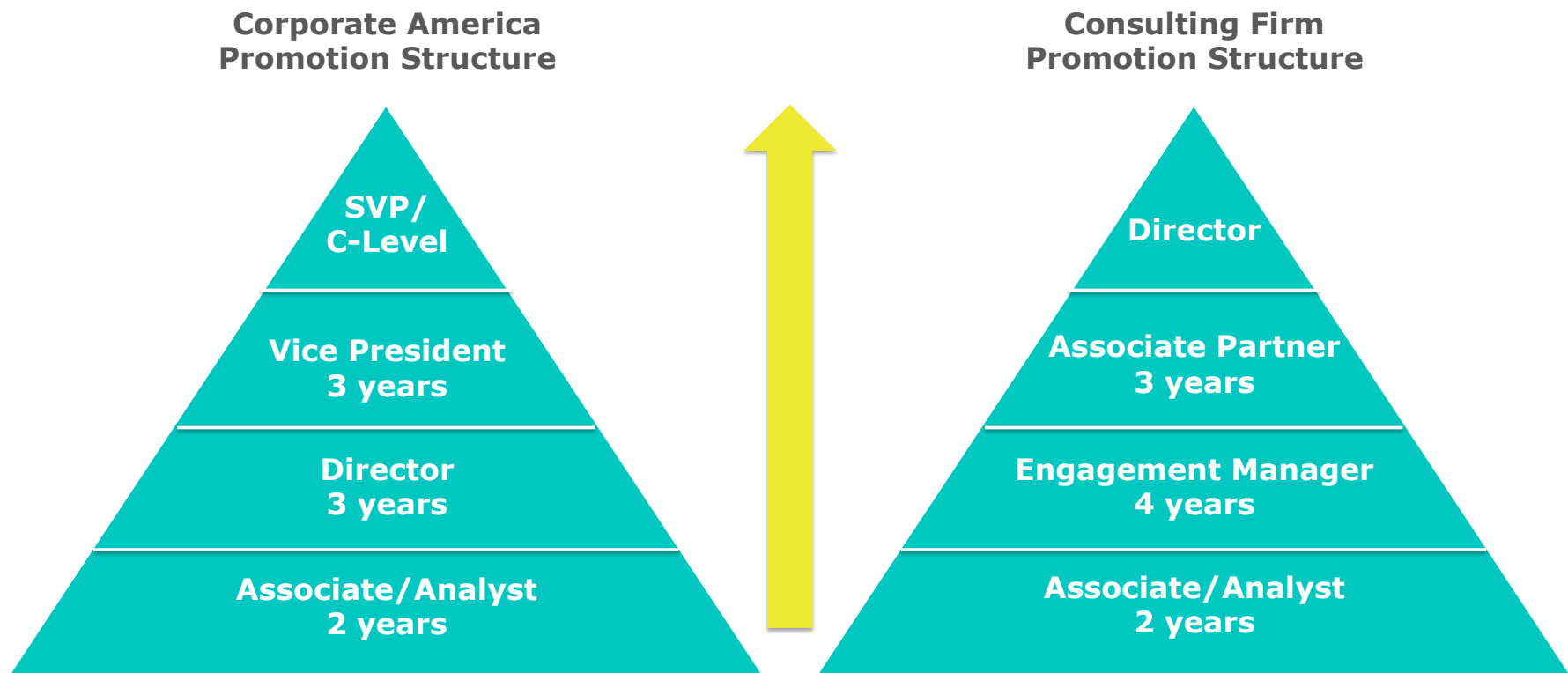


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# CAREER PROGRESSION: THE OLD WORLD

Move up the ladder by satisfying a well defined list of criteria.



## THEN

## NOW

One company your entire career

**4 year average** employee/employer relationship

Must have a brand name on your resume

A **bundle of experiences** is how you brand yourself

Business done in a traditional office setting

**Influence of technology** has led to more flexible working arrangements

Make sacrifices to get to the next 'rung'

Make **trade-offs** based on what is important to you RIGHT NOW

Recruiters define success

Success is a **collage** that you create and build over time



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The World of Work is Changing

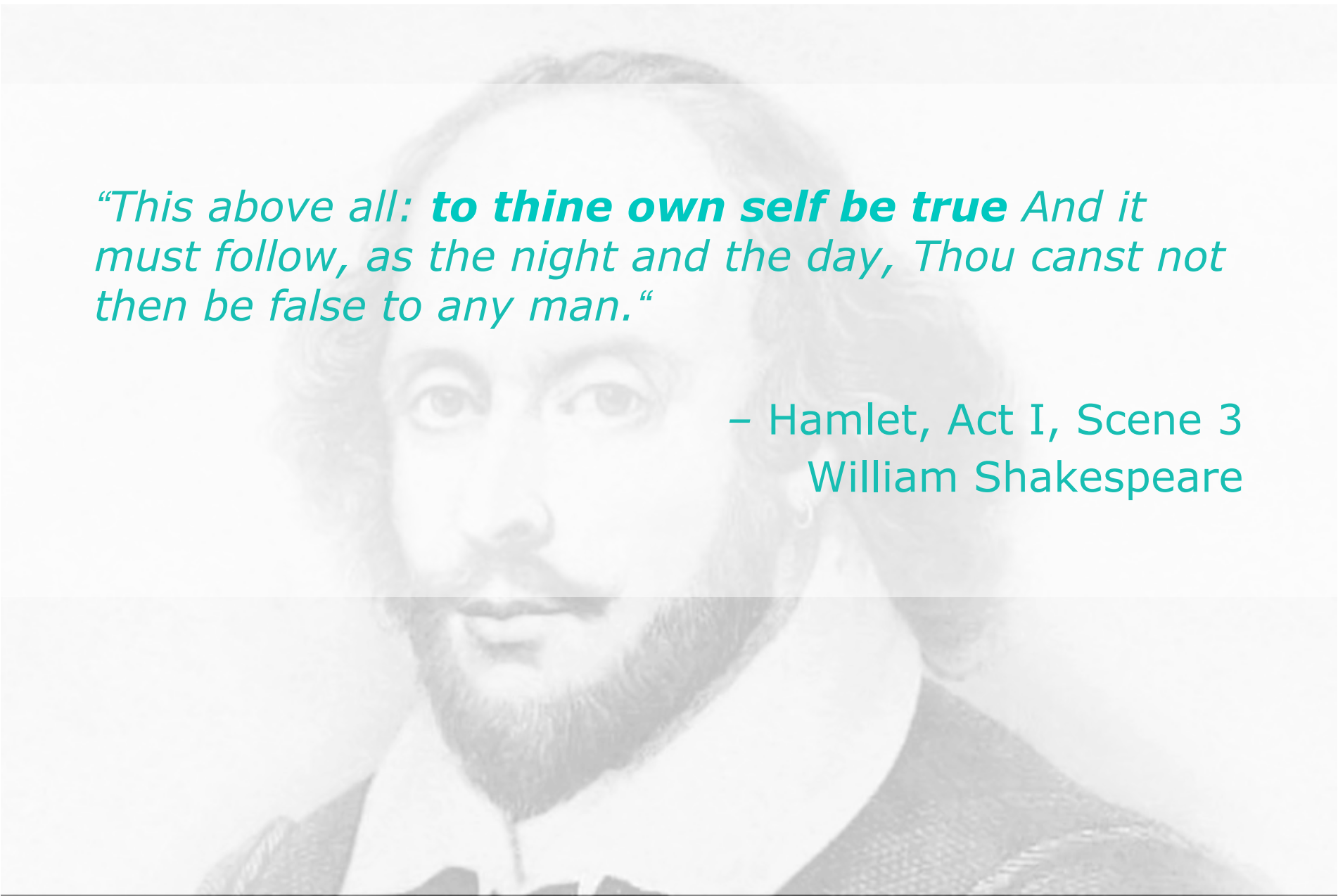
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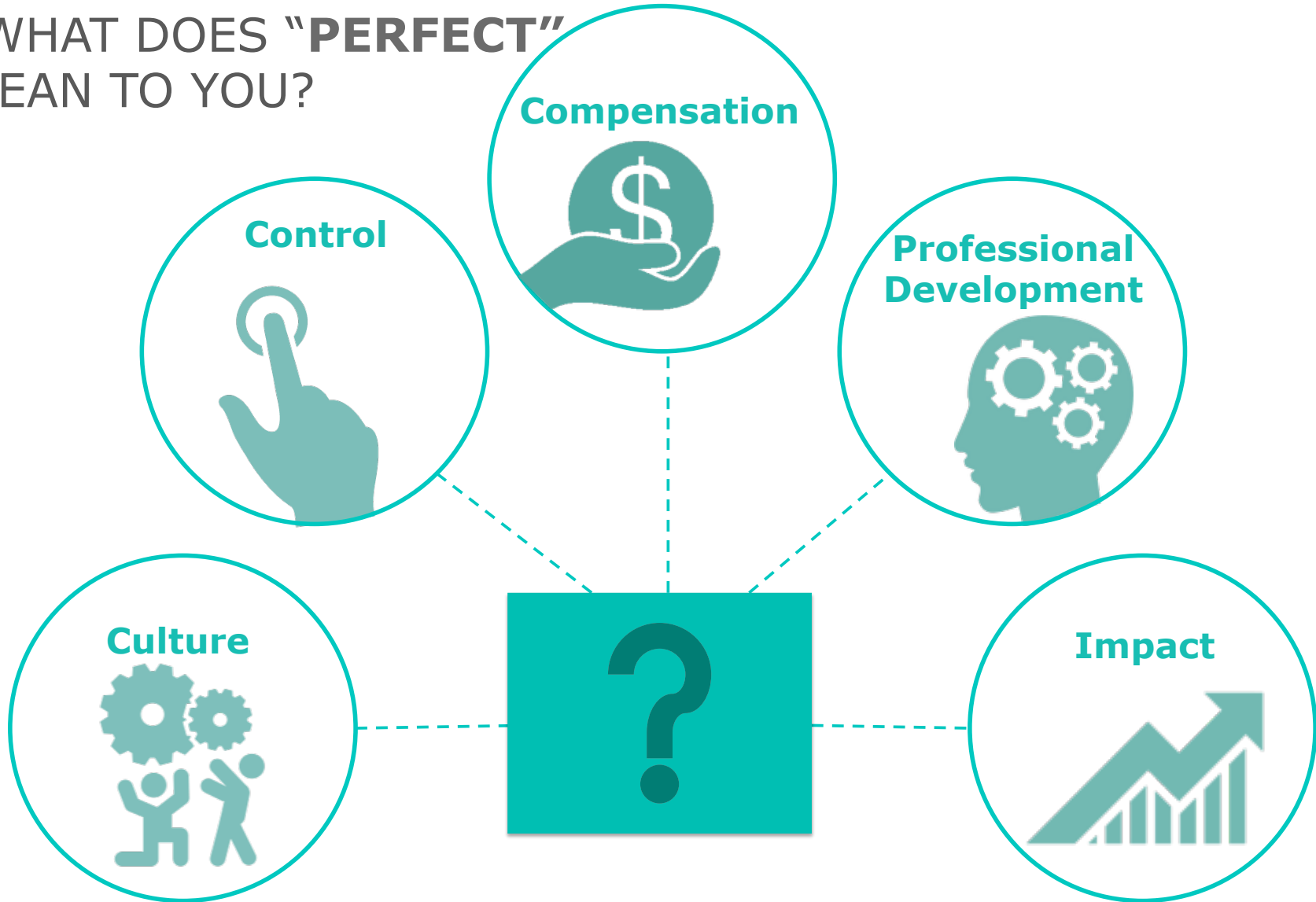
A faded, grayscale portrait of William Shakespeare serves as the background for the slide. He is depicted from the chest up, wearing a dark, textured garment with a prominent white ruffled collar. He has long, wavy hair and a full, dark beard and mustache. His gaze is directed slightly to the left of the viewer.

*“This above all: **to thine own self be true** And it must follow, as the night and the day, Thou canst not then be false to any man.”*

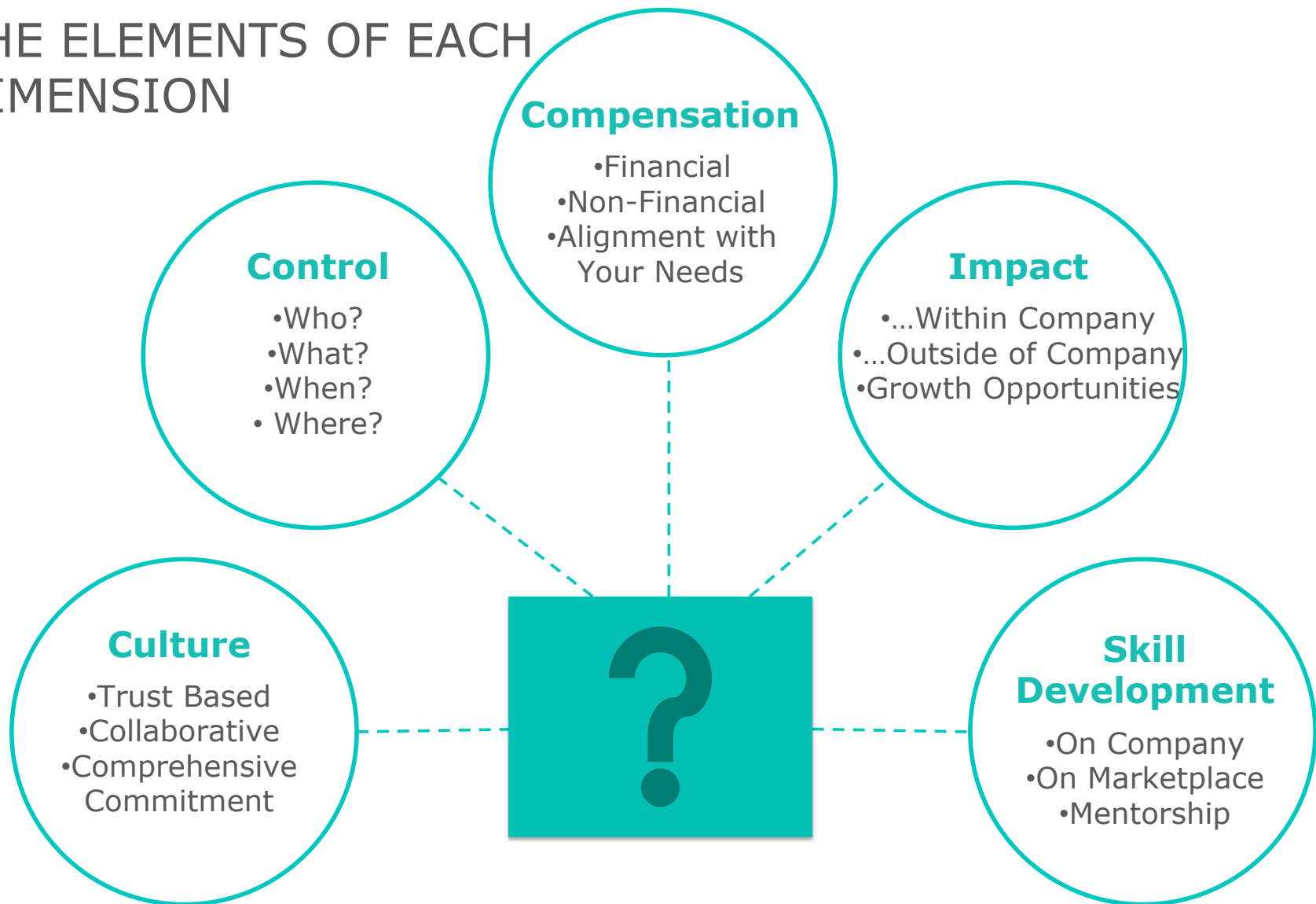
– Hamlet, Act I, Scene 3  
William Shakespeare



"WHAT DOES "**PERFECT**"  
MEAN TO YOU?"



## THE ELEMENTS OF EACH DIMENSION



# NATURAL TRADE-OFFS

"There are only so many hours in the day. When you try to maximize **control**, there is often not time leftover for **professional development**."

"I could not manage my home life if I had my boss' job- he has too many **additional responsibilities** and must be responsive at all hours."

"Right now, I am in a high risk environment in terms of **compensation**. Most of my work is equity based, so I will not see the payout now. However, I'm involved a lot in **thought leadership development**, which I enjoy, and I am making an **impact** on the industry I work in."

"**Culture** has to fit. Everything else should fit under it."



FOR EACH DIMENSION, COMPLETE THE FOLLOWING:

*How important are the following items to you when evaluating a career opportunity?*

For ex: The Elements of **CULTURE...**

For the complete worksheet,  
pls email  
[talent@BusinessTalentGroup.com](mailto:talent@BusinessTalentGroup.com)

	Low	Medium	High
Trust Based			
Collaborative			
Comprehensive Commitment			



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# NOW WHAT?

## Know what you want



*"The bedrock should be self awareness- that is the pot of gold at the end of the rainbow."*

## Find Your Niche

- **Consider** what you like doing.
- **Define** your skills, and craft your story.
- **Identify** which aspects of a job are most important to you *at this moment in time*.
- **Pressure Test.** Seek feedback from people you trust to help validate your assessment.
- **Settle In.** Get comfortable with your decisions.



# NOW WHAT?

## Stay Relevant

- **Find** professional development courses and continuing education sessions through undergraduate universities or business schools to hone existing skills or develop new ones.
- **Remain Curious.** Know what you might want to explore, and find creative ways to test your “theory.”
- **Target** companies, and leverage affinity groups for exploratory conversations.

## Build your knowledge base



*"I target certain companies – maybe I have read something that they are doing that sounds interesting, or it's just a company that I admire and would love to be affiliated with. I find connections to the company on LinkedIn and I work them!"*





# NOW WHAT?

## Self-reflection must be dynamic

- **Don't** compare yourself to others. What matters to them might be different than what matters to you, and this will change over time based on the trajectory of your personal & professional life.

## Storylines must be dynamic

- **Invest** time in “packaging your story” – you need (several) two minute elevator pitches.

## Networking must be dynamic

- **Make** the time to network. You can never do enough, but it should be targeted.

*“It’s really important to be able to articulate what you do, particularly when people ask and wonder how they can help. You should be able to respond.”*

*“Every relationship and contact matters. A casual conversation now could mean a meaty role later. Respond to all LinkedIn requests, take people out for coffee – see every person as a potential business relationship.”*

## Avoid common mistakes



# NOW WHAT?

*"My blog has been a great place to point potential clients to. It helps them verify that I am the kind of person that they want to work with and gives me credibility."*

## Leverage your strengths



## Leverage Your Networks

- **Connect** and reconnect.
- **Announce** yourself tirelessly.
- **Follow up** and stay organized.

## Leverage Social Media

- **Establish** an online presence.
- **Curate** your area of expertise.
- **Track** who's following you.
- **Attach** your social URLs to all e-mail exchanges.

## Do what you love:

- **Remain** disciplined in your self analysis.
- **Revisit** every three to five years.
- **Remember**, if culture is not a fit, it is game over!



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# ADDITIONAL RESOURCES

## Read: relevant HBR articles

- *The Rise of the Supertemp* by BTG co-founder Jody Miller
- *Consulting at the Cusp of Disruption* by HBS professor Clay Christensen et al.
- *The Dawning of the Age of Flex Labor* by Andrei Hagiu and Rob Biederman, co-founder and CEO HourlyNerd

## Read: books and articles we recommend

- *Your Career Path is All on You- and That's a Good Thing*, Jody Miller via Fortune, January 2015
- *Three Steps For Finding Your Perfect Job, Career, and Life*, Forbes, November 2014
- *Why Every Aspect of your Business is About to Change*, Fortune, October 2015
- *Originals*, book by Adam Grant, to be released in February 2016
- *Love Your Job: New Rules for Career Happiness*, book by Kerry Hannon, March 2015

## Watch: Ted Talks

- *The Happy Secret to Better Work*, Shawn Achor, May 2011
- *What Makes Us Feel Good About Our Work*, Dan Ariely, October 2012
- *How to Find Work You Love*, Scott Dinsmore, October 2012



BEST OF LUCK!

**[www.BusinessTalentGroup.com](http://www.BusinessTalentGroup.com)**

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