Your IT career:
Get Noticed, Get Promoted, and Build Your Professional Brand

Eric Bloom
President and CTO
Dear presentation participant,

I hope you find this brief booklet to be of value. It’s goal is to act as both a reminder of the presentation’s content and provide a way for you to take notes in an efficient manner.

This presentation is based on my book *Your IT Career: Get Noticed, Get Promoted, and Build Your Professional Brand*, which contains 52 blogs/columns on a wide variety of IT career related topics inspired by questions from readers, discussions with participants in my company’s training classes, industry trends, and my personal experiences, both good and bad, as an IT professional.

As you will see in the Table of Contents, these columns are categorized into the nine chapters listed below.

- Enhancing Your Technical Skill Set
- Enhancing Your Nontechnical Skill Set
- Job Search Tips
- In the Workplace
- Maximizing Your Pay
- Managing Your Career
- Career Advancement Tips and Advice
- Building Your Professional/Technical Brand
- Joining IT from Other Professions

Thank you and best wishes,

Eric
Building Your Professional Brand
Converted into five actionable steps

1. Personal assessment
2. Learn about branding
3. Formulate your strategy
4. Build your brand
5. Market yourself
Step 1: Personal assessment

- Your general reputation
- Your professional stature
- Your credentials
- Your strengths and weaknesses
- Contacts and industry activism
Step 1: Personal assessment

- Advice-giver
- Service oriented
- Plays well in sandbox
- Team player
- Professionalism
Step 1: Personal assessment

Your self assessment action plan

1. Consider these categories from your perspective

2. Ask a trusted coworker of mentor for their perception of you

3. Ask your self three questions on each category:
   a. What should I continue doing?
   b. What should I stop doing?
   c. What should I start doing?

4. Take this advice to heart and use it to your advantage
Step 2: Learn about branding

Your brand is NOT about you the person

Your brand is about you the product
Step 3: Formulate your strategy

A high level look

- Stay (or become) employed
- Define your career direction
- Define needed credentials
- Define your soft skills training needs
- Define your hard skill training needs
- Define your future marketability
- Analyze your next promotion
- Formulate your plan
Step 4: Build your brand

Build your skills

- Strategically volunteer for projects at work
- Volunteer time to non-profit
- Play with new technologies at home
- Make your profession also a hobby
- Teach
- Go outside your comfort zone
Step 4: Build your brand

Build your credentials

- Get formalized certifications
- Get (or begin) needed educational degrees
- Document your work related accomplishments
- Write a book
- Teach college part time
Step 4: Build your brand

Build your knowledge

- Read technology related...
  - Magazines
  - Blogs
  - Discussion boards
  - Websites

- Take advantage of free...
  - Company training classes
  - eLearning
  - YouTube videos
  - Cross training
  - Vendor presentations
Step 5: Market yourself

- Expand your physical presence
- Expand your online presence
- Share your knowledge: Department
- Share your knowledge: Company
- Share your knowledge: Industry
Step 5: Market yourself

Share your knowledge

When building your professional brand, your knowledge is most powerful when it’s shared with others.
About Manager Mechanics

At Manager Mechanics, we are IT leadership development experts!

Using a broad array of customizable training content and delivery options, we provide superior management training specifically designed for current and future Information Technology (IT) leaders.

Our IT-focused training can:

- Help build bench strength and minimize attrition
- Impact the success of technical leads and IT managers
- Improve staff commitment, accountability and productivity
- Maximize client/customer satisfaction
- Facilitate a culture of creativity to maximize competitive advantage
- Bring your best possible IT game to the business

Most popular class include:

- ITMLP© Certification Boot Camp
- ITMLE© Certification Boot Camp
- Cloud Computing Management
- Dealing with Difficult Employees
- Great Internal Client Service
- Managing Virtual Teams
- Negotiation Skills
- Problem solving and decision making

Classes are available in traditional classroom, online live-webinar, and eLearningToo© format.
About Eric Bloom

Eric P. Bloom is President & CTO of Manager Mechanics LLC. He is a former CIO of longstanding and previously held senior IT leadership positions at Monster Worldwide, Independence Investments, and Fidelity Investments, as well as a number of other firms.

Eric currently writes a weekly column for GateHouse Media on management that is nationally syndicated.

He also writes a weekly column for ITworld.com, Your IT Career.

Eric is author of:
- The CIO’s Guide to Staff Needs, Growth, and Productivity
- Your IT Career: Get Noticed, Get Promoted, and Build your Professional Brand
- Manager Mechanics: Tips and Advice for First-Time Managers

He is a member and serves on the boards of various industry and training organizations such as NEHRA, ASTD, ADAPT, National Speakers Association, and SIM. He is also a certified member of the International Coaching Federation.

Eric Bloom
President and CTO
Manager Mechanics, LLC

Phone: 855-286-1110
Email: eric.bloom@ManagerMechanics.com
Twitter: @EricPBloom

369 Captain Eames Circle, Ashland, MA 01721
www.ManagerMechanics.com
Thank you

www.ManagerMechanics.com