

Staying Agile in 2021



- Emerging Trends in Project Management
 - Presenting Your BEST Self:
 - Personal Branding
 - Executive Presence
 - Emotional Intelligence
- Own your Career Compass
- Resume Do's and Don'ts
- Employment Options

YOU ARE IN DEMAND



- The global economy needs 25M new Project Managers by 2030.*
- Demand for project professionals in emerging and developing countries due to economic growth
- Increase in the number of jobs requiring project management-oriented skills
- Rate of retirement from the workforce

* Source: PMI Talent Gap Report June 2021

PROFESSIONAL AGILITY



WE MUST EVOLVE TO STAY RELEVANT

- Trends in PM for 2021
 - Reliance on remote teams
 - Emotional Intelligent Leaders/Soft Skills
 - Connection between Strategy/Projects
 - Accepting Hybrid PM Approaches
 - Artificial Intelligence- ie.- performance insights

PROFESSIONAL AGILITY




WE MUST EVOLVE TO STAY RELEVANT


- CSM or other Scrum Certifications
- ProSci Certification
- Cloud Certification(s)
- 360 Feedback- get it/use it
- Create a career compass
- Seek a mentor

**WE HAVE TO
TAKE
100%
RESPONSIBILITY
OF OUR
BRAND**

HOW you LOOK: People form opinions in the first 7 seconds of meeting someone



HOW you ACT: We are always being evaluated – VISUALLY, INTELLECTUALLY and EMOTIONALLY (EP)



Personal and online presence must be consistent with your Brand



How OTHERS Describe You when you are *not* in the room

BENEFITS OF A STRONG BRAND

- **PEOPLE FOLLOW AUTHENTIC LEADERS**
 - **LEAD MORE**
 - **WIN MORE**
 - **EARN MORE**



HOW TO IMPROVE YOUR BRAND

- DETERMINE YOUR PERSONAL BRAND/BE AUTHENTIC
- WE CAN'T ALL BE FIT AND TONED, BUT WE CAN BE GROOMED AND NEAT
- IF YOU ARE HAVING A SERIOUS CONVERSATION, YOUR ATTIRE SHOULD REFLECT THAT
- YOUR WORK ATTIRE SHOULD MAKE YOU FEEL CONFIDENT
- BE ABLE TELL YOUR STORY
- SOCIAL MEDIA PLATFORMS
- NETWORK



**EXECUTIVE
PRESENCE:
HOW OTHERS
EXPERIENCE YOU**

- **APPEARANCE**

- FIND YOUR STYLE
- BE AUTHENTIC
- FIRST IMPRESSIONS MATTER
- MINIMIZE DISTRACTIONS
- KEY WARDROBE PIECES (WELL CUT)
- GROOMING

EXECUTIVE PRESENCE: HOW OTHERS EXPERIENCE YOU

- **COMMUNICATION**

- CLEAR & CONCISE
- BALANCED
- ENGAGING
- INFLUENCING

- What is your story?

- What are you passionate about?
- What are your strongest attributes?
- Create your “This is Me” pitch (and practice it)



**EXECUTIVE
PRESENCE:
HOW OTHERS
EXPERIENCE
YOU**

• GRAVITAS

- CONFIDENCE
- DECISIVENESS
- VISION
- INTEGRITY
- EMOTIONAL INTELLIGENCE
- REPUTATION
- ENERGY/VIBE

EQ- PROFESSIONAL ETIQUETTE

'EQ' can be more important
in your career journey than
your 'IQ'



- You are what you do, not what you *say* you will do
- Confidence level (posture says a lot about a person)
- Enthusiastic and engaging
- Compassion and Empathy
- Grit – passion and perseverance

Own your Career Compass



- Determine your strengths- Strengths Finder 2.0
- Myers- Briggs, Eysenck, DISC
- Emotional Intelligence 2.0
- 360 Feedback, create an action plan, seek a mentor
- Update your profile (resume and Linked-In) to adjust your brand
- “This is Me” pitch
- Additional certifications
- Update key pieces of your wardrobe
- Join Networking Groups/Participate
- Consult with Career Performance Coach

Resume Do's

- Use a standard font- Times New Roman and Garamond are appealing to readers
- 2 pages is fine if you have 10+ years of experience
- Include your Linked-In url
- Well written Brand Statement (Summary) on your resume- Linked In should be consistent
- Use relevant terms for today, example- Customer Experience vs. Customer Service, Digitalization vs Automation, data analysis, virtual experience
- Start sentences with action words like “Delivered, Implemented, etc.”
- Use numbers to show your results-ie-”Improved CX by 54% by implementing new billing processes.”
- Use bullets, not paragraphs
- Include education and certifications the year it was earned
- Include dates on all assignments
- Balance white space on page
- Have someone proofread for content and grammar

Resume Don'ts

- Include address, just town and state
- Include references or salary information on resume
- Use an unprofessional or dated email address (no yahoo or Hotmail)
- Use pronouns on resume – no “I” or “We”
- Use abbreviations
- Include High School accomplishments if you are more than 2 years out of college
- Overstate your value; always tell the truth on your resume
- Include graphs or pictures if applying to a career website

EMPLOYMENT OPTIONS

- **BEING AGILE IN THIS AREA CAN ALSO BENEFIT YOUR CAREER**
 - **PERM/DIRECT HIRE**
 - **CONTRACT STAFFING**
 - **CONTRACT CONSULTING**
 - **W-2/1099/CORP TO CORP**

**GOOD LUCK ON
YOUR
PROFESSIONAL
JOURNEY**

“Change is the law of life, and those who look only to the past and present are certain to miss the future.”

JFK

CONTACT INFORMATION

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REMOTE WORKING ETIQUETTE

- How to present ourselves to our peers and leadership during virtual working:
 - Speak clearly and concisely on Meetings, video and call
 - Connect with others as best you can, if you are leading the meeting, allow time for connectivity challenges and team chatter
 - Clearly state the objective of the meeting and agree on action ideas in the last 10 minutes of the call
 - If others have camera on, have yours on also, this will improve your ability to come across professionally
 - Insure proper virtual attire- think, who is your audience?
 - Try to minimize outside distractions while on calls, close your door to reduce background noise, have dogs and kids in other areas of your house
 - Take notice of your background, it is OK to have personal items in the frame, but they need to be professional also
- **REMEMBER YOUR EXECUTIVE PRESENCE DURING THIS TIME, BECAUSE EVERYONE ELSE WILL ALSO**