



# BDPA

Leaders in Global Information Technology

Advancing Careers from Classroom to Boardroom



## BDPA Mission Statement

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To be a member focused organization that exists to provide professional development programs and services to position its members at the forefront of the information technology industry.

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## Chapter Goals

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BDPA Orlando focus is on three goals:

1. Elevating the careers of our members thru professional development.
2. Educating and Empowering our community on technology thru workshops and symposiums.
3. Improving small businesses by providing resources, analysis and guidance.

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# Career Development and Successful Job Hunting Strategies

By

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## Current State of Job Market

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21,137 mass layoff events in 2008

2,130,220 Unemployed people as of Dec 2008.

National Unemployment Rate is 7.2 as of Dec 2008.

Florida Unemployment Rate is 8.1 as of Dec 2008

Source Bureau of Labor Statistics

(<http://www.bls.gov/news.release/mmls.nr0.htm>)



# So what Now?

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## Tips to keep a Job and Advance

Become a Super Star at work.

Take on additional work.

Think outside the box.

Conduct independent research.

Provide solutions to existing problems thru new opportunities for growth.



## Career Development

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- Join a Professional Association like BDPA.
- Utilize ALL the Resources your Company Provides.
- Take Online Courses at Work.
- Join a Project Team or Create a Small Project to work on and show your worth.
- Read Industry Reports.
- Attend Workshops and Conferences



## Utilize Web 2.0 Tools

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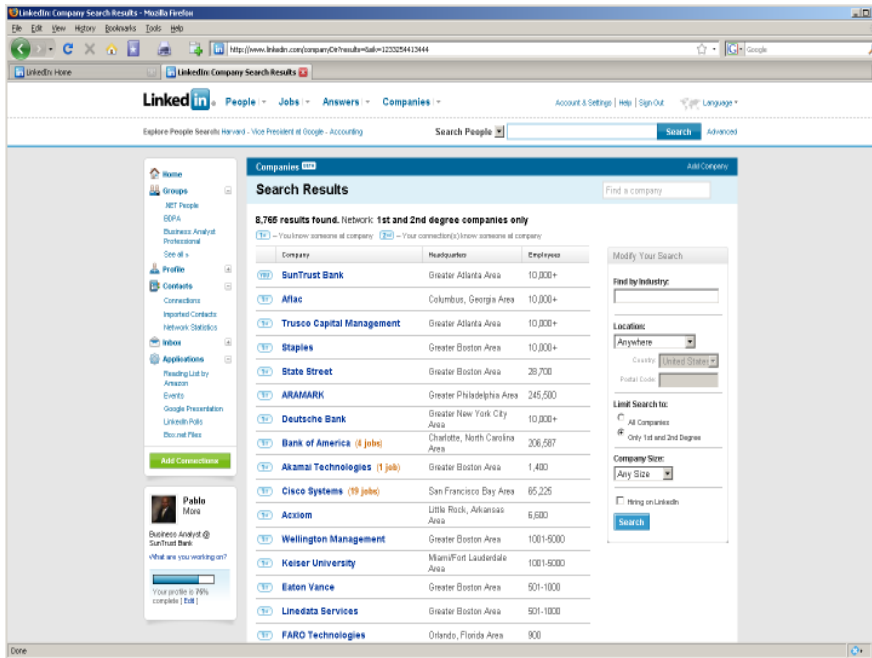
Create a Professional Profile

LinkedIn ([www.linkedin.com](http://www.linkedin.com))

Facebook ([www.facebook.com](http://www.facebook.com))

Ning ([www.ning.com](http://www.ning.com))

Be Mindful of what you Post, Share and Groups that you subscribe to Online.



LinkedIn is one of the best resources for both professional development as well as for Job Searches.

Subscribe to Groups (Professional associations as well as Alumni Groups)

Industry Topic Discussions

Add-On Applications to Profile e.g. BoxNet, Google Presentation, Slide Share Presentation, Word Press and more.

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# Successful Job Hunting Strategies

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# Workforce Central Florida

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- **One Stop Shop Resource Center!**
- Career Planning and Counseling.
- Information on filing for Unemployment.
- Resource Rooms with free access to copier, fax, computers, printers. Internet.
- Information on Growing Industries in Central Florida.
- Veterans Programs.
- Job Placement Services.
- Gain New Skills.
- Career Enhancement Seminars
- Online Training Courses (over 100 Topics)
- Information and Community Resource Agencies .
- Brochures on how to find and keep a job as well as many other.

**This is your 1<sup>st</sup> Place to Go to if you have been layoff and are unemployed!**

<http://www.workforcecentralflorida.com/>

Also checkout

Employ Florida Market Place

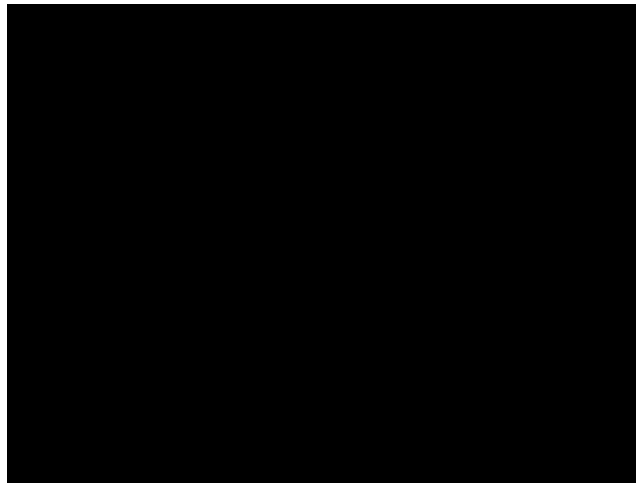
<https://www.employflorida.com/>

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# Attitude is Key!

The importance of maintaining a positive mental attitude cannot be over emphasize.



**Source Jeffrey Gitomere**

<http://www.gitomer.com/>

Video Clip

<http://www.youtube.com/watch?v=Xd8aTtgs33w>

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# Successful Job Hunting Strategies

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Join a Professional Organization in your field or field that you desire to be in.

Join the local Alumni Chapter of your alma Mater and utilize all those resources.

Enroll in Toast Masters and work on your public speaking and network with members.

Create Personal Business Cards utilize both sides of the card and highlight accomplishments, experience, strengths, valued assets, certifications, etc.

Create a Personal Website and let it be your professional online CV that you can reference in your "Elevator Pitch", e.g. **www.FirstName.LastName.com**

Volunteer in the community.



# Elevator Pitch

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Develop an Elevator pitch to sell yourself to potential employers at Career Networking events and job fairs.

Link on How to create Your Own.

<http://www.wikihow.com/Develop-Your-Personal-Elevator-Pitch>

Source  
Sean Wise

<http://seanwise.typepad.com/about.html>

Video Clip

<http://www.youtube.com/watch?v=Tq0tan49rmc>

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## Successful Job Hunting Strategies cont.

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1. Prepare and Over Prepare.
2. Be Particularly Clear on What you Want and what you want to Achieve.
3. Make Sure Your Responses Match Your Claims.
4. Be Clear About Your Strengths.
5. Describe Your Weaknesses as Strengths.
6. If you've been fired be forthright about it.
7. Be clear where you want to go.
8. Have clear personal standards.
9. Interview the Interviewer
10. Don't allow yourself to be badgered by the salary issue.

Source: Shale Paul executive coach.

([www.topten.org](http://www.topten.org))



## Successful Job Hunting Strategies cont.

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- **People who are good at job-hunting always have alternatives up their sleeve.**
- People who are not good at job-hunting tend to fixate on just one way of doing things.
- In describing what they can do, they use a job-title. Period. ("I'm an engineer.")
- In describing where they want to work, they use a field-title. Period. ("In the computer field.")
- In describing their target, they name large organizations. Period. ("I want to work for Apple.")
- In describing how they choose particular places, it's always places with known vacancies. Period. ("I'm studying all the ads and job postings on the Internet.")
- In describing how they get into organizations, they use one way only. Period. ("I'm sending them my resume.")
- **People who are good at job-hunting figure out alternatives to each of the above. And have them ready at hand. You could call it "their fall-back position," or "Plan B."**
- Instead of just job-titles, they can name their individual skills.
- Instead of just field-titles, they can describe their favorite interests.
- Instead of just large organizations, they target small organizations also.
- Instead of just going after vacancies, they go after any place that interests them.
- Instead of just approaching organizations through resumes, they approach them through their personal contacts.
- **This is why they're good at job-hunting. When one thing doesn't work, they just switch over to the alternative.**
  
- Source: Richard Boles "The Three Secrets of Successful Job Hunting"
- [http://www.jobdig.com/articles/396/The\\_three\\_secrets\\_of\\_succesful\\_job\\_hunting.htm](http://www.jobdig.com/articles/396/The_three_secrets_of_succesful_job_hunting.htm)

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## Thinking Small May Land a Big Job

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"Orlando is sort of the hidden job market. There are lots of 50-person companies that no one has ever heard about," Lear said. "They're very hard to find. They don't do business locally. They're international. But their offices are located here. . . ." -Roger Lear of OrlandoJobs.com

Article source Orlando Sentinel "Thinking Small May land Big Job"  
by Scott Powers January 7, 2009

<http://www.orlandosentinel.com/business/custom/thrifty/orl-jobs0709jan07,0,1948014.story>

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# The Ten Greatest Mistakes Made In Job Interviews

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1. Going after large organizations only (such as the fortune 500)
2. Hunting all by yourself for places to visit, using ads and resumes
3. Doing no home work on a organization before going there
4. Allowing the personal department (or Human Resources) to interview you -- their primary function is to screen you out
5. Setting no time limit when you make a appointment with an organization
6. Letting your resume be used as the agenda for the job interview
7. Talking primarily about yourself, and what benefits the job will be for you
8. When answering a question of theirs, talking anywhere from 2 to 15 minutes at a time
9. Basically approaching them as if you were job-beggar, hoping they will offer you a job, however humble
10. Not sending a thank you note right after the interview

Source: What Color is Your Parachute 2009 by Richard Nelson Bolles.

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# Public Library Databases to Research Companies

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## Florida Library System Online Databases

**Available from home or office with a library card**

### **Business and Company Resource Center**

Business and Company Resource Center is a database that provides detailed information on 300,000 domestic and international companies. Magazine articles, histories, investment reports, brand and product information, rankings, financial and industry overviews are included for these companies.

### **Business Index ASAP**

Business Index ASAP provides bibliographic references, abstracts or full text of articles from more than 800 business, management, and trade publications, including The Wall Street Journal, The New York Times, The Asian Wall Street Journal and The Financial Times. Covered subjects include banking, investment, companies, industries and new technologies and products.

### **General Business File**

Analyze company performance and activity, industry events and trends as well as the latest in management, economics and politics. Access to a combination of broker research reports, trade publications, newspapers, journals and company directory listings with full text and images available.

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# Career Websites

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- Workforce Central Florida (<http://www.workforcecentralflorida.com/>)
- LinkedIn ([www.linkedin.com](http://www.linkedin.com))
- BLS Occupational Outlook Handbook (<http://www.bls.gov/oco/>)
- Career One Stop Employment Portal (<http://www.careeronestop.org/>)
- Federal Government Jobs (<http://www.usajobs.gov/>)
- Employ Florida –State Jobs (<https://www.employflorida.com/>)
- People’s First MyFlorida Job Applications (<https://peoplefirst.myflorida.com/logon.htm>)
- Florida Career Centers (<http://www.floridacareercenters.org/careercenters.php>)
- Monster ([www.monster.com](http://www.monster.com))
- Vault ([www.vault.com](http://www.vault.com))
- Career Builder ([www.careerbuilder.com](http://www.careerbuilder.com))
- BDPA Jobs (<http://finance.groups.yahoo.com/group/BDPA-Jobs/>)
- MyWorkster (<http://www.myworkster.com/>)
- All Florida Job Fairs (<http://www.allfloridajobfairs.com/>)
- Central Florida Employment Council (<http://www.cfec.org/>)
- Employment Guide (<http://www.employmentguide.com/>)
- Job Central (<http://www.jobcentral.com/>)
- Job-Hunt (<http://www.job-hunt.org/>)
- Orlando, Florida Jobs (<http://www.orlandojobs.com/>)
- Senior’s Job Bank (<http://www.seniorjobbank.org/>)
- Transition Assistance Online for Military Veterans (<http://www.taonline.com/>)
- Florida Agency for Workforce Innovation (<http://www.floridajobs.org/>)

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## Reference Books & Publications

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- What Color is Your Parachute by Richard Nelson Bolles 2009 edition.
- Think and Grow Rich by Napoleon Hill
- Think and Grow Rich A Black Choice by Dennis Kimbro
- Daily Affirmations for African Americans by Dennis Kimbro
- You Can Do It Even if Others Say You Can't by John Mason
- Little Red Book of Selling by Jeffrey Gitomer
- Sales Bible The ultimate Sales Resource by Jeffrey Gitomer
  
- Florida Trend (Monthly Magazine) <http://www.floridatrend.com/>
- Orlando Business Journal <http://orlando.bizjournals.com/orlando/>
- Tampa Business Journal <http://tampabay.bizjournals.com/tampabay/>
- South Florida Business Journal <http://southflorida.bizjournals.com/southflorida/>
- Computer World <http://www.computerworld.com/>
- Entrepreneur Magazine <http://www.entrepreneur.com/>
- Wired Magazine <http://www.wired.com/>
- Fast Company <http://www.fastcompany.com/>

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## Benefits of Membership

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Professional/Business Contacts  
Professional/Personal Development  
Monthly Program Meetings  
Annual National Conference  
The National Journal  
Local Chapter Newsletter – Direct Access  
National Conference Publications  
Industry Publications  
Member Discounts  
Professional Recognition  
Workshops and Seminars  
A Network of Industry Professionals

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## Stay Informed about BDPA

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BDPA Orlando

[www.bdpaorlando.org](http://www.bdpaorlando.org)

Sign-Up on Yahoo Groups to Receive E-Newsletter and Bulletins.

<http://groups.yahoo.com/group/BDPA-Orlando/>

BDPA CollectiveX

<http://bdpa.collectivex.com/>

Facebook Groups BDPA Orlando

<http://www.facebook.com/groups/edit.php?gid=117096920555#/group.php?gid=117096920555>

BDPA on LinkedIn

[http://www.linkedin.com/groups?home=&gid=21066&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=21066&trk=anet_ug_hm)

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## Join BDPA Today

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Professionals Membership Fee is \$75 per year.

Student Membership Fee is \$15 per year.

We currently have a special promotion for 50 college students that can enroll in BDPA for free. Please contact us for details.

Register or Renew Membership by going to the link:

<https://map.bdpa.org/>

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## Thank You

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Next BDPA Orlando Meeting is Tuesday February 10<sup>th</sup> @  
Valencia West Campus Library Conf Room 202 @ 6:00PM

Meeting are monthly on the 2<sup>nd</sup> Tuesdays of each month unless  
otherwise indicated.

We are always seeking suggestions for topics for future  
meetings. Please feel free to e-mail a topic suggestion to  
[Pmore@bdpaorlando.org](mailto:Pmore@bdpaorlando.org)

Have a Good Night

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