

KATHRYN ULLRICH ASSOCIATES, INC.

11 Smart Career Tips for 2011

January 2011

Recruiters are optimistic for 2011, predicting that hiring will continue to slowly improve throughout the year. We see this with our searches for strategy consulting and e-commerce companies.

In this newsletter I share career tips for advancing your career -- based on advice offered in my award-winning book, *Getting to the Top: Strategies for Career Success*. I thank all of you for your help in making the book #1 in the HR category of the Small Business Book Awards!

In this newsletter I also share current searches and career advice I have shared in the media, including *Calgary Sun*, *Monster.com*, *MSNBC*, *TechRepublic*, and *The Glass Hammer*.

To a prosperous 2011!

Sincerely,

Kathy

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Kathryn Ullrich Associates, Inc.
high technology executive search

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Feature Article

11 Smart Career Tips for 2011

By Kathy Ullrich

Andy Warhol said, "Being good in business is the most fascinating kind of art." As a passionate executive recruiter, I couldn't agree more, particularly when it comes to professionals being good in managing their careers. Here, for the New Year, are 11 career tips for 2011:

- 1. Look out for #1.** Take responsibility for your own career development. Many large organizations have scaled back on training and development—a common

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outcome of the economic downturn—and small companies can rarely provide significant support. Simply put, your career rests in one set of hands: yours.

- 2. Be strategic.** Have a long-term career strategy or, at the very least, a sense for where you're headed. Ask yourself, "What do I really want to do?" or "Where do I see myself in five to ten years?" Seek people in similar roles and ask for their advice.
- 3. Work in step with your company's goals.** Connect the dots from your role to your company's vision and key objectives. How does your work align with the organization's goals? What can you do to maximize your contributions?
- 4. Be customer-centric.** Whether your customers are internal or external, know their wants and needs, and be fervent about meeting them. Bring the voice of the customer into your day-to-day work and let it enhance your decisions and deliverables.
- 5. Collaborate.** Working with and through others is requisite to innovating, creating, and producing business results. Adopt a mindset for teaming and collaborating, and put it into daily practice.
- 6. Hone your communication skills.** Communication skills can make or break careers. Pick one area that needs your attention—considering skills such as listening, presenting, influencing, persuading, or distilling messages—and commit to improvement. Take a class, practice with a trusted friend or colleague, or join a group such as Toastmasters.
- 7. Cross over functionally.** Many successful executives have risen through the ranks by taking cross-functional roles, such as moving from finance to sales or from marketing to IT. Follow their lead and you can grow your skills, your network, and your political capital.
- 8. Expand your experience.** Volunteer for special projects or assignments that are outside your everyday role. Discuss your goals with your boss, an HR representative, or a senior leader, and ask for help in finding opportunities to broaden your experience base.
- 9. Find a guide.** Mentors can serve as influential role models and provide important guidance for your career. Reach out to a potential mentor within your company or industry and see if he or she would be open to mentoring you for a specific purpose and timeframe.
- 10. Network—now.** The best time to increase your network is *today*. Starting now, get involved in groups such as professional associations, charitable organizations, or even sports leagues. Step into leadership roles and make your expertise known.
- 11. Specialize.** Today, companies look for specialists, not generalists. Develop a personal brand, distinguish your skills and strengths, and determine how to best market yourself.

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Current Searches

Kathryn Ullrich Associates, Inc. is currently working on a Product Director for an e-commerce company, strategy consultants for a payments consulting firm, strategy consultants or investment bankers for a leading executive recruiting firm, and supply chain consultants for a leading high tech consulting firm.

For more information, visit www.ullrichassociates.com. Kathryn Ullrich Associates, Inc. focuses on VP and Director level hires across the functions of Product Management, Marketing, Sales and Consulting for technology and services companies.

News

Kathryn Ullrich and Getting to the Top have been quoted extensively in the news! Details at <http://www.gettingtothetop.com/MediaKit.aspx>

- 10 Tips for Boosting Your Career in 2011; Tech Republic, January 24, 2011
- Best Career Advice for 2011; Calgary Sun by Tag Goulet, January 23, 2011
- 11 Smart Career Tips for 2011; TechRepublic Career Management blog, January 12, 2011 and Monster.com, January 10, 2011
- Looking for a job in 2011? Here's how to stand out - Strategies to compete in what will continue to be a tough job market; MSNBC, by Eve Tahmincioglu, January 2, 2011
- 5 Holiday Gifts for Your Mentees; The Glass Hammer by Elizabeth Harrin, December 10, 2010

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