




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

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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%
<i>All figures are the median.</i>				
<i>*Based on an overall median merit increase budget of 3 percent.</i>				
<i>Source: Towers Watson's 2014 Global Talent Management and Rewards Study.</i>				



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.”

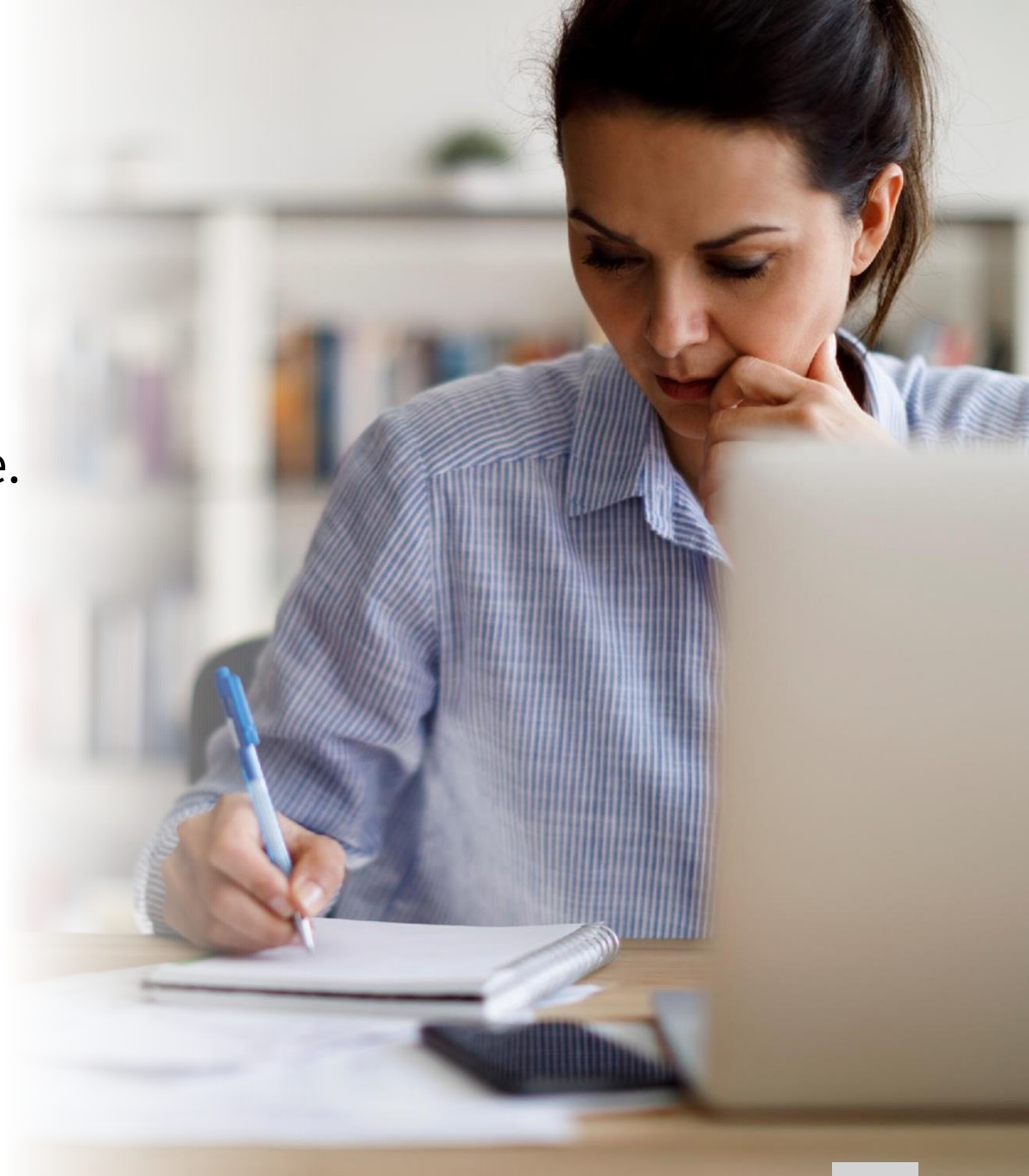
- Bono

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



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.**



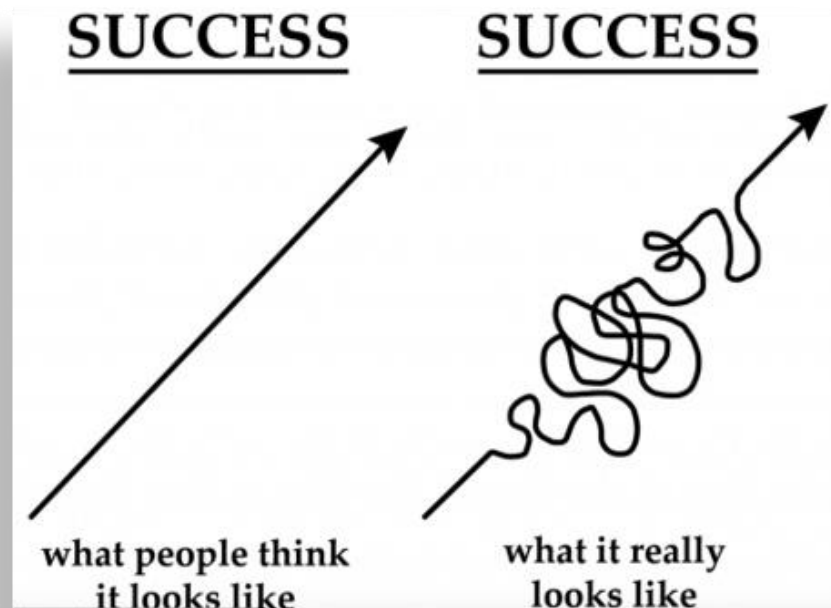
Step 6: Make It Public

- 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.



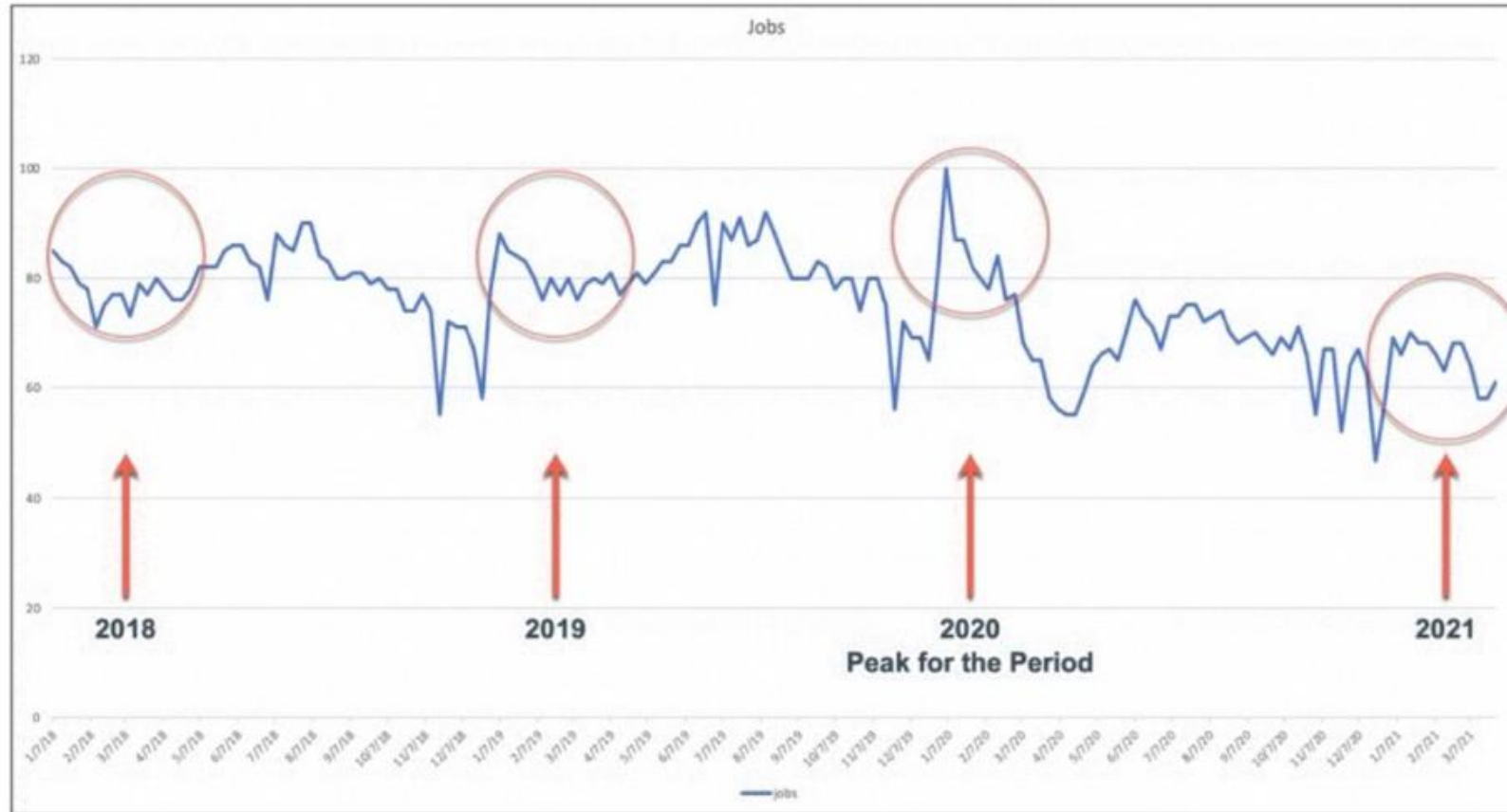
Goals Are A Process, Not An Event.

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



The Stage Is Set...

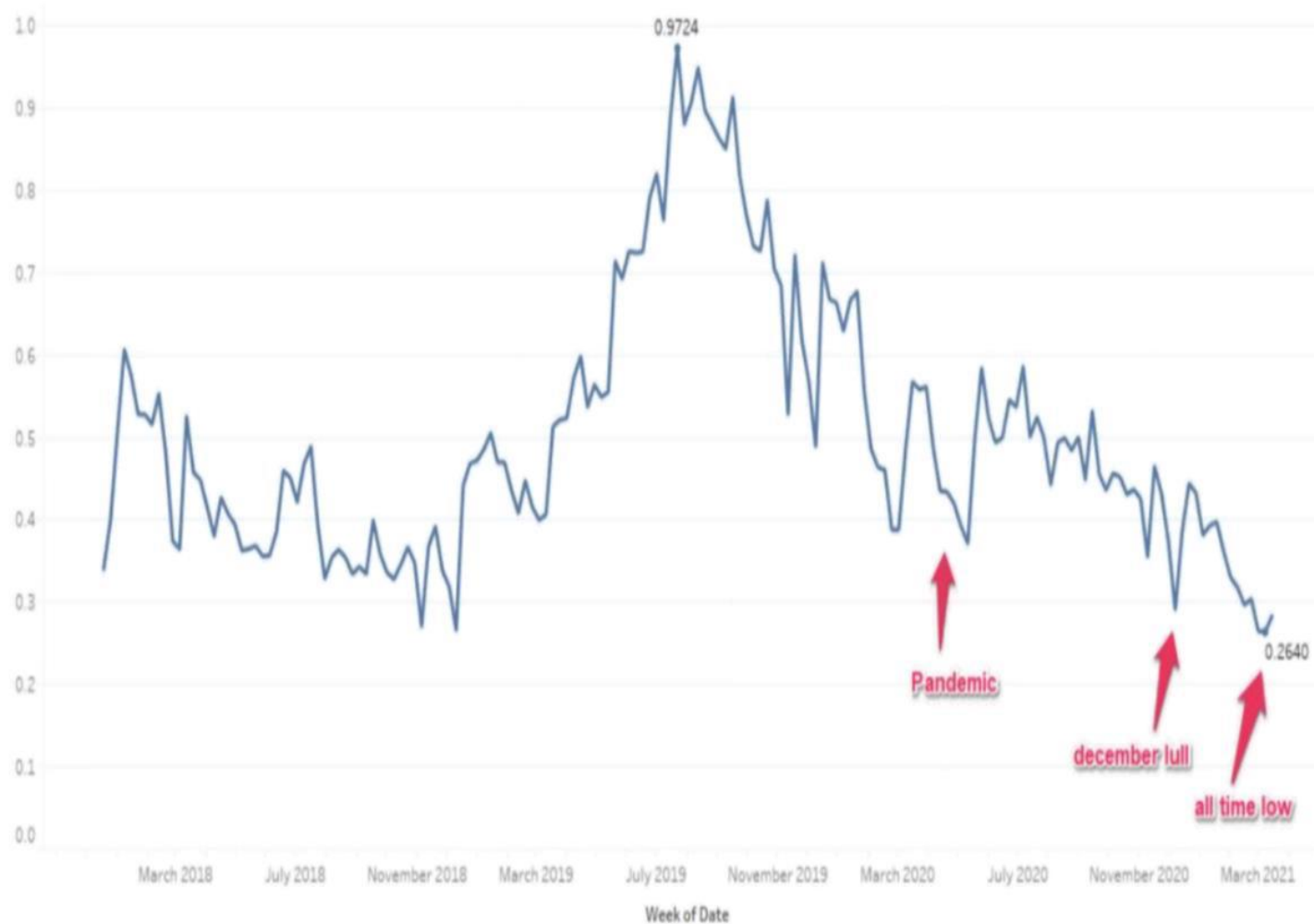
Google Job Search Traffic Decreases



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

Appcast

Apply Rates At An All Time Low



Take The Stage...NOW!

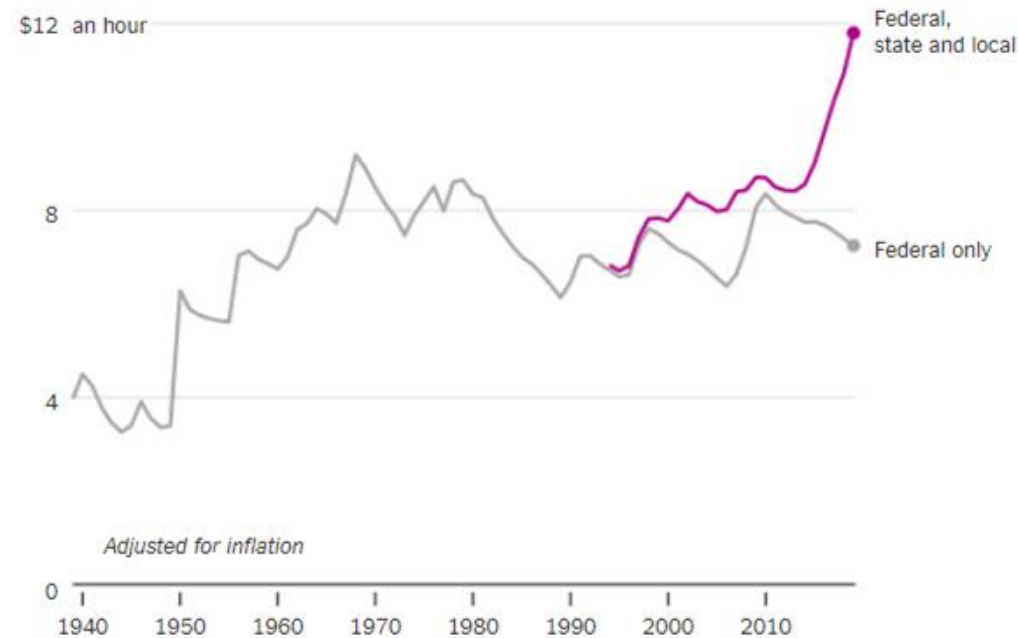
The talent shortage has created opportunity.

- 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.

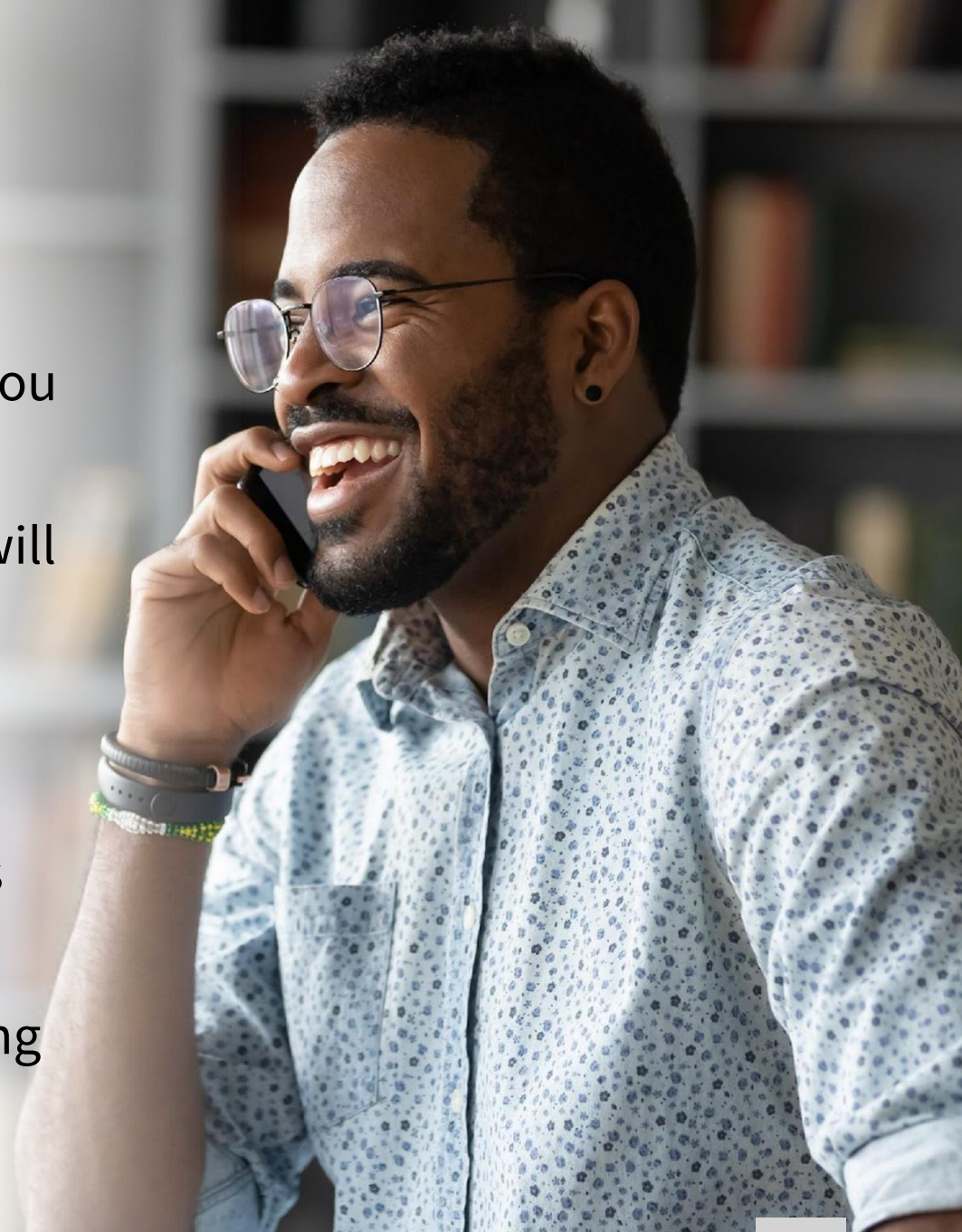


Adjusted for inflation by chained CPI-U (post-2000) and PCE (pre-2000). Pre-1978, highest federal nonfarm minimum wage is shown.

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.



A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are wearing dark suit sleeves. The background is a solid dark purple color.

Align Yourself With A **Career Agent.**

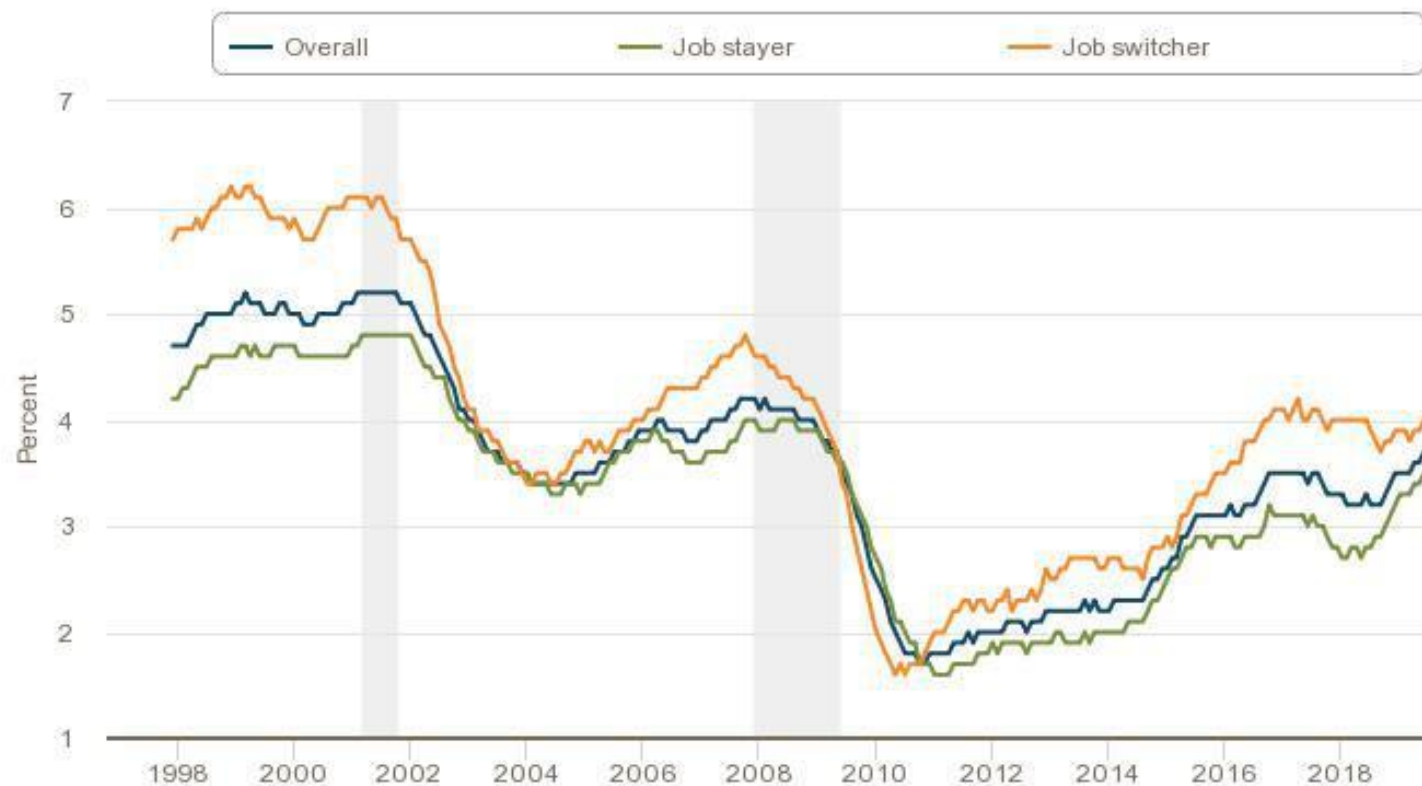
Why Work With An Employment Agency

- 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

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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.





Any Questions?



Thanks for joining us!