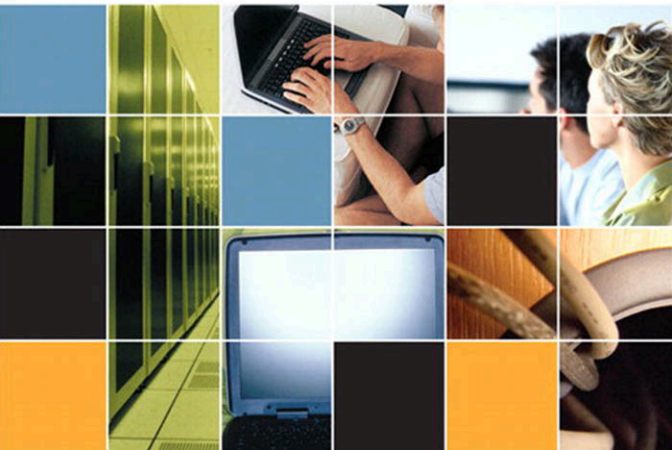


MATTHEW MORAN

BUILDING YOUR **I.T. CAREER**

A COMPLETE TOOLKIT
FOR A DYNAMIC CAREER
IN ANY ECONOMY

SECOND EDITION



MATTHEW MORAN

BUILDING YOUR I.T. CAREER

A COMPLETE TOOLKIT FOR A DYNAMIC CAREER IN ANY ECONOMY



Building Your I.T. Career: A Complete Toolkit for a Dynamic Career in Any Economy

Table of Contents

Contents

Introduction

Part I: Your Career

CHAPTER 1: The Toolkit Approach to Career Development

Justifying the Need for an I.T. Toolkit

Actions & Ideas

CHAPTER 2: Career Building Defined

The Danger of a Tool-Driven Mindset

A Job Is Not a Career

Conclusion

Actions & Ideas

CHAPTER 3: Information Technology: A Great Career

Why I.T. Is a Great Career

What About Outsourcing?

Conclusion

Actions & Ideas

CHAPTER 4: Defining Yourself: Aptitudes and Desires

Considerations in Your Career Choice

Conclusion

Actions & Ideas

Part II: Filling Your Toolkit

CHAPTER 5: Self-Assessment

Table of Contents

The Power of Self-Assessment
The Dangers of Self-Assessment
Four Questions of Self-Assessment
Conclusion: Making It Personal
Actions & Ideas

CHAPTER 6: Attitude

The Effect of Attitude on Your Career
Positive Mental Attitude
Beware: Two Pitfalls of Attitude
The Role of Attitude
Attitude Checks
Conclusion
Actions & Ideas

CHAPTER 7: Communication Skills

Defining Communication Skills
The Benefit of Communication Skills: An Effective Communicator Is Viewed
as More Intelligent
Written Communications
Verbal Communication
Presentations and Training
A Brief Note on Listening
Conclusion
Actions & Ideas

CHAPTER 8: Technical Skills

Your Technology Skills
The Role of Learning
The Fear of Obsolescence
Another Perspective: Transcendent Skills
Reducing the Parts
Tips to Speed Up the Learning Process

Table of Contents

Conclusion

Actions & Ideas

CHAPTER 9: The Cover Letter

The Purpose of Your Cover Letter

Three Vital Ingredients in Your Cover Letter

Conclusion

Actions & Ideas

CHAPTER 10: The Resumé

Your Ambassador to the Professional World

The Purpose of Your Resumé

Determining Who Is Looking at Your Resumé

Resumé Basics

Conclusion

Actions & Ideas

Part III: Putting Your Toolkit to Use

CHAPTER 11: Breaking In to I.T.

Correcting Perception

I.T. Happens Outside of I.T.

Other Avenues into I.T.

Interning

Conclusion

Actions & Ideas

CHAPTER 12: Building an Active Contact List

Enjoy People

Develop a Personality

Have Other Areas of Interest

Engage in Conversation

Track and Remember Your Contacts

Share Opportunity

Professional Networking and Social Media

Table of Contents

Conclusion

Actions & Ideas

CHAPTER 13: The Job Search

Getting What You Want Requires Wanting Something

Defining the Job Search

Remember: Looking for Work Is Work

The Toolkit Approach to Finding a Job

Job Search Outline

A Job-Search Comparison

Social Media and the Job Search

Conclusion

Actions & Ideas

CHAPTER 14: The Interview

Practice Your Interview Skills

After the Interview

Conclusion

Actions & Ideas

CHAPTER 15: Salary Negotiations and Employment Agreements

Start Early

Know What You Want

Understand the Employers Perspective

Be Creative

Be Firm

Your Worth to the Company

Negotiations Never Fail

Be Flexible

Employment Agreements

Conclusion

Actions & Ideas

CHAPTER 16: On-the-Job Promotion

Table of Contents

On the Job

Maintaining and Building Your Network

Identifying Areas for Success

Attitude

Working for a Tyrant and Other Joys

Conclusion

Actions & Ideas

CHAPTER 17: Your Career and Social Media

Social Media/Social Network Definition

Privacy Concerns

What Is Your Use of Social Media?

Not a Professional Networking Replacement

The Seven People You Cannot Be Online

How to Use Social Media Effectively

Assessing Your Use of Social Media

Social Media Conclusion

Actions & Ideas

Part IV: More Options to Build Your Career

CHAPTER 18: Telecommuting

Careers That Lend Themselves to Telecommuting

The Benefits for the Employee

The Benefits for the Employer

The Concerns for the Employee

The Concerns for the Employer

Conclusion: Next Steps

Keys to Successful Telecommuting

Conclusion

Actions & Ideas

CHAPTER 19: Consulting

The Consulting Life

Table of Contents

The Benefits

The Pitfalls

Resources for the Consultant

Online Supplements for the Consultant

Conclusion

Actions & Ideas

CHAPTER 20: Management

Leadership

Process and Time Management

Critical Skills You Need Now

Conclusion

Actions & Ideas

Part V: The Value-Added Toolkit

CHAPTER 21: Make Yourself Indispensable

A Word About Value

Being Proactive

Understanding Technologys Role in the Organization

Maintain a Business-First Mentality

Create Standards, Automation, or a Programmers Toolkit

Create a Peer Knowledge Network

Be Known as the Go-To Resource

Be Ready and Willing to Take On the Necessary Responsibility

Have Experts You Call On for Your Organization

Be Passionate About Something!

Never Blame, and Always Have a Corrective Plan

Adopt Concept Over Process

Conclusion

Actions & Ideas

CHAPTER 22: Concept Over Process

What to Expect

Table of Contents

What Not to Expect

COP Objectives

COP Origins

What Is a Process-Driven Mindset?

Moving from Process Driven to Concept Driven

Conclusion

Actions & Ideas

CHAPTER 23: The Role of Mentoring

Mentor Characteristics

Mentoring Others

Conclusion

Actions & Ideas

CHAPTER 24: Career Coaching

Career Coaching Topics

What to Look for in a Career Coach

What to Expect from Your Career Coach

The Limitations of a Career Coach

Individual Coaching Versus Group Coaching

How Coaching Is Structured

How Much Does Coaching Cost

Coaching as a Career Path

A Final Word on Coaching

Topics of Discussion

CHAPTER 25: Financial Control

The Impact of Finances on Career Building

Financial Control Creates Options

Financial Control Is Largely Mental

Money Is a Tool

Debt and Spending

Some Basics of Financial Planning and Stability

Table of Contents

Conclusion

Actions & Ideas

CHAPTER 26: A Professional Blog

What Is a Blog?

Really Simple Syndication and Notifications

How Do Blogs Work?

Why You Should Blog

Blogging Basics

What to Write About

Writing Style: Tone and Voice

Using WordPress

Getting Started with WordPress

Actions & Ideas

CHAPTER 27: 12 Weeks to Profitable Consulting

About 12 Weeks

The Profitable Consulting Toolkit

A Website/Blog

Business Cards

Mailing List/Newsletter

Your Services

Sales and Marketing Basics

The Im a High-Value Solution Perspective

Developing Your Pitch

Your First Case Study

Tools for Tracking Your Business

Pre 12-Week Kickoff: Getting You Ready

Actions & Ideas

CHAPTER 28: Be Proactive! Be Positive! Add Value! Share Opportunity!

No Job Makes a Career, No Job Breaks a Career

Table of Contents

Adversity Happens

Overcoming Adversity

Staying Engaged with Your Career

You Make a Difference

Where Do You Go from Here?

APPENDIX: My Reading List

Websites

Books

Writing and Communication

Leadership and Business

Miscellaneous

Consulting

Conclusion

Index