

Boycott The Recession!

**Building The
Sustainable Career**



Bearer of Bad News

- ▶ In case you haven't:
 - Read the papers
 - Listened to the radio
 - Watched a TV
- ▶ Corporate lay-offs and firings continue to be a fact of life in corporate America
- ▶ Unless you've got a really great "Golden Parachute", you need to have some career insurance

The Facts

- ▶ There is no such thing as job security
 - People used to think their jobs would be safe
- ▶ Today, you have to stand up and be counted
 - Traffic World noted: CEO's and CFO's are starting to take an active interest in supply chain and logistics issues
 - When the inevitable spotlight shines on your area what will they see?

An Observation

- ▶ Logistics professionals are risk adverse with respect to implementing change
- ▶ If you're risk adverse, but functioning in an environment that requires change, how do you play it safe?
- ▶ When the time comes to be actively involved in implementing change, will you:
 - Cower
 - Be courageous

How to Begin

▶ Invest in yourself

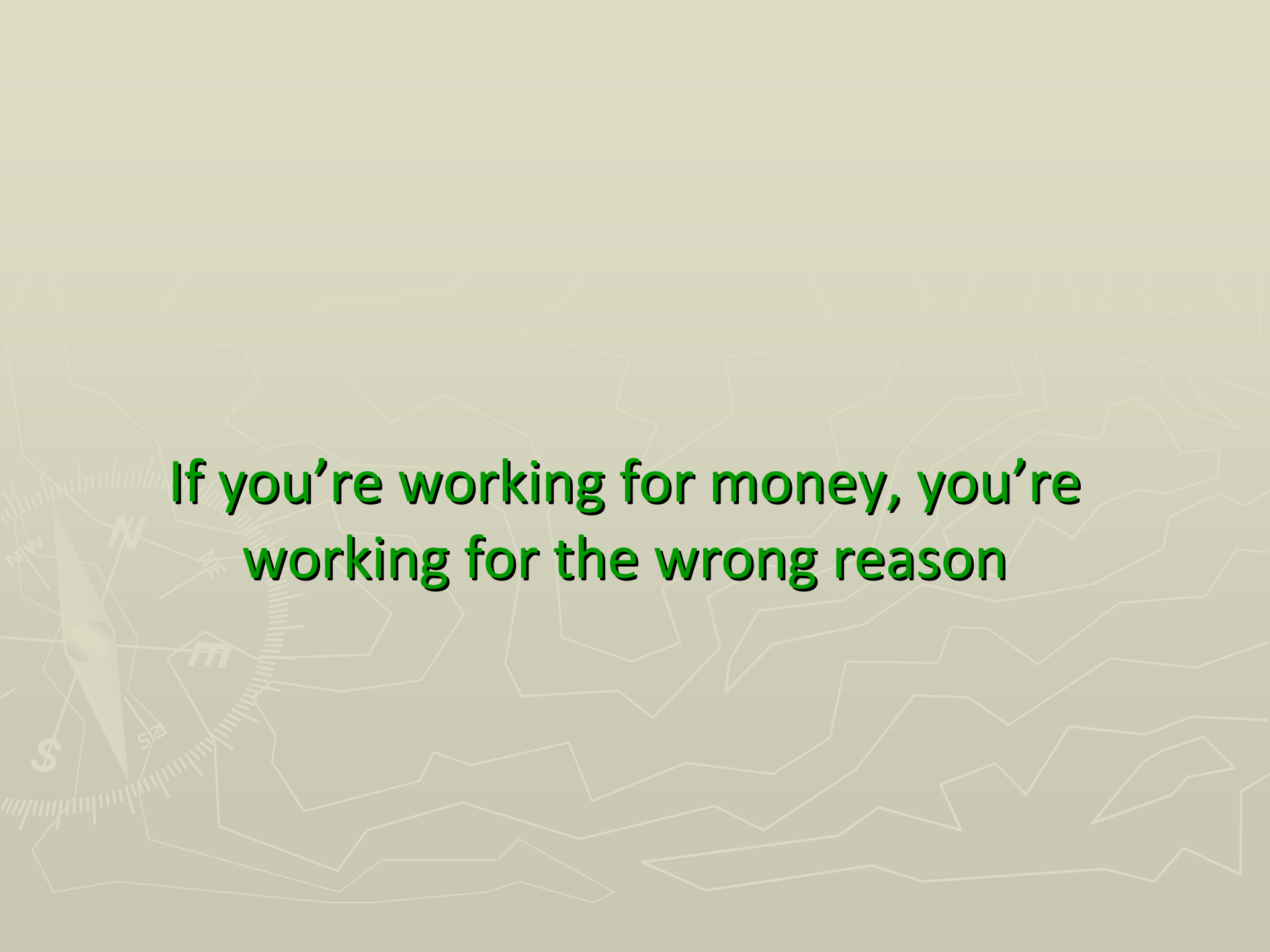
- create employment options
- education is a 365 day a year proposition

▶ In order to stand up and be counted, you need to know:

- what to stand up about
- where to go to solve problems

What You Need to Stop Doing

- ▶ Stop feeling “trapped” in your job
- ▶ Stop thinking you have no place to go
- ▶ Stop thinking the only one responsible for investing in you is your company
 - you can't hire people to practice for you
 - It requires your personal commitment

The background features a light green gradient with faint, white line art elements. On the left side, there is a compass rose with a needle pointing towards the top-left, and a dollar sign (\$) below it. The rest of the background is filled with various abstract, irregular line patterns that resemble topographical maps or circuit traces.

**If you're working for money, you're
working for the wrong reason**

What I Hear & My Advice

- ▶ Many people say, “Well, in the “real world”, some of us need to eat and have a roof over our heads; that requires money.”
- ▶ My advice:
 - Look at work in the context of:
 - Experience you get
 - The fun you can have
 - How you can serve others
 - How you’re investing in yourself
 - Then you can tell the truth with great joy: “My job is great!”

Insurance

- ▶ Do you believe in the importance of insurance?
- ▶ Do you have:
 - Health insurance?
 - Auto insurance?
 - Homeowners insurance?
 - Or life insurance?
- ▶ The answer to each one of these questions is probably “Yes”

Career Insurance

▶ Do you have “career insurance?”

- Have you done something to protect your career in the event that some unexpected catastrophe occurs?
- What is going to happen if you are to be one of the ones for whom the words, “fired,” “laid off,” or “unemployed” take on a very personal meaning?

Why & When

▶ Why do people purchase insurance?

- Because they want to protect themselves in case there is a sudden, or unexpected catastrophe

▶ When is the best time to buy insurance?

- Before the catastrophe occurs



Should You Purchase?

- ▶ Like any purchase, I realize that some of you may have some objections such as:
 - “I can’t afford it.”
- ▶ If that describes your situation then I have a simple question:
 - How important is your career?

Interested in Purchasing? Then Here Is What You Need To Do

- ▶ Get The Right Attitude
- ▶ Get Networked
- ▶ Get Informed
- ▶ Get Moving

The Power Of “The Right” Attitude

- ▶ First, let’s take a reality check.
- ▶ Things happen
 - Controllable versus Uncontrollable
- ▶ Reacting versus Responding
- ▶ Stop, Assess, Engage

The background features a light green gradient with a faint network map of white lines. On the left side, there is a semi-transparent compass rose with a needle pointing towards the top-left. The compass rose includes directional markers for North (N), South (S), East (E), and West (W), along with intermediate directions like NE, SE, SW, and NW. The text is centered in a bold, green, sans-serif font.

**The Power Of A Network
Get Plugged In**

Or Get Unplugged

Let's Play "Phone A Friend"

- ▶ You need to expand your network of personal and professional contacts
 - How do you do that?
- ▶ Pick two worthwhile business organizations
 - Industry specific
 - General business organization
- ▶ Join those organizations
 - Show up
 - Get involved

Groups You Can Join

- ▶ Local Traffic Clubs
- ▶ NIT League
- ▶ NASSTRAC
- ▶ CLM
- ▶ WERC
- ▶ TIA
- ▶ TCPC
- ▶ ATA

Depressing, but True

- ▶ Less than 20% of the professionals in our industry belong to at least one of the professional trade associations
 - 1 in 5 professionals belong to industry trade groups
- ▶ Number of individuals who actually show up and get involved is under 10%
 - 1 in 10 industry professionals are actually involved

Here's the Point

- ▶ A whole bunch of people are ignoring the importance of developing a network of contemporaries and associates that can help you out when the unexpected occurs
- ▶ I'll say it again, "Get 'plugged in' to a network or 'get unplugged' in your career"

Get Informed

- ▶ Who you are and what you are will be determined by the things you read, the people you meet, and your ability to put it all together.
- ▶ The pace of change imposes a choice that only you can make...
 - Do I have the ability to understand what is happening in my own world and the world at large?

Why Continue to Educate

- ▶ If you aren't investing at least 200 hours per year in continuing education activities, you'll run the risk of being obsolete in three to five years
 - How many hours per year do you invest in pursuit of continuing education activities?

Objection & Answer

- ▶ “I don’t have time to network or invest in continuing education activities.”
- ▶ Every time I hear this, I smile and think, “Neither do I, but I still do it.”



Facts & Truths

- ▶ Fact: We all have the same amount of time
 - 24 hours in a day
- ▶ Truth: We typically spend time on what is important to us
 - You can probably tell me all about what's happened with your favorite TV show, or sport teams
- ▶ Simple question: How important is your career?

Closing Story

- ▶ A Director of Logistics for a good sized company lost his job
- ▶ His termination caught him by surprise
 - Received very good evaluations
 - Thought he was doing a great job for the company
 - Now he's in his mid-fifties, on the street looking for a job with very few prospects

Not Helping Himself

▶ He only belonged to one association

- Hadn't attended a single event for in several years

▶ Sense of regret

- "I was always too busy doing a great job for my company to invest in and protect my own career."
- "I should of taken the time to invest in myself."

▶ In other words, he was saying: "I should have bought some career insurance!"

What Happened?

- ▶ I am pleased to report that he has found another position although with a different title and compensation package
- ▶ It beats the alternative of being unemployed



Get Going

- ▶ You will be moving in the next few years.
- ▶ The choice will be whether you choose to move, or whether someone decides that you will be moving.
- ▶ In other words, life will happen...by accident or by design. Which would you prefer?

110% Work + 0% You = Risk

- ▶ For those who are committed to giving your company 110% - even if it means leaving no time for your pursuit of career insurance
 - You're taking a very big risk
- ▶ The typical company will take as much as you want to give – and more
- ▶ The one thing they won't do is buy you insurance for your career
- ▶ You're the only one that can make that purchase

Start It Now

- ▶ Get some career insurance so you can look ahead at a future with great possibilities and wonderful opportunities, and don't forget....

