



Establishing Personal ROI: A Stealth Approach to Industry Thought Leadership...and Mobility

Darrell Gurney, The Career Guy

CCR: Leadership

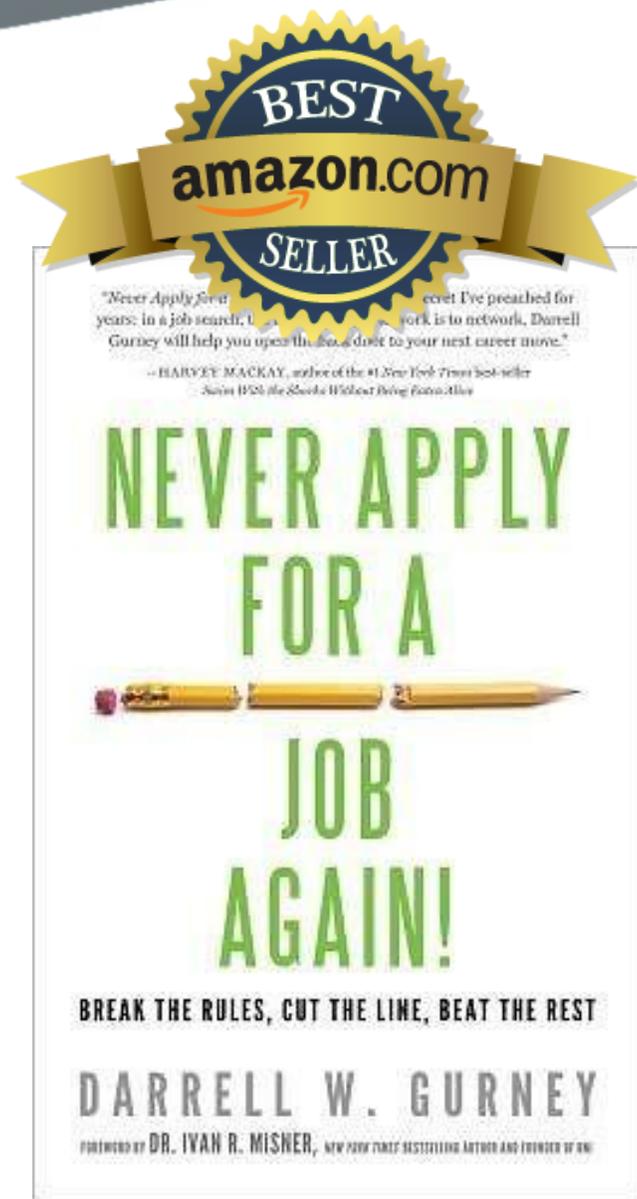


ORANGE COUNTY CHAPTER

2016 Building Leaders for Business

Intentions of Today's Presentation

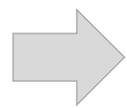
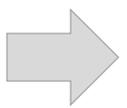
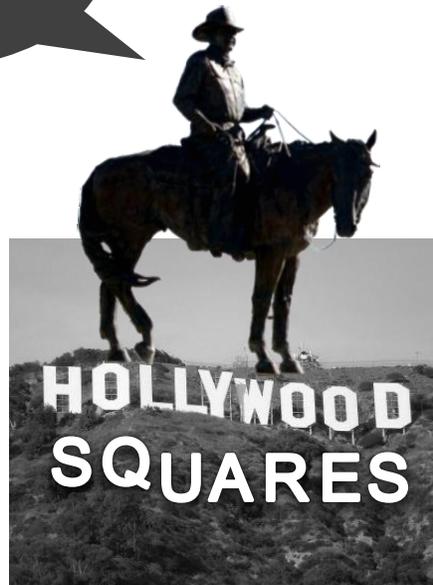
1. To introduce myself and the grounding of these principles
2. To share the concepts of *Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest* so that you can recalibrate for current and future career expansion
3. To offer suggestions for incorporating this method into a weekly and monthly routine
4. To achieve life-by-PowerPoint!



Who is this CareerGuy?



All y'all!



Born & Graduated

Texas

Finance & International
Business

Worked Overseas

United Kingdom

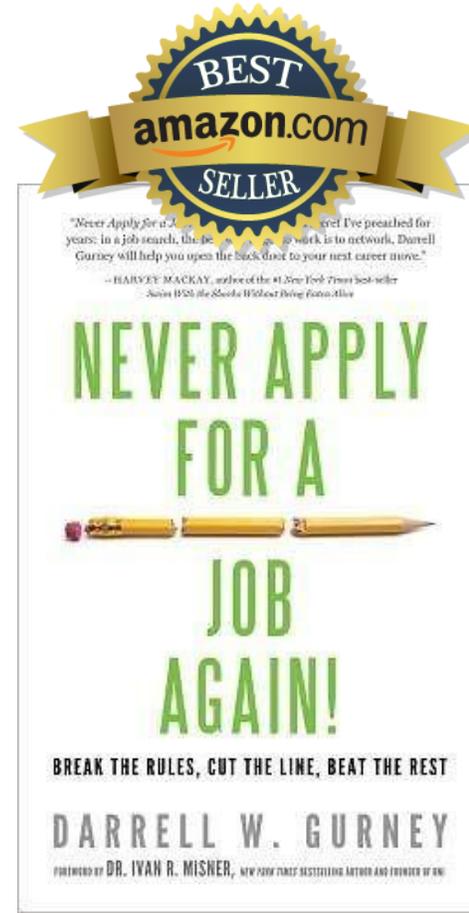
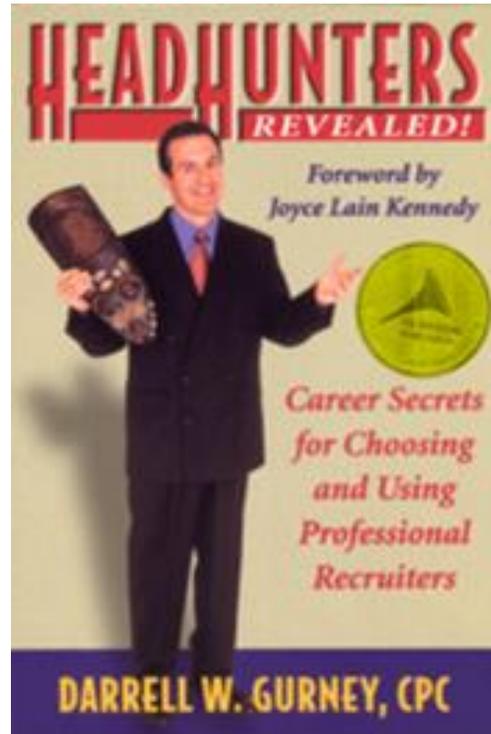
Public Accounting

The Big Move

Hollywood

Entertainment

Executive Recruiter then Career Strategist



Publishers Weekly
Reviewed



Clarion Awards
Best Book 2001

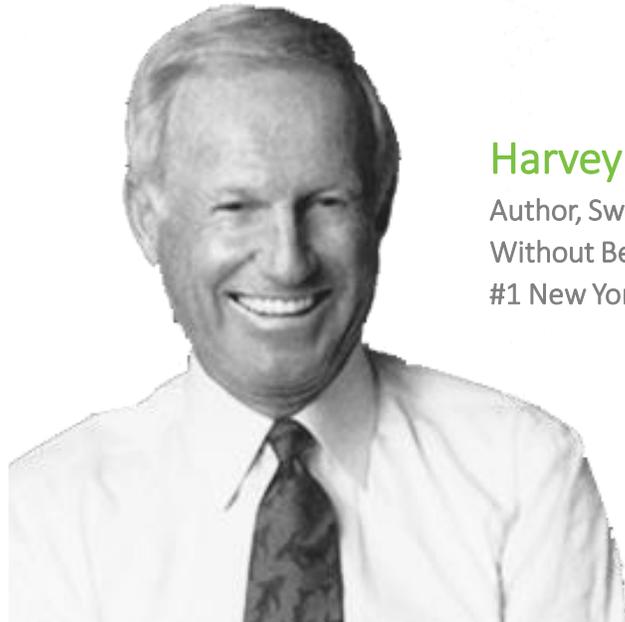


The Association for
Women in Communications



Endorsements

“...elaborates on a secret...Darrell Gurney will help you open the back door to your next career move.”



Harvey Mackay

Author, Swim With The Sharks
Without Being Eaten Alive
#1 New York Times bestseller

“...applies the basic truth...to your job search: relationships are the key.”



Keith Ferrazzi

Co-author
Never Eat Alone
Bestseller

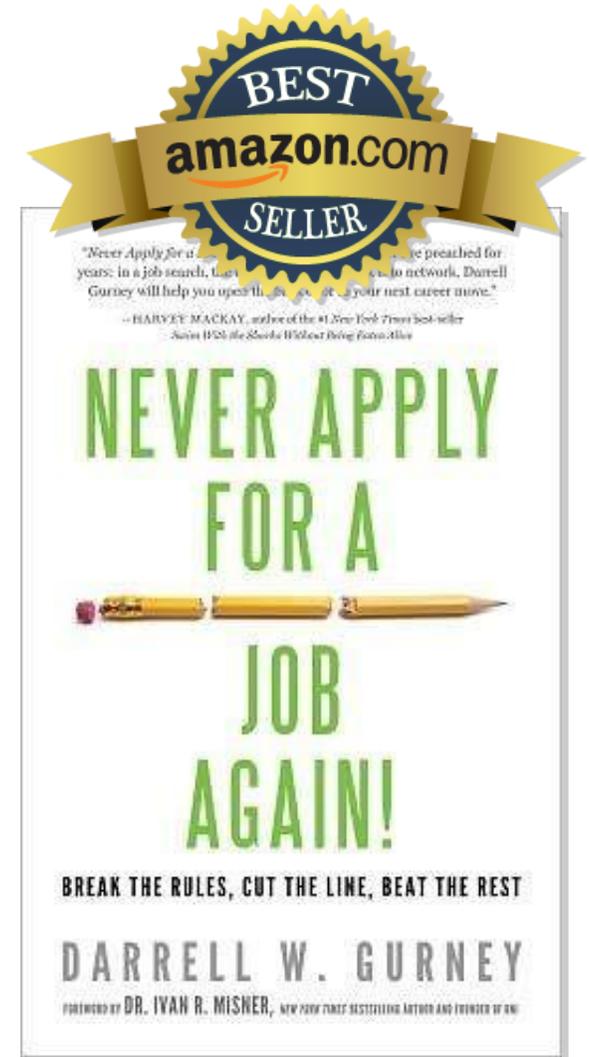
Definitions

Personal ROI (Return on Individuality):

- The ability to benefit from standing out as a distinct and unique offering in the market.

Stealth Approach:

- Becoming known, connected, respected and available for opportunities through less overt and more invisible means.



What Are the Rules to Be Broken?



INGRAINED FROM CHILDHOOD EXPERIENCE

Don't Talk to Strangers

Mind Your Own Business

Wait Your Turn

Play Fair

Don't Speak Until Spoken To

Don't Toot Your Own Horn

Don't Bother People

Play by the Rules

What Are the Rules to Be Broken?



IMPLIED BY LIFE EXPERIENCE

Don't Stand Out

Stick With One Thing

Don't Be Pushy

Avoid Rejection at All Costs

Do Things the Right Way

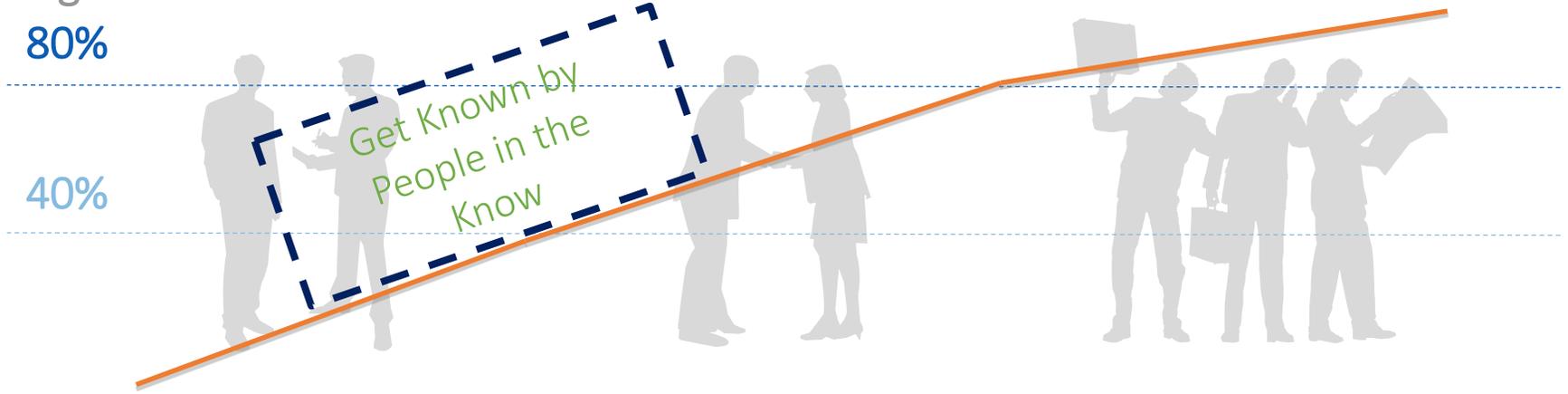
Don't Ask for Favors

Important People Don't Have Time for Me

Follow the Proper Channels

The Evolution of a Hire

Percentage of People Getting Hired



Phase One

People “in the know” refer people they know, causal conversations, HR in the dark

Phase Two

People “in the know” continue referrals, HR still officially in the dark, but requisition in the process

Phase Three

HR posts position on company site, job boards, out to headhunters, inundated with resumes

TIME

The 4M Method™ of Career Management

Meet

Memorable

Mind

Maintain

The 10 Time-Tested Principles for Launching an Effective Stealth Campaign

Relationship Equity

The Keys to Connection
in Establishing Thought Leadership,
Landing Opportunities, Gaining Clients,
or Building a Business from Scratch!



Relationship Equity Key 1

The Best Way to Get a Job is...
Don't be Looking for One.

Never, ever be a needy
job searcher!

Find reasons to connect

.....
outside of
any need for a job.



An Ounce of
Research Is Worth a
POUND
of Job Search.



Relationship Equity Key

2

Connect to explore real passions and interests.

- Talents
- Skills
- Competencies
- Aptitudes
- Abilities
- Gifts
- Expertise
- Proficiencies
- Knacks



- Passions
- Enthusiasm
- Delights
- Hobbies
- Interests
- Dreams
- Pastimes
- Obsessions
- Pursuits

- Corporate Employment
- Self-Employment
- Building a Company



Freebird Exercise

What if money or career didn't matter?
What 3 things would you spend
your time engaging in or talking about?

1. _____
2. _____
3. _____

A Question-able Person Creates Enthusiastic Relationships.

Ask the right questions of the right people.

Create **20 questions** of what you need and want to know.



You Can Never Have Too Much Information...
and the Higher the Altitude, the Better

Reach to high and almighty levels
(at least two above entry point)
to get information and establish connections.

Relationship Equity Key 5

A Friend in Need Doth Repulsion Breed

Meet, greet and find the treat.
Forget about needing an
opportunity and focus on
building relationships.

Opportunities will take
care of themselves.



Call Me Expert, I'll Open My Door



“Approach Letter” using the power of ego to gain entryway to extraordinary people.

“The only person on the planet...”



Relationship Equity Key 7

Eyes to Eyes Gets You the Prize

Turn every current & future connection, if in any way locally or conceivably possible, into a face-to-face meeting.

Transform hi-tech to hi-touch.



Relationship Equity Key 8

Building Relationship Equity...One Meeting at a Time

The 5 Stages of a Stealth Interview

Get the target talking about themselves

Ask questions on research

Resume slip *based on research*

Request connections for further research

Establish ongoing follow up



Top of Mind is Easy to Find

Never submerge (even after landing) and let those connections die. Stay connected to the “career tribe” regularly and forever through “**Holiday Letters**” about research and activities.



Treat Myself Like a Business To Stay in Business

Constantly manage your business — which is your career — through your network in order to maintain (ROI) Return On Individuality and (ROE) Return On Effort.

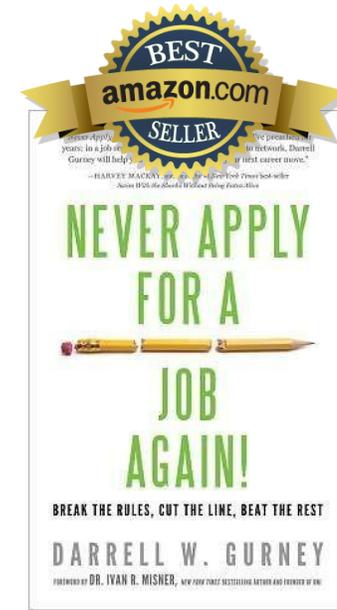


Suggestions for Incorporating

1. Read and work the exercises in Never Apply for a Job Again
2. Develop overall research project based upon primary areas of interest/passionate expansion via Chapters 2 & 3
3. Isolate thought leaders and industry experts via Chapters 4, 6 & 7
4. Buddy up with a colleague and practice/mock the 5 Stages of a Stealth Meeting via Chapter 8
5. Put out 2 Approach Letters per week and go for scheduling at least 1 Stealth Meeting per week (8 and 4 if currently unemployed)
6. Implement Holiday Letter tickler system for consistent follow up
7. Hold monthly review/practice/accountability sessions to keep in existence, chart progress, and acknowledge wins

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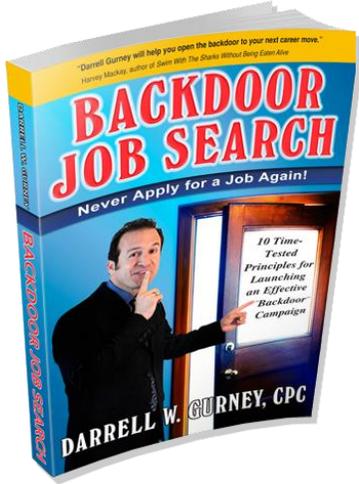
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FREE



FREE



FREE "Top Ten Tips for a Radical Second Half"

FREE!



Darrell W. Gurney





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Thank You!



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