



**Society of Women Engineers
March 12, 2011**

- I. Welcome (5)
 - II. The HR Perspective (5)
 - III. Marketing You (20)
 - a. Identifying Your Uniques
 - b. Where do you fit?
 - IV. Test Your Marketing Plan (10)
 - a. Translating your skills
 - b. Telling Your Story
 - V. Next steps (10)
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- II. The HR Perspective
 - a. Hundreds of resumes and qualified job seekers
 - b. Spend 20-30 seconds per resume
 - c. Referrals receive extra attention
 - d. Acronyms = a different language. Define them
 - e. Fit assessment
 - a. Specific keywords and certifications
 - b. Training
 - c. How will he/she “fit” in my environment?
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- III. Marketing You
 - a. Identify your “uniques” – three things about you, that in combination, no one else can offer
 - b. Translate your engineering skills into terms recruiters will understand)
 - c. Where do you fit?
 - d. What does this employer need and how can you help them?
 - a. Take 10 minutes to research the company
 - b. Customize cover letter to company
 - c. Consider two versions of your resume
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- IV. Test Your Marketing Plan: What’s Your Story?
 - V. Next Steps



I. Marketing You (individual work)

A. Identify your three “uniques” – things that you do differently or better than anyone else

- 1.
- 2.
- 3.

These uniques, in combination, create your value to the employer

B. Write down other unique things about you

1. Characteristics
2. Skills
3. Achievements
4. Specialized Training

C. Where do you fit best?

1. Large vs. small
2. Structured vs. flexible
3. Public vs. private
4. Fast-paced vs. laid back
5. Work life balance vs. heavy workload



Small Group Work (15 minutes)

- Share your uniques
- Share a story – specific examples of how you have performed well or helped an employer
Roo Story Examples: The Entrepreneur with Growing Pains, the Non-Profit with too much to do and too few resources, the HR Generalist ready to take it to the “next level”
- Have group share what they believe are your strengths

Large Group: Re-introduce Yourself (5 min)

My name is _____ . I am an expert in

1.)

2)

3)

I have _____ years experience in _____ engineering roles. I have specialized training or expertise in _____.

I am looking for a position that _____

Next Steps

1. Who do you know in this industry or with a target company?
2. Where can you look?
3. Where can you network?
4. What will you do in the next 30 days?
5. Who will hold you accountable?

