Career Survival for Engineers and Scientists in the 21st Century

A 1-day career management seminar developed by the
IEEE-USA Career & Workforce Policy Committee

in cooperation with the
IEEE-USA Employment & Career Services Committee

May 2, 2009
Every mega trend requires new frontiers, new visions, new tools, and new problem solving skills. The latest trend is globalization of commerce, science and technology development. Change is the only unchangeable force in nature. Engineers’ and scientists’ career markets have gone through the following paradigms:

I. 1950s-1960s: Secure engineers in corporate world
II. 1970s-1980s: Restless and trend-knowledgeable engineers
III. 1990s-2000: Project-based engineers
IV. Future Trend: Globalization, Globally competitive engineers

The goal of this Career Workshop is to empower engineers, technologists, and scientists and their profession to take control of their careers.

**Objectives and Outcomes**

The goal of this seminar is to teach you how to help yourself manage/run your career in this era of globalization and selective hiring.

You will learn about:

- Changes in job market, list of resulting challenges
- Job market requirements, how you relate to market, your business model
• Analyzing personal factors impacting adapting to new workplace
• Starting a personal career strategy, values statement, and branding
• New methods of job search, and begin development of your elevator pitch
• How to gauge if you are suited to work for yourself and what you need to know and do in order to get started
• How to build a network and use it to build your career strategy
• How to help yourself using IEEE resources and be motivated to try new job search approaches
• Consulting and entrepreneurship as viable career paths

**Course Outline**

• **8:00-8:30**  
  Registration

• **8:30-8:45**  
  Welcome and Introductions  
  All

• **8:45-9:30**  
  Globalization and Your Career  
  E. Perkins
  Get the “big picture” and dynamics of today’s job market. Understand market requirements, how to relate to market, branding, your business model (EXERCISE)

• **9:30-10:15**  
  How you can Adapt  
  E. Perkins
  What attitudes and approaches are needed to respond to the new workplace. Understand how personal factors impact adapting. What are your “critical variables”. Elevator pitch – tell me about yourself (EXERCISE)

• **10:15-10:30**  
  Break

• **10:30-11:15**  
  Developing a Career Strategy  
  H. Lindborg
  Developing, branding and presenting a successful career plan. New ways find the right job and work opportunities. Networking, informational interviewing. Continuing education.

• **11:15-12:15**  
  Working for Yourself - Is It For You?  
  C. Lord
  In times of job uncertainty, many consider the possibility of becoming a consultant, or even starting an entrepreneurial business. In today's business climate, such businesses may be poised to take advantage of more opportunities than large companies, but it takes certain characteristics and a lot of self-knowledge to be successful working for yourself. Learn how to gauge if you are suited to work for yourself and what you need to know and do in order to get started.

• **12:15-1:00**  
  Lunch – Keynote – How to Communicate Effectively  
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• **1:00-2:00**  
  Resume Development  
  T. Lahdhiri
  How to craft a targeted (marketing) resume. Identifying and building your “value added.” Recasting your accomplishments. (EXERCISE)
2:00-3:00  Build Your Network, Build Your Career (and how to use IEEE to do both!)  
C. Lord
Networking is critical if you want to work for yourself. We all hear about network building, both the traditional ways and the new "Web 2.0" social networking. What works and what doesn't? And learn why membership in a professional group like the IEEE is not a luxury but a necessity in a tough job market.

3:00-3:15  Break

3:15-3:45  Emerging Future Jobs  
E. Perkins, C. Lord, T. Lahdhiri
Panel: Where new jobs are coming from

3:45-4:00  Conclusions - Wrap-Up and Program Evaluation  
E. Perkins

Speakers
Ed Perkins is the Past Chair (2007-2008) of the IEEE-USA CWPC
Dr. Henry Lindborg is the Chair of the IEEE-USA CWPC. He is a recognized expert in organizational program development and planning, management consultant and career coach.
Dr. Tarek Lahdhiri is the co-chair of the CWPC subcommittee on Career Issues.
Jim Watson, PE followed a 36-year career with Ohio Edison Company with a second career as a career management consultant. He has authored programs to incorporate communication and other career development skills within the university engineering curriculum.
Charles J. Lord, PE is a consultant and entrepreneur in North Carolina and frequent speaker on professional and technical topics. He was the founder of both the IEEE Consultants Network and Entrepreneurs Network in the Raleigh, NC area.