

Career Agility: The Brand is You

Second Life Library Buzz Series: Career Agility

Christian Gray (aka Graymatter Voom)

Cindy Hill (aka Sydney Delphin)

September 24, 2009

Please use local chat to ask questions at any time...



Corporate Brands

CNN.com

Google™

L.L.Bean



GUCCI



We know what to expect

Personal Brand: A Definition

Total perceived value

As compared to other choices or competitors

In the eyes of your target market

Valerie Gonyea, Career Encouragement Officer
2009 Right Management presentation

Brand You

Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

-- Tom Peters 2007

“...create information that people want. Create an online presence that people are eager to consume. Establish a virtual front door that people will happily link to...”

David Meerman Scott

“...*And one that employers will find.*”

David Meerman Scott, www.webinknow.com Nov 11, 2008

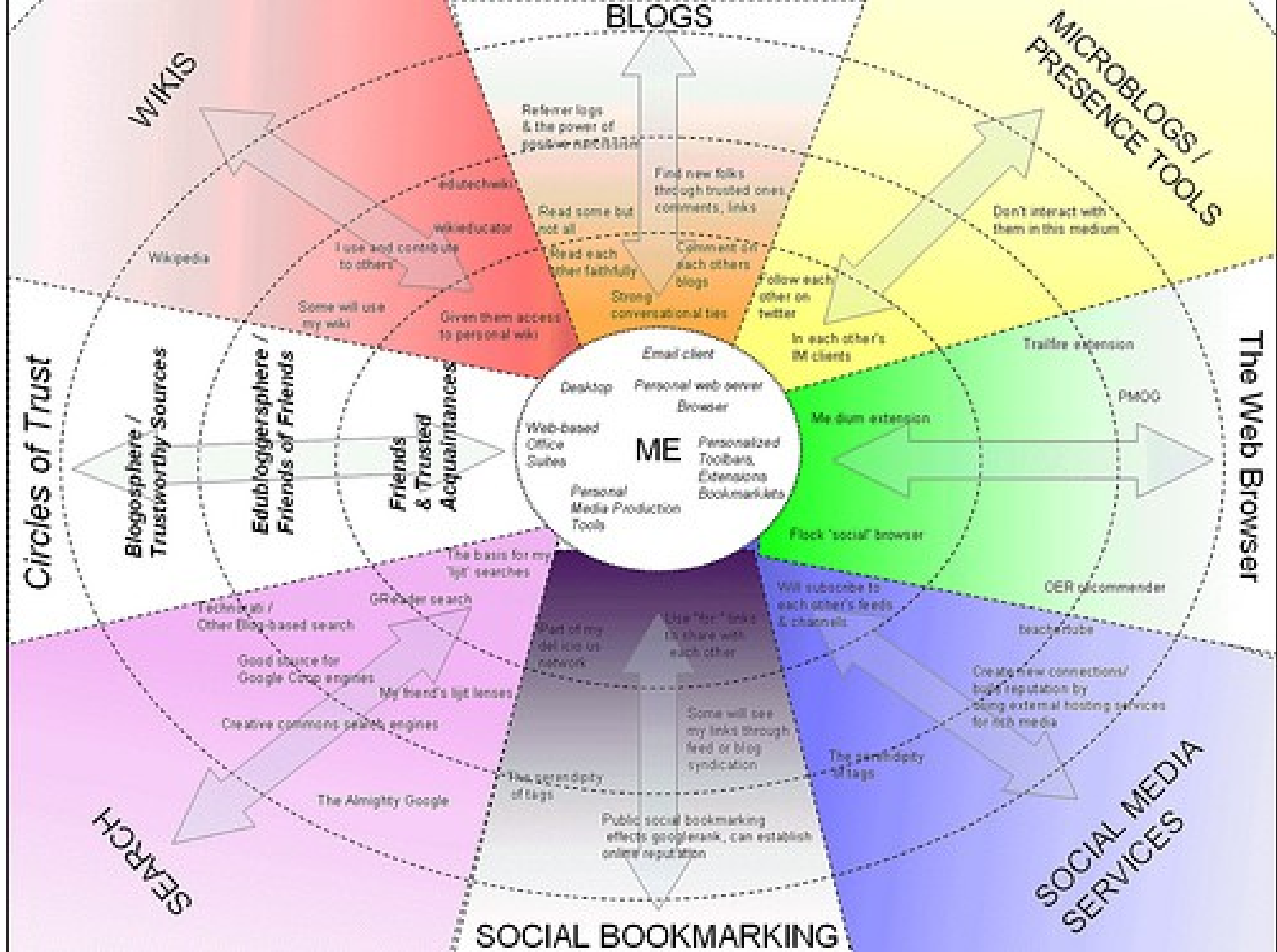
Personal Brand 1.0

- Enterprise-oriented
- Difficult to stand out
- Formal
- Reliance on traditional media
- ???

Personal Brand 2.0

- Focused on the individual
- Individuality counts
- Informality counts
- Web 2.0 info channels
- ???





The Resilient Career is

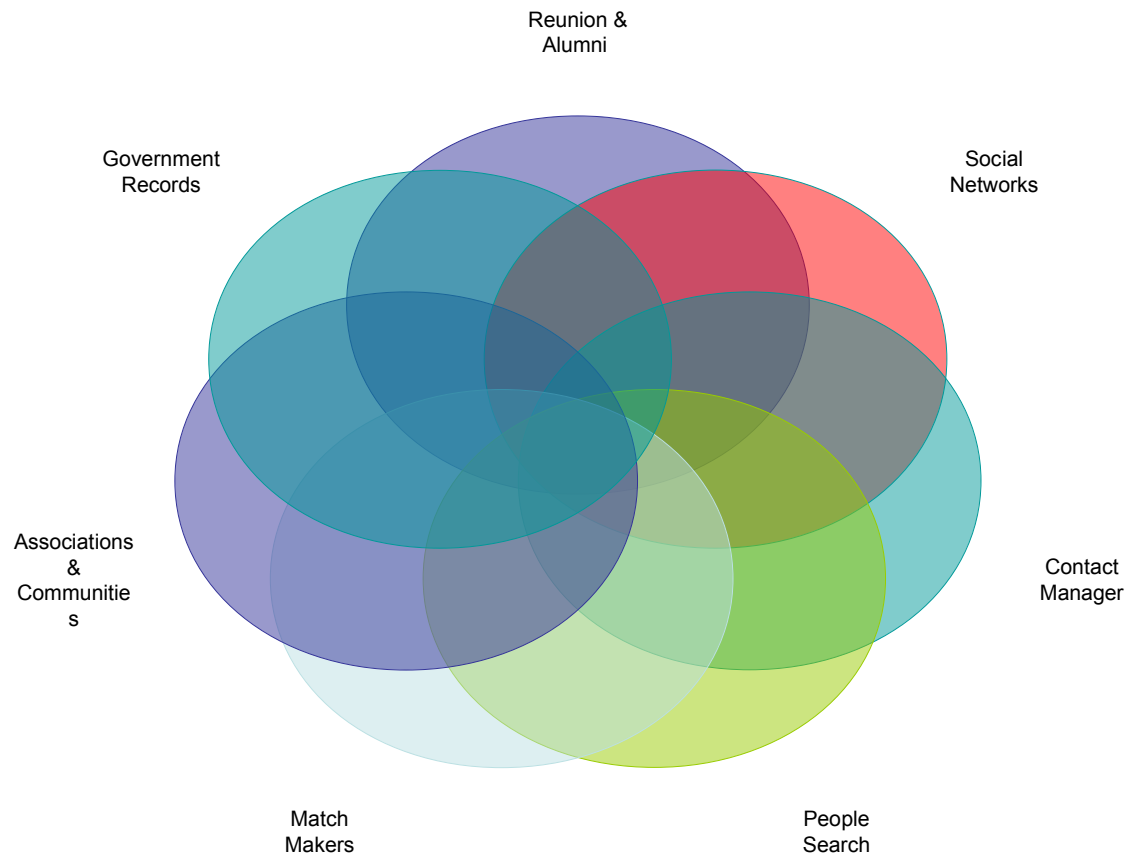
- Agile

- Opportunistic

- Sustainable

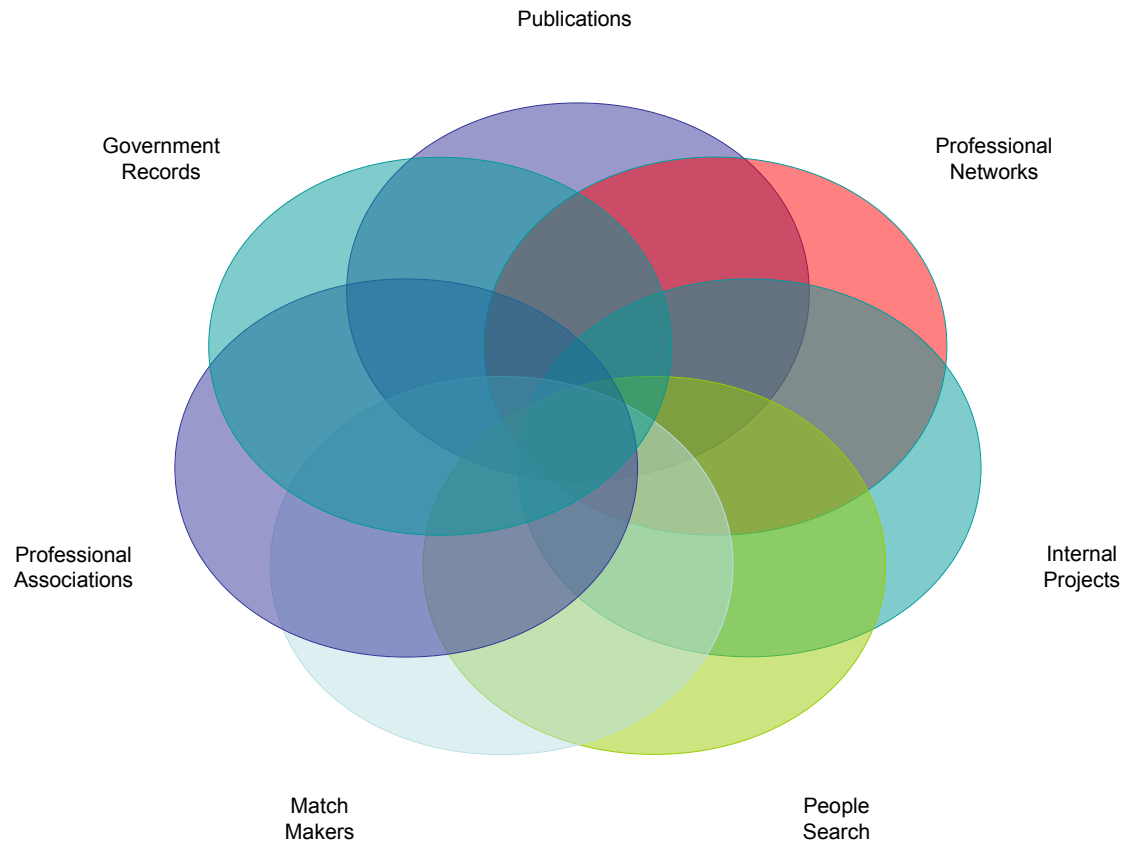
The Big Picture

Personal Information Convergence



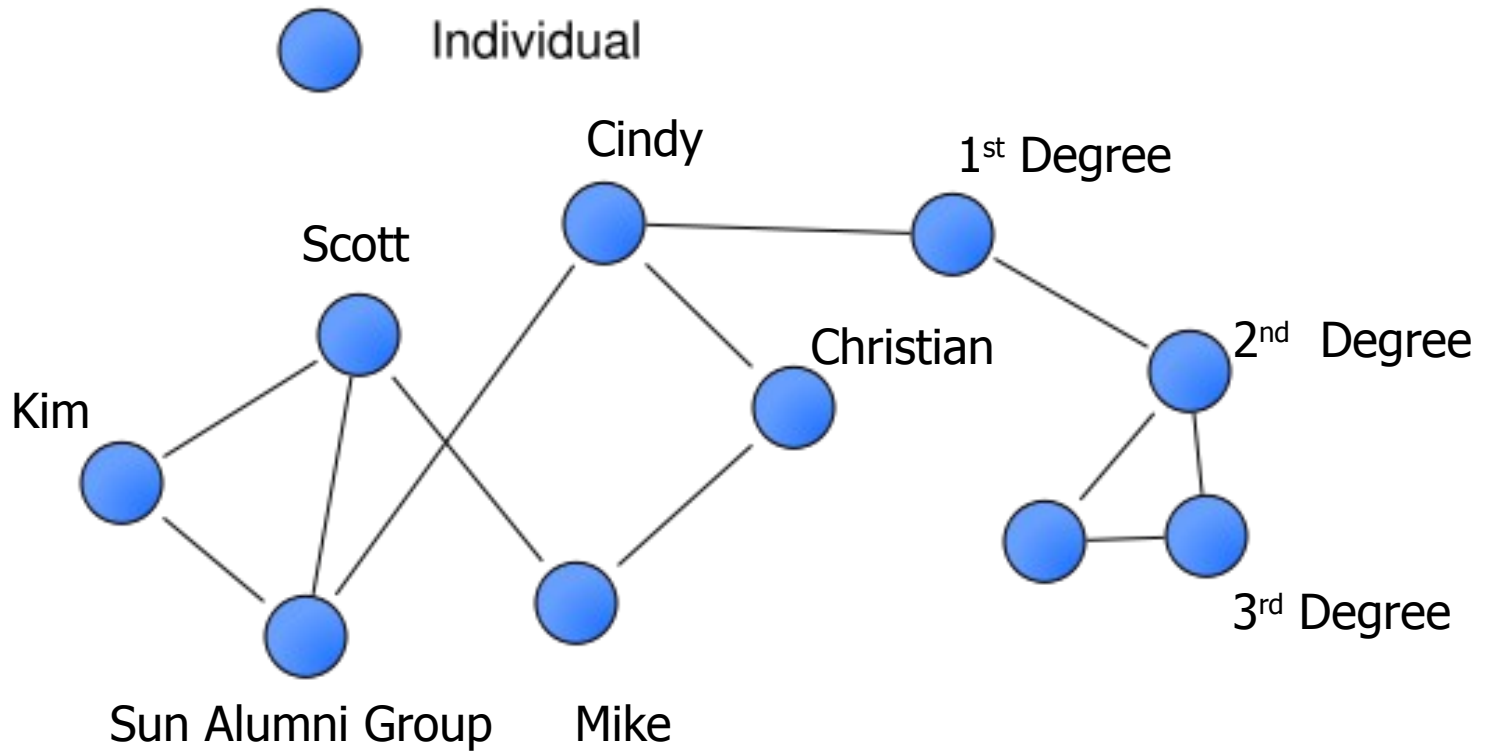
The Big Picture

Professional Information Convergence



The Big Picture

A Social Network Diagram



Use Web 2.0 tools to build:

- Visibility

- Portfolio

- Community of Colleagues

*You have to sing every day to work
up to being, you know,
amazingly brilliant.*

Mick Jagger

Start building...

...your own visibility

Bill Drew ^{2nd}

Systems, Tech Services, Serials, Electronic Resources Librarian at Tompkins Cortland Community College

Ithaca, New York Area | Higher Education



Current

- **Systems, Tech Services, Serials, Electronic Resources Librarian at Tompkins Cortland Community College**
- **Speaker, Trainer, Lecturer, Presenter (Self-employed)**

Past

- Interim Library Director at Tompkins Cortland Community College
- Systems and Tech Services Librarian at Tompkins-Cortland Community College
- Systems Librarian at Morrisville State College Library

[see all...](#)

Education

- Drexel University
- Cornell University
- Tompkins Cortland Community College

Recommendations 4 people have recommended Bill

Connections 157 connections

Websites

- [Bill Drew's claimID](#)
- [My Blog](#)
- [Bill Drew's Wiki](#)

Public Profile <http://www.linkedin.com/in/billdrew>

Current

- **Searcher at ExxonMobil**
- **Chemist at ExxonMobil**
- **Librarian at ExxonMobil**

Past

- Adjunct Instructor at Rutgers University SCILS
- Reference Librarian at Rutgers University

Education

- Rutgers, The State University of New Jersey-New Brunswick
- Fairleigh Dickinson University
- Fairleigh Dickinson University

[see all...](#)

Connections 16 connections

Websites

- [NJSLA](#)

Public Profile <http://www.linkedin.com/pub/kate-creegan/15/31a/64a>

Experience

Searcher

ExxonMobil

Public Company; XOM; Oil & Energy industry
November 1989 – Present (19 years 11 months)

Recommend Kate's work at ExxonMobil

Chemist

ExxonMobil

Public Company; XOM; Oil & Energy industry
November 1989 – Present (19 years 11 months)

Recommend Kate's work at ExxonMobil

Librarian

ExxonMobil

Libraries industry
1989 – Present (20 years)

Recommend Kate's work at ExxonMobil

Summary

I specialize in user education, web creation, information architecture, consulting, and training in areas related to libraries, the world wide web, wireless lans in libraries, and the internet. I am available for conferences and public speaking engagements. This is a one person operation. I have recently been doing many presentations on implementing Wireless Local Area Networks in libraries of all kinds. I have also written extensively on the subject.

Search: “knowledge management”

Sort by: **Relationship** ▾

View: **Expanded** ▾



Donna Dutton 1st

Associate Director, Knowledge Management at Amylin Pharmaceuticals

Greater San Diego Area | Information Services

Current: Associate Director, **Knowledge Management** at Amylin Pharmaceuticals

Past: Sr. Manager, Information Services at Amylin... [more...](#)

In Common: ▶ [5 shared connections](#)



Joan Simpson 1st

Rochester, New York Area | Design

Past: UX/UI Designer **Information Architect at Xerox**, ... [more...](#)

In Common: ▶ [58 shared connections](#)

[Recommend](#)
[Send message](#)



John Trigg   1st

Director, phaseFour Informatics

Harrow, United Kingdom | Information Technology and Services

Current: Director at phaseFour Informatics Limited (Sole Proprietorship)

Past: IS Business Support Manager at Kodak R&D Laboratories

In Common: ▶ [1 shared connection](#)



Karen Huffman 1st

Sr. Applications & Database Administrator, National Geographic Society; Web 2.0 Integrator/Consultant

Washington D.C. Metro Area | Information Technology and Services

Current: Sr. Applications & Database Administrator at... [more...](#)

Past: Adjunct Professor at The Catholic University of America... [more...](#)

In Common: ▶ [17 shared connections](#) ▶ [3 shared groups](#)

273,913 results for "Competitive

20,799 results for "Competitive intelligence"



C. Christine Barber [LION] 1st

Market & Competitive Intelligence Professional - LION,
TopLinked.com, Invite Me! [LinkedInCynthia@yahoo.com]

Greater Minneapolis-St. Paul Area | Medical Devices

Current: Sr Strategic Sourcing Analyst at Medical Device Firm, ... [more...](#)

In Common: [▶ 23 shared connections](#) [▶ 5 shared groups](#)



Amelia Kassel 1st

Research, Writing, Teaching, and Consulting

San Francisco Bay Area | Research

Current: Lecturer at San Jose State University School of Library... [more...](#)

Past: Assistant Director for Marketing and Communications at ... [more...](#)

In Common: [▶ 18 shared connections](#) [▶ 3 shared groups](#)



Layne Johnson in gear 1st

Principal at Gravel Road Consulting, LLC

Greater New York City Area | Pharmaceuticals

Current: Principal at Gravel Road Consulting, LLC

Past: Worldwide Head, Information Management at Pfizer, Head,... [more...](#)

In Common: [▶ 11 shared connections](#) [▶ 2 shared groups](#)



Keith Gurtzweiler in gear 1st

Vice President, Recruiting at LAC / Library Associates Companies

Greater Los Angeles Area | Staffing and Recruiting

Current: Vice President, Recruiting at LAC

Past: Recruiting Manager at LAC / Library Associates... [more...](#)

In Common: [▶ 2 shared groups](#)



Ari Kleiman 1st

Educational Technology Specialist at University of California, Berkeley

Knowledge is information that changes something or somebody – either by becoming grounds for action, or by making an individual (or an institution) capable of different or more effective action.

Peter F. Drucker

Start building...

...your own portfolio

Technical Lead

Genentech

Privately Held; Biotechnology industry

September 2004 – April 2006 (1 year 8 months)

- Led: Technical lead for team of 7 paraprofessionals responsible for document delivery, print and e-journals, cataloging, acquisitions, library web page, and information management projects.
- Innovated: Document delivery use of "pay-per-view" resources for rush requests; contracted with new document delivery vendor for outside rush requests; acquisition and use of e-copier system to delivery document requests from print collection; training and development of document delivery contractors; established and maintained Services Level Agreements for document delivery; expanded the tools and training for searching for grey literature.
- Managed: Copyright, digital rights management, vendor contracts and negotiations, space planning, identifying and evaluating new Integrated Library system, and branch libraries.
- Contributed: Member of cross-functional teams including Library Leadership, Strategic Planning, Process Improvement Group, Full-Text Linking Initiative, Mobility Initiative, Web Redesign, Enterprise Taxonomy, and request tracking system implementation.
- Learned: Completed significant coursework in management, interpersonal communications, conflict resolution, project management, talent selection, and wide variety of biopharma search tools.

Jeanie has [2 recommendations](#) (1 co-worker, 1 partner) including:

 Praveena Raman, *Biomedical Information Specialist, GENENTECH*

 John Chu, *Manager, Literature Resources, Gilead Sciences Inc.*

Research Partner

Roche Pharmaceuticals

Public Company; Pharmaceuticals industry

September 2004 – June 2006 (1 year 10 months)

Director, Information Resources

Gilead

Public Company; Pharmaceuticals industry

1996 – 2004 (8 years)

Senior Information Specialist

Genetics Institute

Pharmaceuticals industry

1986 – 1995 (9 years)

Future Ready Begins Today



Find Cindy @ *121 days ago*

Facebook Linkedin Twitter Cindy is entrepreneurial, a strategic thinker, and innovative. She feels that positioning ourselves to be (and I'm grabbing the tag line from the Comcast ad) FUTURE READY is vital to our success.

It's time to vote in the SLA election! *5 days ago*

Make your voice heard in the SLA election that is now in progress – this is your chance to affect change in the direction of the Association. Since we all know the value of information and that an informed voter will cast an informed vote, I want to pass on a package of information about each of the [...]

The 2009 Election is Underway! *14 days ago*

At long last, the summer is over and members are casting their ballots. For candidates, these are tough days. Did we do enough? Did we explain our positions clearly? Could we have written one more article, fired off one more email, or made one more phone call? It's almost moot now; the voters are speaking. [...]

jobs, Jobs, JOBS! *37 days ago*

If there was one message that came through loud and clear on my recent road trip, it was Employment, with a capital E. SLA has a robust Career Center, which I hope every unemployed, under-employed, or barely-employed member knows about. SLA has done a good job of providing members with

Only connect.




E. M. Forster

Start building...

...your own community of colleagues

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 8,696,000+ professionals — here's how your network breaks down:

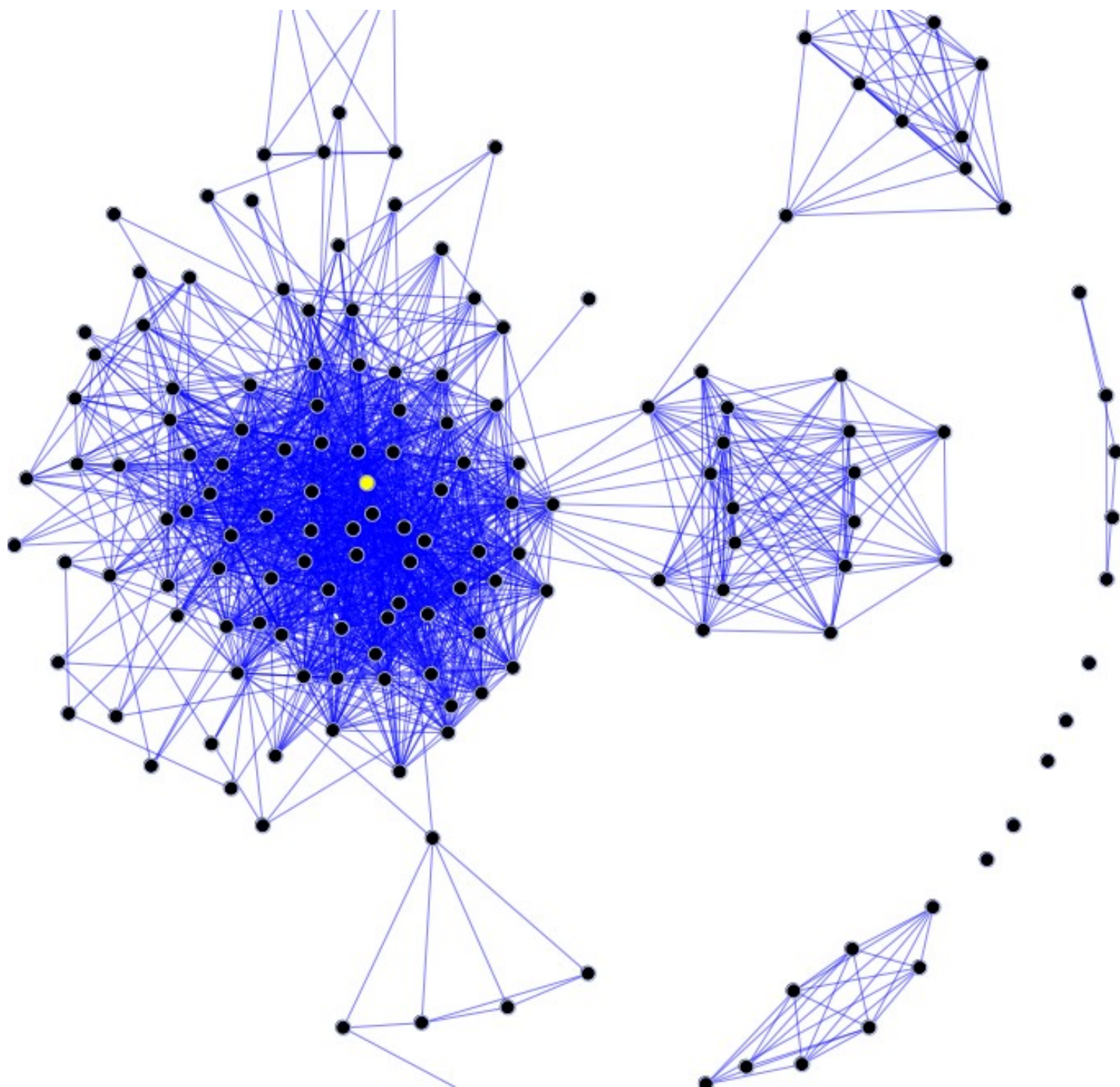
 1 Your Connections Your trusted friends and colleagues	775
 2 Two degrees away Friends of friends; each connected to one of your connections	238,900+
 3 Three degrees away Reach these users through a friend and one of their friends	8,456,300+
Total users you can contact through an Introduction	8,696,000+

12,685 new people in your network since September 22

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through [InMail](#).

Total users you can [contact directly](#) — [try a search now!](#) **45,000,000+**



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Members (2,029)

Showing 1 - 20



Christian Gray YOU

Business Development: Connector / Ambassador / Catalyst
/ LION
Greater Los Angeles Area



11



500+



Bobbi Weaver 1st

Reference Librarian/Adjunct Law Professor at California
Western School of Law
Greater San Diego Area
[Send message](#)



43



Valarie Revels 1st

Libraries Professional
Greater Los Angeles Area
[Send message](#)



28



Teresa Powell 1st

Library Services Manager at The Boeing Company
Greater Seattle Area
[Send message](#)



15



Guy St. Clair 1st

President and Consulting Specialist for KM/Knowledge
Services at SMR International
Greater New York City Area
[Send message](#)



176

*Hell is where you just drift – heaven
is where you get to steer.
George Bernard Shaw*

Take charge of your agenda...
**...multi-purpose your jobs,
projects or assignments**

President

Special Libraries Association

Computer Software industry

2007 – Present (2 years)

Recommend Stephen's work at Special Libraries Association

Advisory Board

America's Baby Cancer foundation

Non-Profit; 11-50 employees; Non-Profit Organization Management industry

January 2000 – Present (9 years 9 months)

I've worked with the ABCf board of directors on strategic planning and organizational development.

The mission of America's Baby Cancer Foundation (ABCF) is to raise awareness of baby cancer, to provide aid and education for families with children with cancer, and to help fund research for a cure. Cancer is the leading disease-related cause of death in children. We focus on birth to early childhood with diagnoses of rare cancers. We call these "baby cancers" - they are evident at birth or diagnosed shortly thereafter - to increase the public's attention and awareness.

21,800 results for amgen |

33,775 results for **pearson**

63,200 results for **boeing**

13,743 results for **nih**

70,553 results for **pfizer**

219,191 results for **University of Boston**

15,399 results for **cdc**

32,092 results for **bbc**

Groups and Associations

SLA, Long Now Foundation, Internet Librarian, Information Today, SJSU SLIS Alumni, NextNow



VirtualWorlds



CILIP: the Chartered Institute of Library and Information Professionals



Library Society of the World



KMKS Alumni & Interest Group



SharePoint Users Group



mlaphil: Medical Library Association, Philadelphia Regional Chapter



Association of Independent Information Professionals



Information, Knowledge and Content Management Specialists



Buslib-I



Sun Microsystems HR Alumni Group



BayCHI



SLA- Special Libraries Association



Sun Alumni



FountainBlue



SLA - San Andreas Chapter



When She Speaks



Bullish on the Future of the Knowledge and

*To venture causes anxiety. Not to
venture is to lose oneself.
Søren Kierkegaard*

Start exploring...
...your professional options

1,634 results for "information professional" [[Save this search](#)]

Sort by: **Relationship** ▾ View: **Expanded** ▾



Betty Jo Hibberd 1st

[Recommend](#)
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Director, Market Development at Dialog

Greater Philadelphia Area | Information Technology and Services

Current: Director, Market Development at Dialog

Past: Senior Manager, Marketing at Dialog, LLC, Sr. Manager, ... [more...](#)

In Common: ▶ [3 shared connections](#)

Liz Blankson-Hemans 1st

Director, Market Development (Int'l) at Dialog

London, United Kingdom | Information Services

Current: Director, Market Devp (Int'l) at Dialog, Member at... [more...](#)

Past: Director, **Information Professional** Devp at Thomson ... [more...](#)

In Common: ▶ [2 shared connections](#)



Joshua Manning 1st

Information Professional

Greater Los Angeles Area | Libraries

Past: Server/ PhD Student at Romano's Macaroni Grill, Library... [more...](#)

In Common: ▶ [1 shared connection](#)



Richard Hulser   1st

Digital content management and licensing implementation professional

Greater Los Angeles Area | Information Technology and Services

Current: Principal at Richard P Hulser Consulting, Volunteer ... [more...](#)

Past: Visiting Scholar, MLIM program at California State ... [more...](#)

Sort by: **Relationship** ▾ View: **Expanded** ▾



Alvaro Sanchez 2nd

Senior Web Application Developer at CANADIAN SCHOOL OF PUBLIC SERVICE

Ottawa, Canada Area | Information Technology and Services

Current: Co-Founder / CTO at IT Solution Providers, Ltd

Past: Senior Web Application Developer at CANADIAN SCHOOL OF ... [more...](#)

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[Get introduced](#)
[Add to network](#)

G. Bryant McClellan (6400+) 2nd

Data Management Project Lead, SQL Developer

Fort Wayne, Indiana Area | Transportation/Trucking/Railroad

Current: Data Management Project Lead, SQL Developer at SIRVA

Past: Senior Systems Technical Analyst at SIRVA, Senior... [more...](#)

In Common: ▶ [26 shared connections](#) ▶ [1 shared group](#)

Jeremy Bradshaw 2nd

Data Warehouse Consultant

Ireland | Computer Software

Current: Data Warehouse Consultant at - withheld -

Past: Software Engineer at Citco, Senior Software Engineer at... [more...](#)

In Common: ▶ [1 shared connection](#)

Marc Sabatini 2nd

SVP, Sales at RediData

Greater New York City Area | Marketing and Advertising

Current: Senior Vice President at RediData

Past: Founder & Chief Operating Officer at Advantage ... [more...](#)

1,049 results for "corporate portal" [[Save this search](#)]

Sort by: [Relationship](#) ▾ View: [Expanded](#) ▾



Ross Fubini 1st

**Exec. Symantec, Co-Founder/CTO/Board Member
CubeTree**

San Francisco Bay Area | Computer Software

Current: Co-Founder, CTO, and board member at CubeTree

Past: Sr. Director, Engineering at Symantec (Brightmail),... [more...](#)

In Common: ▶ [5 shared connections](#)

Adolfo Castellon 2nd

Director of Engineering at Lithium Technologies

San Francisco Bay Area | Computer Software

Current: Director of Engineering at Lithium Technologies

Past: Architect at BEA Systems, Senior Engineering Mgr. at... [more...](#)

In Common: ▶ [2 shared connections](#)



Craig St. Clair 2nd

Business Content Architect at Kaiser Permanente

San Francisco Bay Area | Hospital & Health Care

Current: Business Content Architect at Kaiser Permanente

Past: Web Communications, Content Management, Information... [more...](#)

In Common: ▶ [1 shared connection](#)

Sort by: **Relationship** ▾ View: **Expanded** ▾

Gregg Belanger 1st

Relationship Management

Greater Detroit Area | Think Tanks

Current: District Representative at The Free Enterprise Nation

Past: Technology Sales Manager at Oracle, Area Sales Manager... [more...](#)

In Common: ▶ [2 shared connections](#)

Ari Gati 1st

Real Estate Brokerage and Consulting Division at Silton Properties Inc.

Greater Los Angeles Area | Online Media

Current: Principal - Brokerage and Consulting Division at Silton Properties Inc.

Past: Principal at LLG Properties, Information Technology &... [more...](#)

In Common: ▶ [5 shared connections](#)



Ian Scott 2nd

e-Learning Designer

Sydney Area, Australia | E-Learning

Current: Elearning and **Intranet Development** at Supre, Owner... [more...](#)

Past: Director of IT at St Andrews Cathedral School, Head of... [more...](#)

In Common: ▶ [1 shared connection](#)



Joanna Bitter, PMP 2nd

Sr. Project Manager at Ascentium

Greater Los Angeles Area | Information Services

Current: Sr. Project Manager at Ascentium

Past: VP, Corporate Project Manager at Bank of America (... [more...](#))

In Common: ▶ [1 shared connection](#)

You're not the boss of me!

*Every two-year-old in
the known universe*

**And consider yet *another* way to
use your information
professional skills...**

*All growth is a leap in the dark,
a spontaneous unpremeditated act
without benefit of experience.
— Henry Miller*

Start pushing out...

... your boundaries

Everything I know I learned bodysurfing

in Southern California.

Kim Dority

- Anticipate
- Position for opportunity
- Paddle like crazy
- Enjoy the ride, but know it will end
- Don't take the sand in your suit personally
- Know that a new wave is always on the way

Putting This in Play....

Write up a one-page LinkedIn plan, including:

1. Build and improve your profile – be descriptive, show results, drive value
2. Request connections - invite friends & associates to join – experience the network effect
3. Request endorsements & endorse others
4. Join groups
5. Add “non-work” positions to your profile
6. Try out questions and answers
7. Search “just for fun” & some serious surfing
8. Yes, add a headshot
9. Advanced: add reading list, blog, trip planner

*A Special Thank You to Kim Dority
Rocky Mountain Chapter, SLA*

For her inspiration and thoughts

Kim Dority, G. K. Dority & Associates, Inc.

kimdority@gkdority.com

www.rethinkinginformationwork.com

Resources: Learn More

- Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals by G. Kim Dority
- The Virtual Handshake by David Teten & Scott Allen, www.thevirtualhandshake.com
- Guy Kawasaki, <http://blog.guykawasaki.com>
- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, Keith Ferrazzi

Thank You

Second Life Library Buzz Series: Career Agility
September 24, 2009

Christian Gray, Reprints Desk

cgray@reprintsdesk.com

cgray@atlasconsultinginc.com

Cindy Hill, Hill Information Consulting Group

Aka Sydney Delphin in SL

cindyvhill@HillInfoConsultingGroup.com