



Career, Change and the Value of Mentorship

A Discussion on “**Paying It Forward**” for the:
Humber College - Global Business Management Program

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Presenter: Joseph Luk P.Eng.

Joseph Luk - Introduction

- Sales and Marketing Professional for 20+ Years within the ICT / telecom industry
- Avid coach and mentor
- Why I am here to speak to you?
 - How can I help YOU!



Topics of Conversation

- Career
- Managing Change
- Mentorship

Let's Start!

A story we have heard before



Career



Job or Career



- Definition of a Career*:
 1. A field for or pursuit of consecutive progressive achievement especially in public, professional, or business life
 2. A profession for which one trains and which is undertaken as a permanent calling

- Advice from my Uncle John:
 - “A job is something you can leave at the end of the day – a career is something you want to continue excelling at after 5:00 pm”

*Merriam-Webster

Some Fun Facts

- Population of Canada (September 2016 Stats Can) = 36.286M
- Unemployment Rate (February 2017 Stats Can) = 6.6%
- Estimated Number of People Unemployed = 1.286M
- Number of People Employed February 2017 = 18.288M
- Number of People Employed December 2010 = 17.091M

- **Employment rose** by 15,300 in February 2017, the result of an increase in full-time work. The **unemployment rate decreased by 0.2%** from 6.8%
- Over the past 12 months, **employment increased** 1.6%

What Does This Mean?

- Timing now may be better than in the past 5 years to find employment
- Extrapolating - Finding a job to convert to a career may be better now than in the recent past but ...
- Million Dollar Question – **How?**



Easy – Follow These Steps!

1. Create a fantastic resume
2. Create the perfect cover letter
3. Go to [indeed](#) or company job sites and find jobs you feel you would like
4. Apply to the jobs on-line and send out resumes and a cover fit for each job
5. Wait for a response and for the phone to ring!

The image shows a sample 'Employment Application' form. It is divided into several sections with various input fields:

- Personal Information:** First Name, Last Name, Working Address, City, State, Zip, Social Security Number, Birth Date, Telephone, Email Address.
- Application Details:** How did you hear about this job?, Were you referred by an employer?, Date available for work, Salary requested.
- Education:** This section is repeated for three different educational institutions. Each entry includes: Name of School, Address, Phone, Date Attended, Did you graduate?, Degree Type, Major.
- Other:** Name of School, Address, Phone, Date Attended, Did you graduate?, Degree Type, Major.
- Special Circumstances:** A section for any additional training or experience, including military training, apprenticeship programs, vocational training, courses in progress.

The Reality...



- On-line applications enable HR teams to mass filter applicants efficiently
- HR managers spend very little time reviewing individual resumes (average 30 seconds per)
- Most Hiring Managers don't have the time to deep dive on candidates and depend on HR to help screen applicants

Your Result = Limited

- You will be pre-screened out of the job by a computer which statistically analyzes your resume with a keyword search
- The HR representative filters candidates down to a small subset (about 12) of candidate applications
- The Hiring Manager receives 3-4 suggested candidate applications from HR



What To Do?

- Ask Dad / Mom for a job!
- Go apply for the most basic of jobs – some money is better than no money!
- Keep applying on-line – those statistics are for others but don't apply to me!



OR

Network, Network and Network!

Networking vs Applying

- Most jobs are not advertised with a posting i.e. the hidden market
- Internal referrals get fast-tracked
- *“Being referred to a hiring manager by a trusted person is 50-100X more likely to result in being interviewed and hired compared to submitting a resume to a posted job”**

*LinkedIn

Job/Career Case Study



- Barry has recently been streamlined from his company
- Barry is looking for an opportunity to switch to a new field - Program Management versus Technical Q&A
- What did Barry do and how did he secure his new job to start a new career?

Managing Change



What I Think Networking Is

- Reasons I have heard for **NOT** networking:
 - I can't network, I am not a Salesperson!
 - You have act “fake” to network!
 - I wouldn't be able to ask for a job!
- Fortunately networking is none of the above!
- Networking* is defined as:
 1. The exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business



*Merriam-Webster

In order to Network – Plan!

- Networking requires a **plan**!
 - It does not mean having coffee without a purpose – remember “exchange of information or services”
- As Business Managers – this is something all of you can accomplish!
- There is a “method” to the plan though – You need to define the **target**!



Target = Your Goal for Change

- Job or Career change **requires** you to know what you want
- Sometimes it is very clear: I just want to leave this place!
- Most of the time it is **unclear** – after the dust settles: What do you really want?
- This is where “Networking” comes in!



Networking Crystallizes Goals

- Networking allows you to meet people who can inspire, coach and transfer knowledge
- Networking allows you to formulate a target ... the target is your ultimate career and job search goal
- Your goal becomes less hazy and starts to take shape the more you exchange ideas



Project Manage to Dream

- Create a plan to pursue jobs you would dream about
- Find people you can introduce yourself to
- Find out as much about the job or career by asking questions while networking
- Often experts are very willing to lend their time to someone who is looking for advice



Project Manage to Execute

- Track your progress!
- Document everything!
- Plan to meet again
- Continue to execute the plan – through highs and lows
- As you gain momentum, you will find success – remember a positive attitude is very important
- **Yes** - You can uncover employment opportunities when you network!



Project Manage to Succeed

- Remember change takes time
- Be patient
- Be “lucky”: Remember “chance favours the prepared”
- Manage your change by sticking to the plan



Example of Networking Plan

Step	Action	Status
1	Perform personal assessment of new personal goals and many them to career goals	Completed
2	Conduct formal assessments to determine potential fit of skills to next step job function	Completed
3	Create a high level and a detailed plan with scope, timelines and deliverables	Completed
4	Target companies of interest	Completed
5	Research companies of interest	In Progress
6	Network within community to gain a foothold or relationship with company	In Progress
7	Ascertain opportunities and execute plans	In Progress
8	Follow up on plan execution	In Progress

The Plan

Overarching plan involves the following steps in this order

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Research Check List	Active
Company Name:	Huawei
Company Location:	19 Allstate Pky, Markham, ON L3R 5A6
Public or Private:	Private
Key Company Contact:	Rocco Lalone
Key Company Contact Title and Role:	General Manager Sales
Workteam:	Workteam 4 – DreamJob
Industry:	Telecommunications, Information, Media and Electronics (TME)
Services Provided:	Huawei's core business is in Telecom Network Infrastructure, Applications and Software, Protocol and Services and Devices
Sub Services Provided:	
Key IP:	Equipment In addition to the Canadian Headquarters in Markham, Huawei operates a Research & Development Centre in Ottawa, and 2 branch offices in Montreal and Edmonton in addition to the Canadian Headquarters in Markham. Huawei operates a Research & Development Centre in Ottawa, and 2 branch offices in Montreal and Edmonton
Number of Locations in Canada:	Huawei employs over 300 people across Canada
Number of Employees in Canada:	300, Always
Competitors to Company:	Satellite office
Key/Risk Areas:	
Spin Offs:	
2010 revenue:	\$8B
Does BU have Headcount Budget:	YES

Job/Career Case Study



- Barry met with me to discuss his overall career goals – the choice took some time (a few months)
- Meanwhile as we discussed his career goals every 2 weeks - we tactically worked on updating his CV + basic interview skills
- He created a structured networking plan (even with folks within my network)
- Ultimately he landed a job in Program Management in HK after 1 year

Mentorship



What is Mentorship?

- Definition of Mentor*:
 - 1 : a trusted counselor or guide
 - 2 : tutor, coach
 - — men·tor·ship \-,ship\ noun



*Merriam-Webster

How to Embody Mentorship

- Mentorship is easy – 3 basic actions:
 - Listen
 - Give
 - Enable Trust
- As you position yourself for the workforce – career or job – look for mentors while networking
- Ask those special folks whom you meet to be your trusted advisor
- Have a few mentors – they can offer you valuable perspective and opinion



What Is the Real Question?

- Ask yourself what is most important in life?
- Remember the jar with the golf balls, pebbles and sand!
- If **you** have the opportunity to help – do it!
- **Anyone** can mentor because anyone can - listen, give and enable trust!



Value of Mentoring

- Someone is helped!
 - Without your unique perspective that person may miss a life changing opportunity
- It opens you up to new perspectives
- It keeps you challenged



Job/Career Case Study



- Barry asked me to provide some advice to James
- I mentored James for 1 year, he found employment – I still continue to mentor James
- James recently referred me to Warren, I hired Warren & continue to mentor Warren

Job/Career Case Study

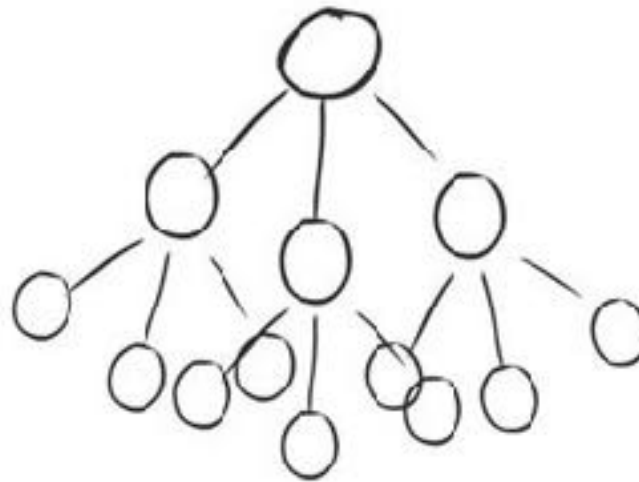


- Never underestimate the power of networking mentorship and the change it has on your life
- Take control – Manage your career like you would manage a business – apply the skills you have learn for your own benefit
- I hope through this example you too can start to “Pay it Forward” as you go through your job / career search remember to help others as well!

Back to the Future

- My ask of you is to do the same!

PAY IT FORWARD



Thank You!

