Be Congurent:
Your Successes and Values Drive Your Career

Women in Big Data
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Mutual Respect

- Glad you are here!
- Attention to info and activities: courtesy
- Laptops closed, cells silent, leave for calls
- Constructive candor
The Valley of Change

Customer/Sales/Product Training

Software Product Management

Career and Communication Coaching
Workshop Goals

• Know how your top values influence success
• Begin to speak a favorite success story
• Start a brand statement
• Build confidence to do informational interviewing
• Identify needed changes to resume and LinkedIn
What Does “Being Congruent” Mean?
What are you really good at?

Why might this be hard for some to say out loud?
Common Values

• Finish choosing your values, then compare with a partner.
• How do you put these in action?
I-A-O: Telling A Success Story
<table>
<thead>
<tr>
<th>Issue</th>
<th>Leaders request fast training to recover momentum for sales, but product/solution never fully defined</th>
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<tbody>
<tr>
<td>Action</td>
<td>Persuade project leads to see benefit of more analysis and to support putting primary training online</td>
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<tr>
<td>Outcome</td>
<td>Saved ~$1.6M by avoiding ineffective training interventions; promoted to product manager</td>
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I A O Exercise

1. Write a draft success story (5 min)
2. Share with a new partner (5 min)
Demo and Practice

The more you practice, the more natural (congruent) you are.

So, new partner practice! (2 min each)
Making A Brand

- Accomplishments
- Outcomes
- Actions
- Issues

The What
The How
Values
Speaking A Brand

“I’m resourceful and resilient in managing training projects: I focus on increasing profitability and team engagement through collaboration, shared knowledge...and just enough practice.”

“I use my technical expertise and passion for business development to find new channel partners and help existing partners grow their business.”

“With my love of writing code and desire to solve important customer problems, I create products to help small business owners recover lost information quickly and easily.”
SENIOR SOFTWARE ENGINEER

Customer-Centric ~ Networking | Protocol Test | Automation | Data Modeling

Energetic, determined, software test and automation engineer with demonstrated skills to continually deliver beyond expected results.

Focused on routing, switching, and NETCONF/YANG, applying expert experience in multicast, model-driven infrastructure, and IPv6 Security testing.

Known for getting details right, breaking complex systems using customer-focused testing, and producing high quality products with speed and agility.
What Is A Powerful Question?

“Do you want to see a movie tonight?”

“How could we do this better next time?”

“Why are you always late!”
Am I clear on my role? (Y/N)

What is my role?

What are my key assumptions so far?

How might my role in this impact my values and/or mission?

What questions do I still need to ask?
Our Communication Impact

The words we use  7%
How we speak     38%
How we look      55%
And behave
Informational Interviewing and Career Growth

Inside Your Company
And Outside
Some Sources

Trust first, and be trustworthy
Thank you!

“In theory, theory and practice are the same. In practice, *they’re not.*”

– Yogi Berra (we miss you!)

“The difficult is what takes a little time. The impossible is what takes a little longer.”

- Fritof Nansen
Nobel Peace Prize, 1922

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