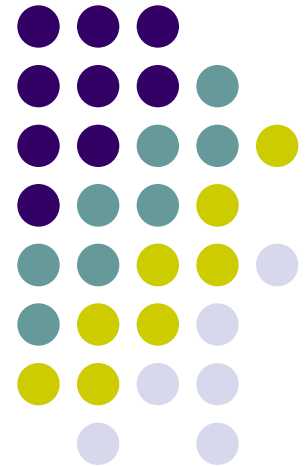


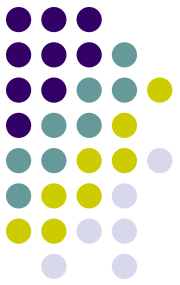
Personal Positioning for Engineers

Paul J. Kostek

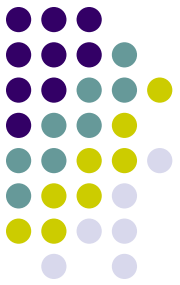
People|Solutions|Directions



Topics



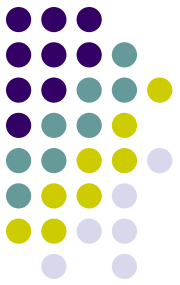
- Employment Options
 - Direct
 - Contract
 - Consulting
 - Self-employment
- Career Options
 - Management vs Technical
 - Large Company vs Small Company



How Do You Decide?

- Where am I in my career?
 - Is this where I want to be?
- Where am I going?
 - Is that where I want to be, and if not, how do I change direction?
- Do I have the skills I need?
 - To stay current with my present employer, or remain in the same industry
 - To pursue a new direction

Employment Options



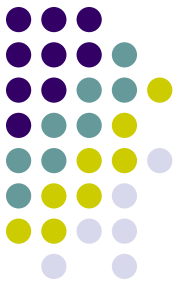
- Direct
 - Employment Stability
 - Benefits provided
 - Training programs
- Contract
 - Employment is project based
 - Benefits and training are typically the individual's responsibility

Questions to Ask Yourself



- Contract vs Direct
 - Are you flexible?
 - A quick learner?
 - Self-motivating?
 - Comfortable not being “part” of an organization?
 - Willing to spend time and money to update your skills?

Questions to Ask Yourself



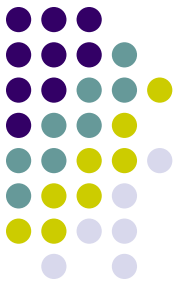
- Direct vs Contract
 - Do you prefer a sense of stability? I.e. a regular paycheck.
 - Company provided benefits?
 - Being part of an organization?

Employment Options



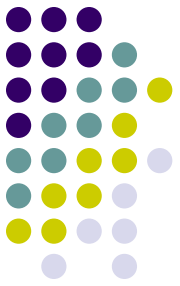
- Consulting - Offering fee-based expertise directly to companies, or the public
- Typically requires licensing or registration
- Can be done solo, or as part of a practice
 - Alliances
 - Virtual Companies

Questions to Ask Yourself



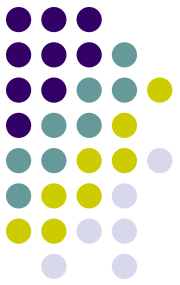
- Do I have skills that are needed and companies are willing to pay for?
- Do I have the contacts to get business?
- Do I have/am I willing to develop the marketing skills required to sell myself?
- Am I self-motivating?
- Willing to spend time and money to update my skills?

Employment Options



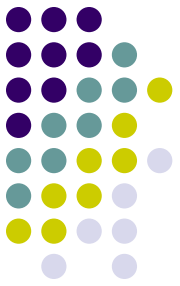
- Self-Employment - start your own company, join a co-op, or buy an existing company
 - Do you have a product or service that you believe there is a market for?
 - Is it a feature, product or a company?
 - If you decide to purchase a company do you understand the customer base/market?

Questions to Ask Yourself



- Do you have a product or service?
- Have you investigated the market for your product or service?
- Do you have the resources (financial) to support the business and yourself?

Career Options



- Management Track vs Technical Track
 - Even with the restructuring and outsourcing by companies, management opportunities will continue to exist
 - If remaining technical, skills need to be maintained and a focus selected: generalist or specialist

Questions to Ask Yourself



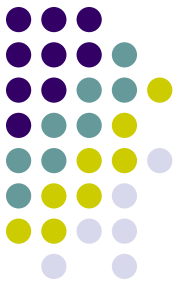
- Management vs Technical
 - Enjoy working with people and helping them to learn and grow in their careers?
 - Interested in the business side of the industry?
- Technical vs Management
 - Like solving technical problems
 - Working with the latest technologies?
 - People issues don't interest you?

Career Options



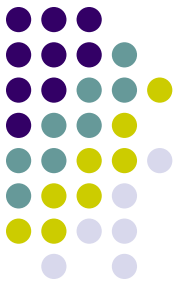
- Large vs Medium vs Small Company
- Large
 - Provides greater options in terms of projects, technologies, and management positions.
Tend to be bureaucratic
- Small
 - Opportunity to learn how all groups within company function. May have limited exposure to new technologies and projects.

Questions to Ask Yourself



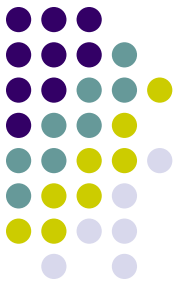
- Do you prefer small intimate organizations, with maximum exposure to product development process?
- Prefer a larger set of options for projects and technologies?
- Looking for a management career path?

Career Options



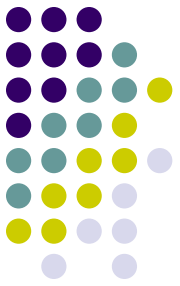
- Start-up vs Established
 - Risk with potential for high return versus stable environment

Questions to Ask Yourself



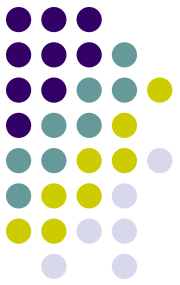
- Start-up
 - Can you handle risk?
 - Prepared to make financial sacrifices?
 - Do without, or provide own benefits?
- Established
 - Are you more comfortable in a structured environment?
 - Looking for traditional career paths?
 - Need benefit packages?

Recommendations



- Take time to consider what it is you want out of your career
- Consider how the options we have discussed might work for you
- But remember, nothing is permanent in today's evolving workplace

Additional Questions



- What have I learned about myself?
- Am I a risk taker?
- Am I conservative?
- What are my present responsibilities?
- How open to change am I?
- How would I react to a sudden change?
- Do I know the current market conditions?
- Do I have the skills I need?
- Do I have a network in place?