

**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

# Planning Your Career

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# OVERVIEW

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- Planning Your Career
- Building a Brand...
- Career Advancement
- Social Media, Blogging, and the Press
- How to Get the Next Opportunity



**Do you even know what you  
want to do?**

# PLANNING YOUR CAREER

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**It's never too late to start planning, but start with self reflection...**

**What path should I take to achieve my goals?**

**How will I know when to change course?**

**Who can help me?**

**What are my goals?**



# BUILDING A BRAND...





# First Thoughts?



# **BUILDING A BRAND...**

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- **You are your own brand**
- **Your brand started when you were born**
- **Your brand can:**
  - **evolve**
  - **devolve**
  - **remain consistent**

***... it takes a lifetime to build a brand, it takes a moment to destroy it***

# BUILDING A BRAND...

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- **Your Image:**
  - Personality
  - Physical Appearance
  - Demeanor
  
- **Your Skills:**
  - Communication skills
  - Technical skills
  - Perspective
  
- **Your Values:**
  - Integrity
  - Honesty
  - Commitment







**CAREER ADVANCEMENT**

# CAREER ADVANCEMENT

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## ■ How do you define it?

- Doing what you love
- Making an impact
- Financial success
- Prestige
- Achieving work/life balance
- Job security
- Security in retirement
- Succession Planning
- Increased responsibility
- Others?



## ■ How will you balance the tradeoffs?

# CAREER ADVANCEMENT

## *Types of Mobility*



**Cross  
Functional**



**Upward**



**Financial**



**Downward**

# CAREER ADVANCEMENT

## *Different Avenues*

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- Movement within a company
- Movement across organizations
- Movement geographically
- Movement across industries
- Public vs. Private
- Large vs. Medium vs. Small
- Contract Service Provider
- State/Local Government vs. Quasi-Public Agency's



## CAREER ADVANCEMENT

### *How to Achieve Your Mobility*

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- ✓ Be proactive
- ✓ Be ready
- ✓ Be patient
- ✓ Be flexible
- ✓ Be bold

# INTERVIEWING





# THE TOUGH QUESTIONS



# Social Media, Blogging, and the Press



# Social Media, Blogging, and the Press

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- **How has social media, blogging, and the press changed our business?**
- **Should we use social media?**
- **What social media is beneficial?**
- **Does restricting access help?**
- **How to manage negative blogs and the press?**



# How to Get to the Next Opportunity



# How to Get to the Next Opportunity

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- **Network, network, network**
- **Investigate and research**
- **Be engaged**
- **Apply**
- **Stay positive**
- **Be open minded**
- **Take calculated risks**





**THANK YOU!!!!**

