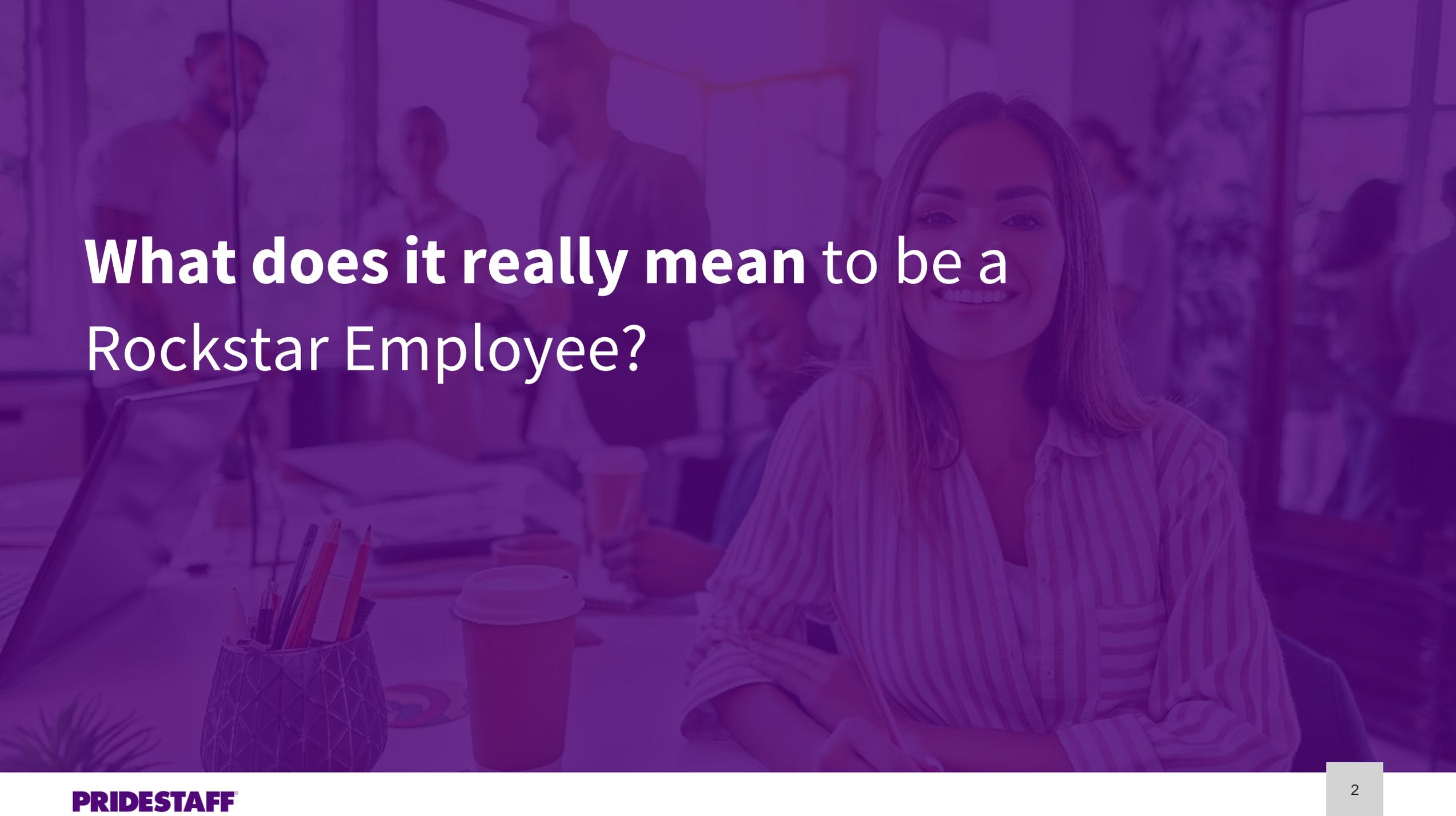




# **Give Yourself a Raise – How to Capitalize on the Hot Job Market Right Now**

Presented By: David Searns & Brad Smith



# What does it really mean to be a Rockstar Employee?

# Rockstar Traits

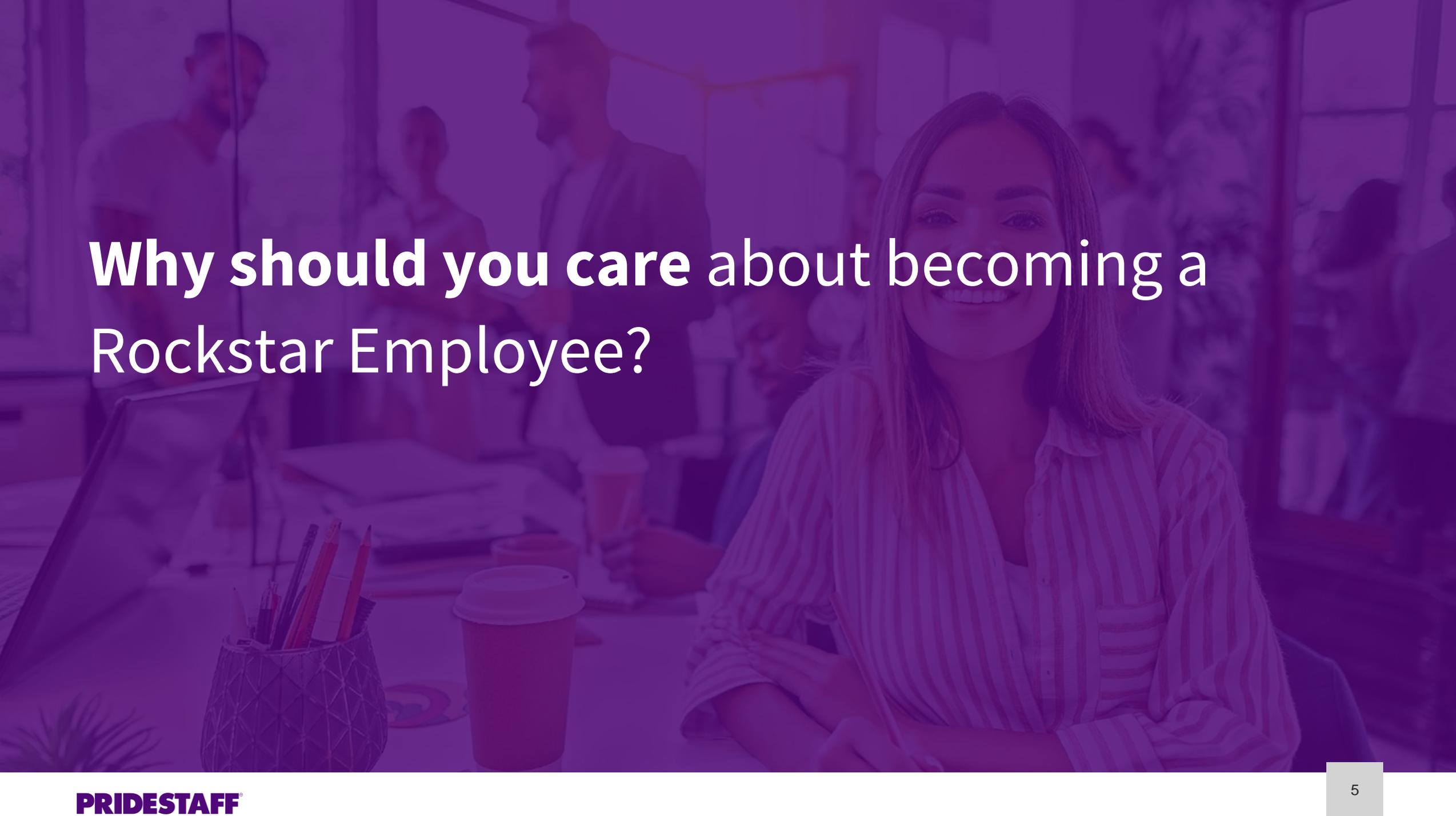
- Quality is the focus.
- Continually develop skills.
- Embrace feedback and input.
- Self directed.
- Confident, not cocky.
- Strong communication and people skills.
- Flexible.



# Rockstars Are Coveted

Researchers at Indiana University have estimated that high performers can deliver up to 400% more productivity than average performers.





# Why should you care about becoming a Rockstar Employee?

# Rockstars Earn More

Performance level	Merit increase differentiation	Annual incentive differentiation	Annual merit increase percentage*	Annual incentive payout as % of target
Did not meet expectations	0%	0%	0%	0%
Partially met expectations	40%	60%	1.0%	50%
Met expectations	100%	100%	2.8%	100%
Exceeded expectations	133%	110%	3.5%	110%
Far exceeded expectations	170%	125%	4.7%	125%

*All figures are the median.*

*\*Based on an overall median merit increase budget of 3 percent.*

*Source: Towers Watson's 2014 Global Talent Management and Rewards Study.*



# Branding yourself as a Rockstar Employee!

# What Is A Personal Brand?

- Who you are.
- What you stand for.
- What values are most important.
- How you WANT to be seen.



# Determine Who You Are

- What areas do you excel in?
- What motivates you the most?
- What do others notice about you?
- What characteristics stand out the most?
- What do you dread, or put off?
- What type of tasks leave you feeling overwhelmed?



# Identify What You Want To Be Known For

- What skills or traits make you unique?
- In your industry, are there strengths that make you stand out?
- What weaknesses do you have?
- Where do you want to be in 5 years?
- What do you need to do now, to get there?



# Who Is Your Audience?

- Who are the leaders in your industry?
  - Thought leaders/ trainers
  - Individual company leaders
  - Recruiters / hiring managers
  - Supervisors / management



# Align Yourself With Experts

*“Align yourself with people that you can learn from, people who want more out of life, people who are stretching and searching and seeking some higher ground in life.”*

**- Les Brown**



# Align Yourself With Experts

- Connect with them on social sites (LinkedIn)
- Read books, articles, blogs
- Reach out and start a discussion:
  - How did you get into the field?
  - What steps would you suggest I take?
  - Where do you see this field going?
  - What trade associations should I join?
  - How do you stay current?



# Prepare Your Elevator Pitch

- 30 - 60 second story about who you are.
  - What do you do?
  - Where are you going?
  - What value do you add?



# Network Like A Rockstar

- 85% of all jobs are filled through networking.
- Grow your groupies! Always make connections.
- Join associations / professional groups.
- Regularly attend events / company functions.
- Don't be shy – talk!
- Have your elevator pitch ready.



# Build Strong Recommendations

- 90% of consumers read online reviews before visiting a business.
- 88% of consumers trust online reviews as much as personal recommendations.
- Think it's any different for your career or job search?
- Recommendations will set you apart.
  - Past managers / supervisors
  - Current / former coworkers
  - Instructors / trainers / teachers
  - Customers



# Grow Your Online Presence

- Make sure your social profiles are engaging and not a deterrent.
- Create a strong LinkedIn Profile
  - Key industry skills
  - Outline your growth/accomplishments
  - Use a professional photo
  - Focus on personal growth
  - Show your engaged in your industry
  - Share industry content and learn!



# According To CareerBuilder:

- 70% of employers use social media to screen candidates before hiring.
- 54% of employers surveyed said they chose NOT to hire a candidate based on social media profiles.
- Stay away from:
  - Provocative or inappropriate photos / videos
  - Using inappropriate emails for job search.
  - Posting about drinking / drug use
  - Discrimination related to race, gender, religion
  - Bad mouth previous company / employees
  - Lying about qualifications
  - Poor communication





**“As a rockstar,**

**I have two instincts, I want to have fun, and I want to change the world. I have a chance to do both.”**

**- Bono**

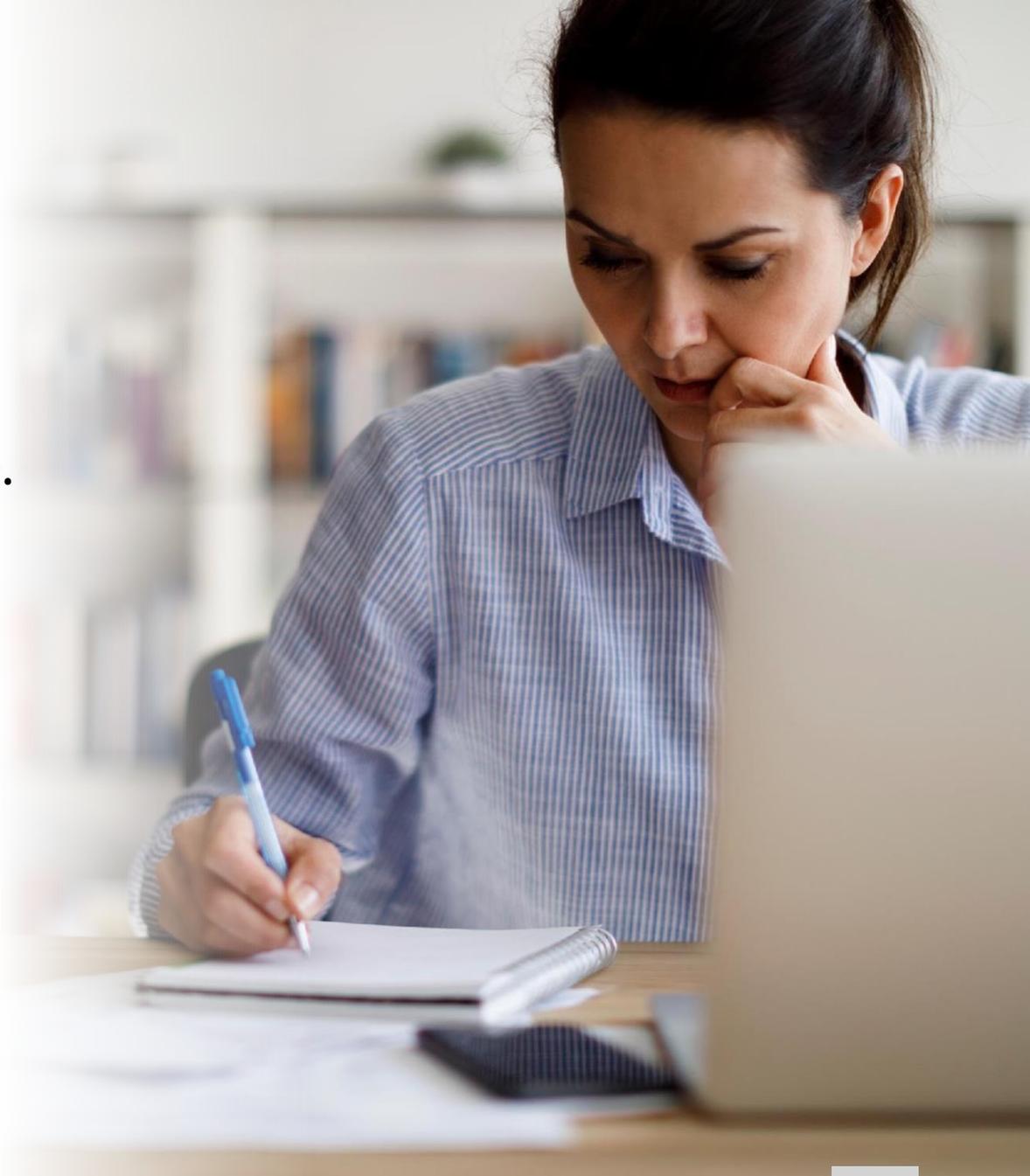
*“Goal setting is the single most important life skill.”*

*- Brian Tracy*



# Why Set Goals?

- Clarify what matters to you.
- Provide a purpose for your work...and life.
- Better focus your time and effort.
- Makes it easier to say “no” to things that are unimportant.
- Creates a roadmap for success.
- Allows you to live the life you want to live.



*“Less than 3% of Americans have written goals, and less than 1% review their goals on a daily basis”*

***-Brian Tracy***



# Step 1: Understand SMART Goals

Specific	<ul style="list-style-type: none"><li>• Define expectations</li><li>• Avoid generalities and use verbs to start the sentence</li></ul>
Measurable	<ul style="list-style-type: none"><li>• Quality, quantity, timeliness and cost</li></ul>
Achievable	<ul style="list-style-type: none"><li>• Challenging goals within reason. Do not assign too many goals even though each one is within reason</li></ul>
Relevant	<ul style="list-style-type: none"><li>• Link the goal to higher level business unit goals. Ensure the employee understands the link</li></ul>
Time-bound	<ul style="list-style-type: none"><li>• Date or elapsed time to complete the goal</li></ul>



## Step 2: Define Your BHAG

BIG. HAIRY. AUDACIOUS. GOAL.

- Where do you want to be in 10 years... or 20 years?
- Dream big.
- What would you do if you had a 100% chance of success?



# 7 Types Of Goals

1. Career
2. Financial
3. Professional development
4. Personal development
5. Spiritual
6. Family, Love & Friendship
7. Health & Fitness



## Step 3: Define Your Why?

- Why is this goal important to you?
- What will be the impact on your life when you are successful?
- What will be the impact if you fail...or don't even try?
- How will success make you feel?  
(Come on really visualize this!)



## Step 4: Break It Down

- BHAGs are overwhelming...
- 10 year -> 3 year -> next year.
- 1 year. What do I need to accomplish in the next 12 months?
- Where can I start NOW?



# Step 5: Anticipate Challenges

- There could be an earthquake.
- The Cherry Garcia ice cream could be calling your name.
- You might be too busy.
- Or too tired.
- Of course, there's a great new series on Netflix.

**The reality is that most of what can go wrong are things you can control.**



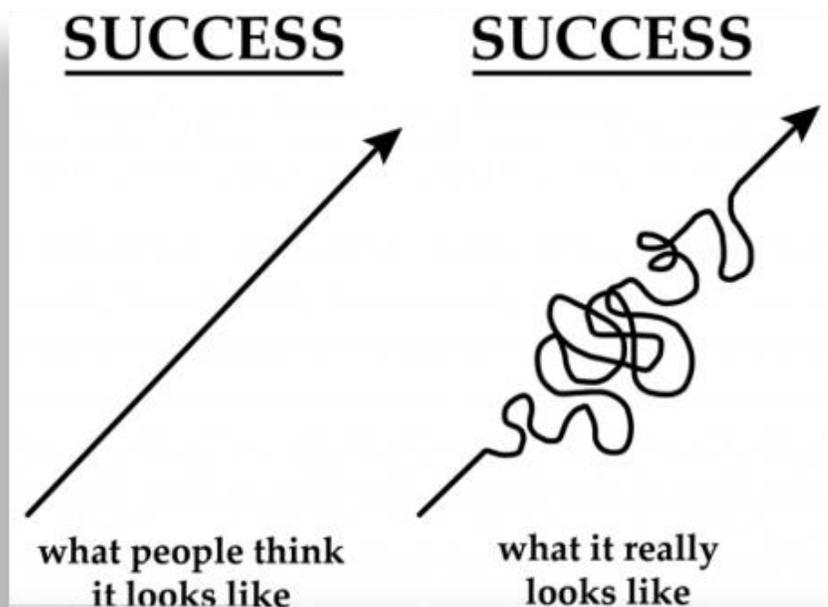
# Step 6: Make It Public

- Write it down.
- Post it on your mirror. In your car. On your desk.
- Tell your friends about what you are going to achieve.
- Better yet, promise your kids...or significant other...or your dog or anyone else you don't want to disappoint.



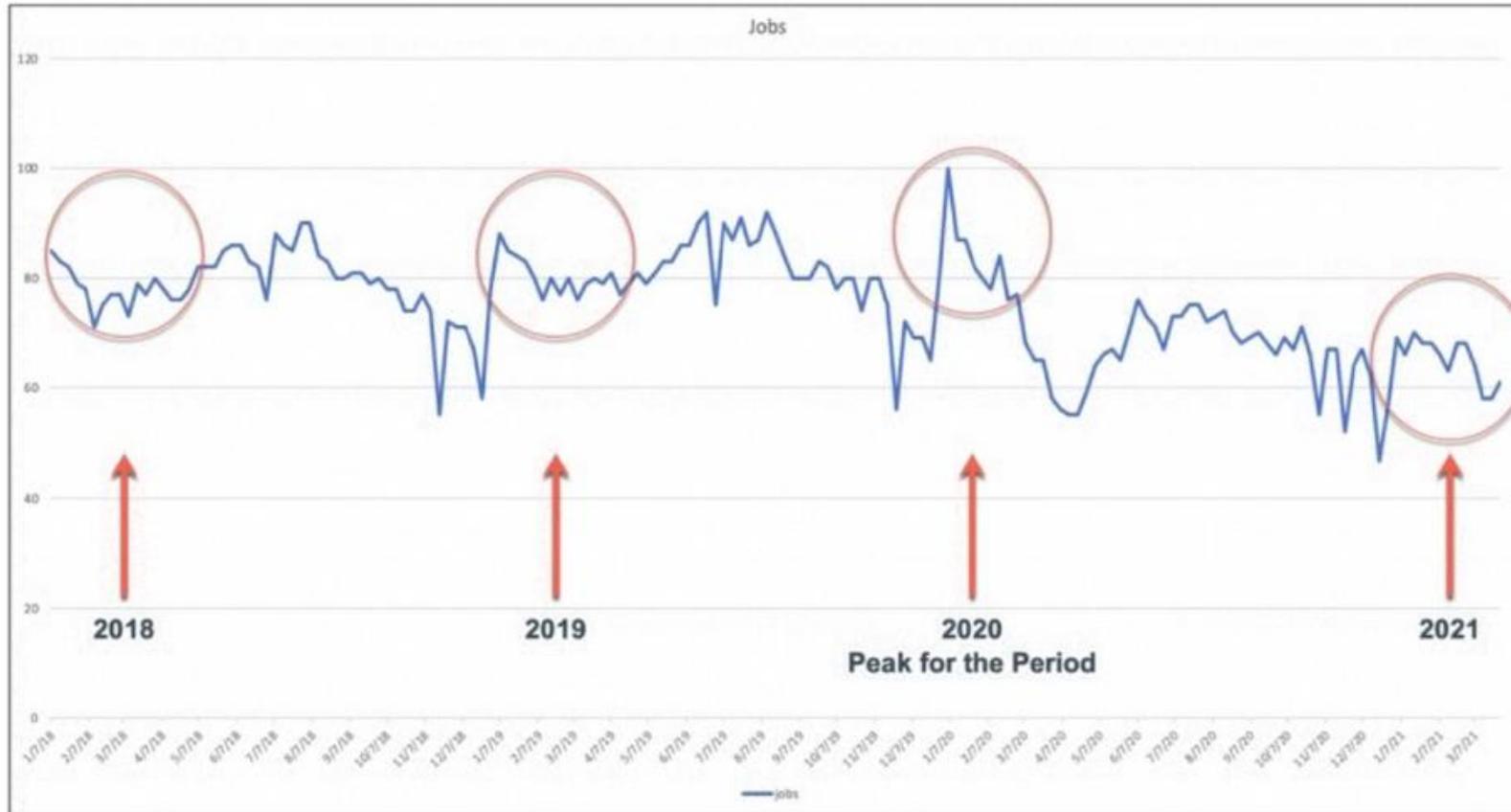
# Goals Are A Process, Not An Event.

- Read your goal list daily.
- Review your action plans at least once a month.
- Expect setbacks.



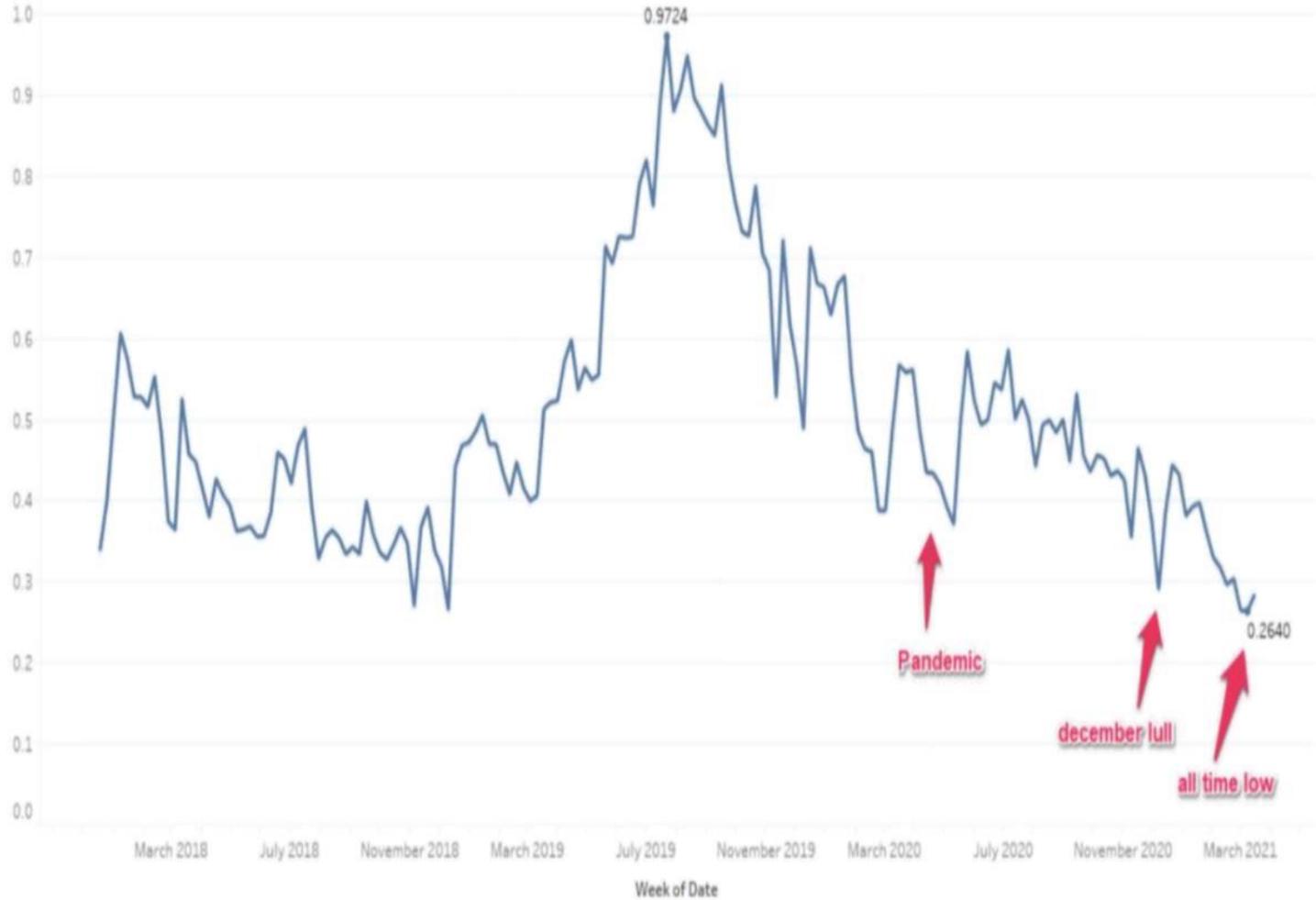
# The Stage Is Set...

# Google Job Search Traffic Decreases



<https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=jobs>

# Apply Rates At An All Time Low



# Take The Stage...NOW!

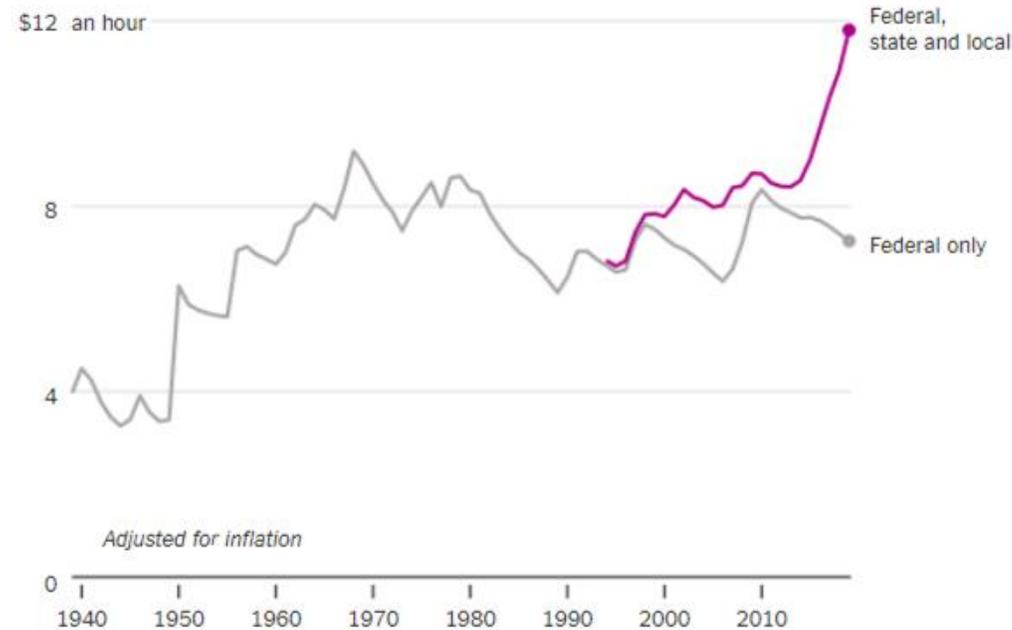
The talent shortage has created opportunity.

- Pay rates are increasing.
- Companies are open to people with limited experience.
- Companies are more willing to train.
- Great opportunity to shift careers.



# The Effective Minimum Wage May Be Higher Than Ever

The average job at the federal, state or local minimum wage pays almost \$12 an hour.

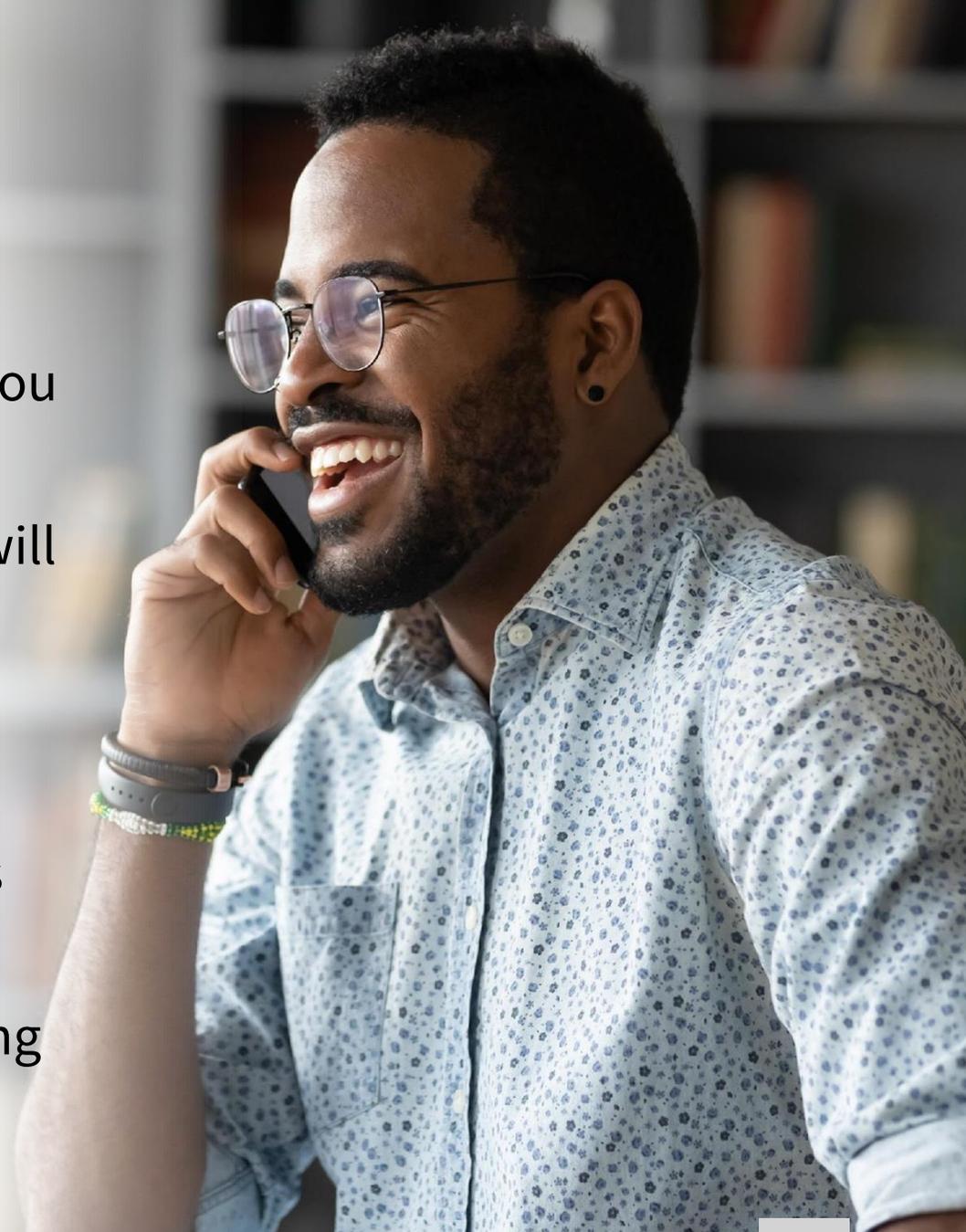


Adjusted for inflation by chained CPI-U (post-2000) and PCE (pre-2000). Pre-1978, highest federal nonfarm minimum wage is shown.

Source: Author's analysis of Current Population Survey, Berkeley Center for Labor Research and Education; Kavya Vaghul and Ben Zipperer (2016); BEA; BLS.

# Take The Stage...NOW!

- The best jobs are taken first.
- The faster you get hired, the more opportunity you will have.
- The longer you wait, the more competition you will have.
- States are opting out of Federal Subsidies, competition is coming!
- Microsoft study found 41% of global workforce is weighing leaving their current employer.
- Monster estimates 95% of workers are considering changing jobs.





Align Yourself With A **Career Agent.**

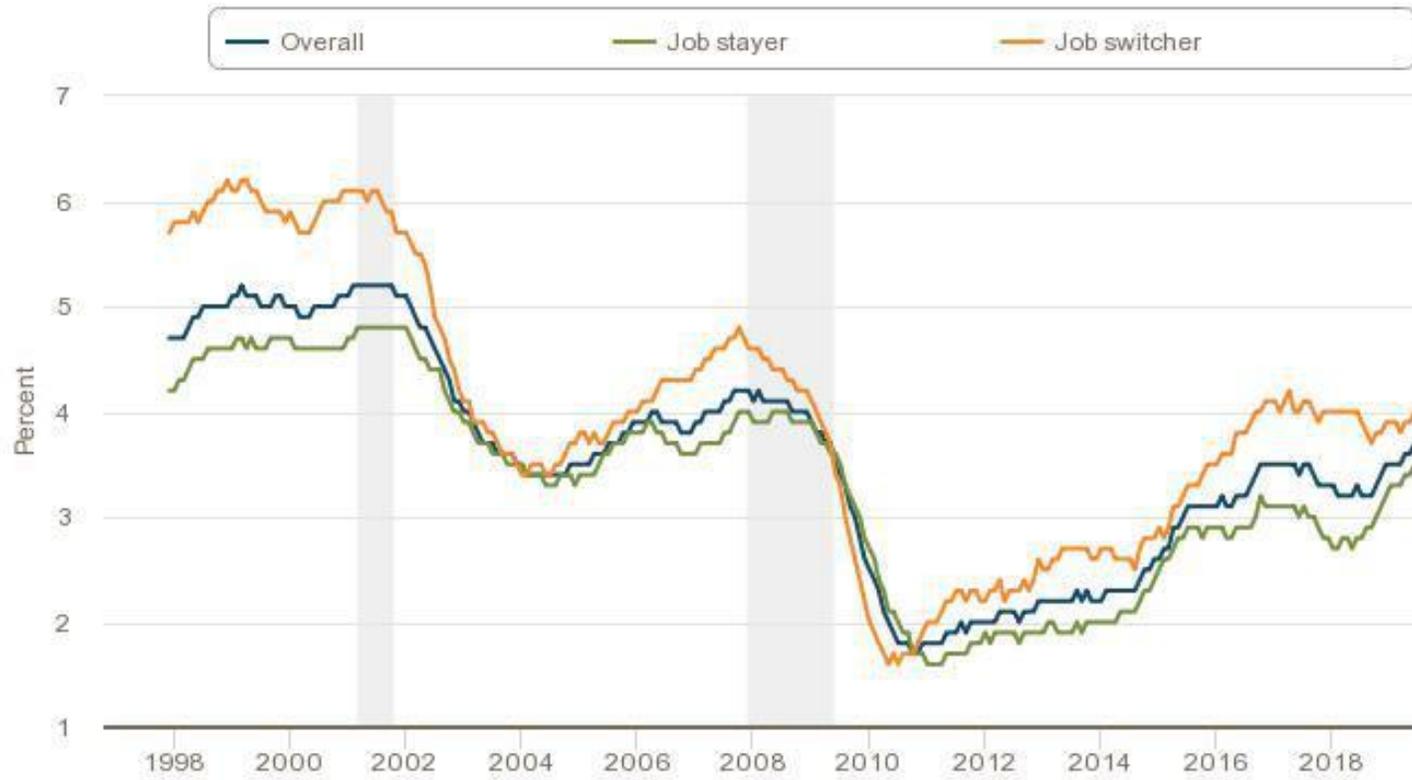
# Why Work With An Employment Agency

- No cost to you.
- Access to jobs you can't find elsewhere.
- Inside information about the company.
- Ability to get your foot in the door.
- Access to local wage / pay data.
- Training / support / guidance.
- A recruiting working for you.



## Wage Growth Tracker by Job Switcher/Stayer

12-month moving average of median wage growth



Sources: Current Population Survey, Bureau of Labor Statistics and author's calculations

FEDERAL RESERVE BANK of ATLANTA

Exported on: Friday, July 26, 2019



# A Good Employment Agency / Recruiter Can

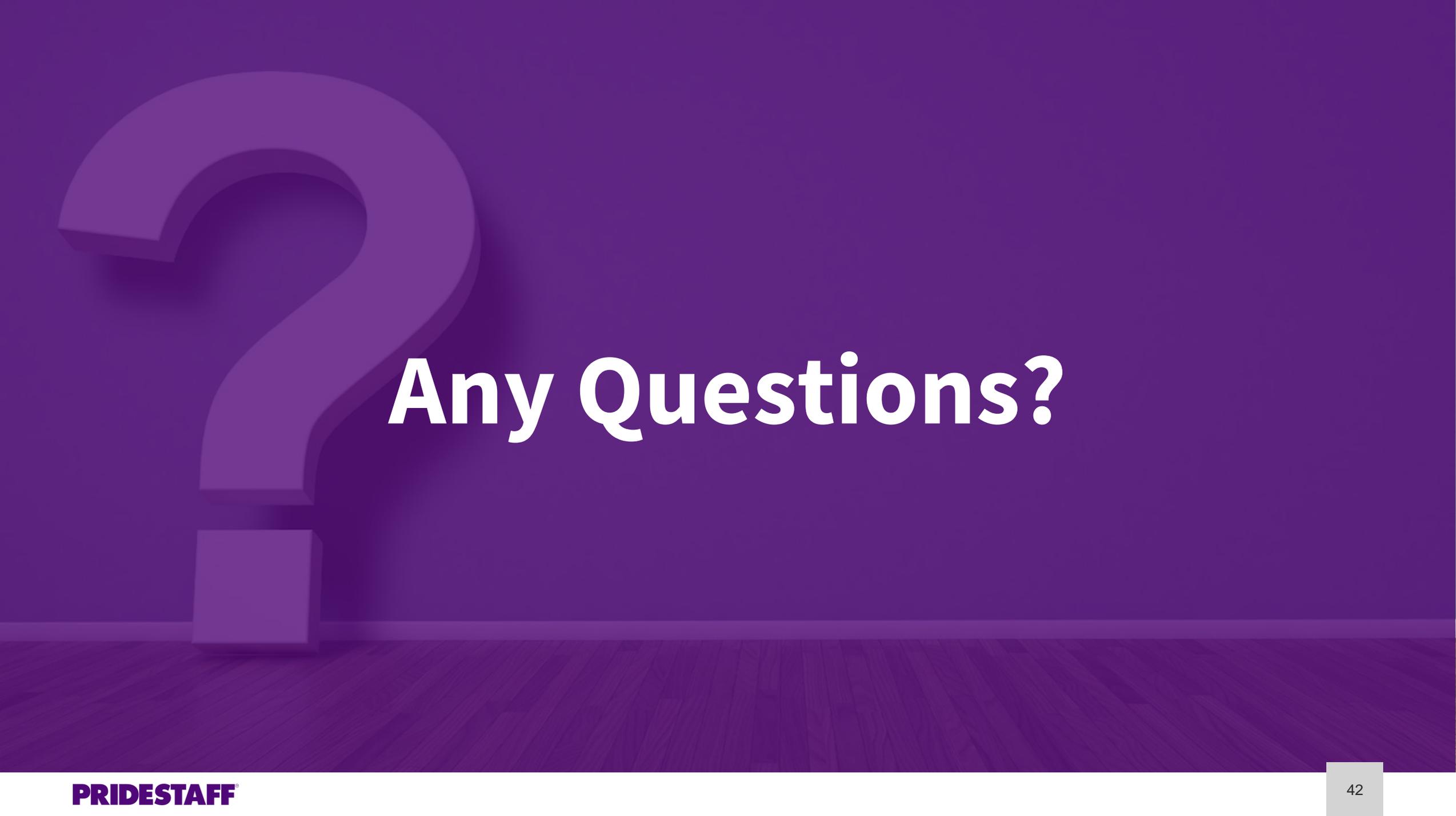
- Provide you with honest feedback.
- Help present you in the most positive light.
- Present you with job opportunities, that:
  - Fit your professional interests
  - Align with your financial goals
  - You would succeed in
- Proactively help you at every stage of your career.



# Choose The Right Career Partner

- Look for a history of success.
- Review their current job openings.
- Talk to them and ask questions.
- Look at online reviews.
- Look at awards, honors, “best of” lists.



A large, 3D purple question mark is positioned on the left side of the slide. The background is a solid purple color with a subtle wood-grain pattern at the bottom. The text "Any Questions?" is written in a bold, white, sans-serif font in the center of the slide.

**Any Questions?**



**Thanks for joining us!**