



Education

**Working Together:
Expand Your Career by
Expanding Your Skills**

**Stephen Hultquist
Infinite Summit**

What's the Point?

- Technical careers often dead-end
- Why?
 - ◆ Specializations expire
 - › COBOL? FORTRAN? Bus-and-Tag?
 - ◆ Demand varies
 - › Y2K, IP networking, storage networking
 - ◆ The loners
 - › The “team player” cliché
- What can you do about it?
 - ◆ Expand yourself!



- Began my career in the traditional way
 - ◆ University
 - ◆ Big business
- Transitioned
 - ◆ My own firm
 - ◆ VC companies
- Discovered the evolution

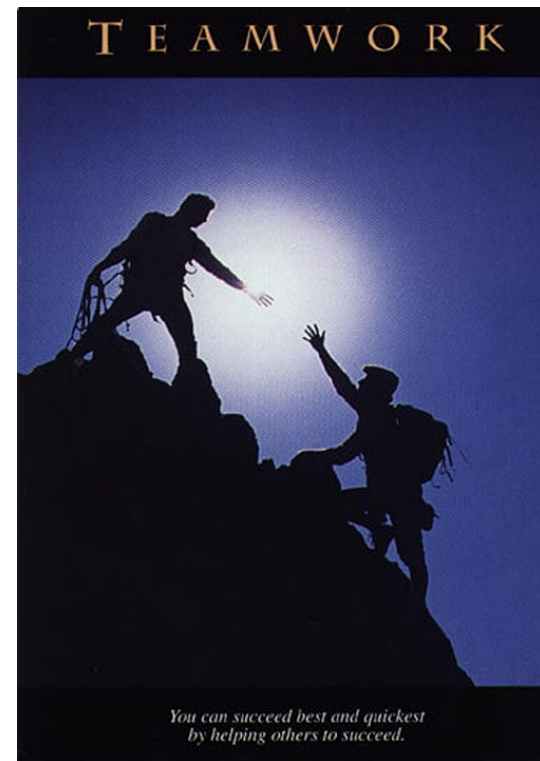


➤ Infinite Summit

- ◆ Virtual CIO
- ◆ Virtual CTO
- ◆ Personal/Leadership coaching



- What's the path to career expansion?
- Being brilliant in technology
- Connecting with others
- Expanding your influence
- Increasing your value



It All Starts With You

➤ What you get from your work?



➤ What you'd like to get from it?

➤ The typical path of a career

➤ The value exchange

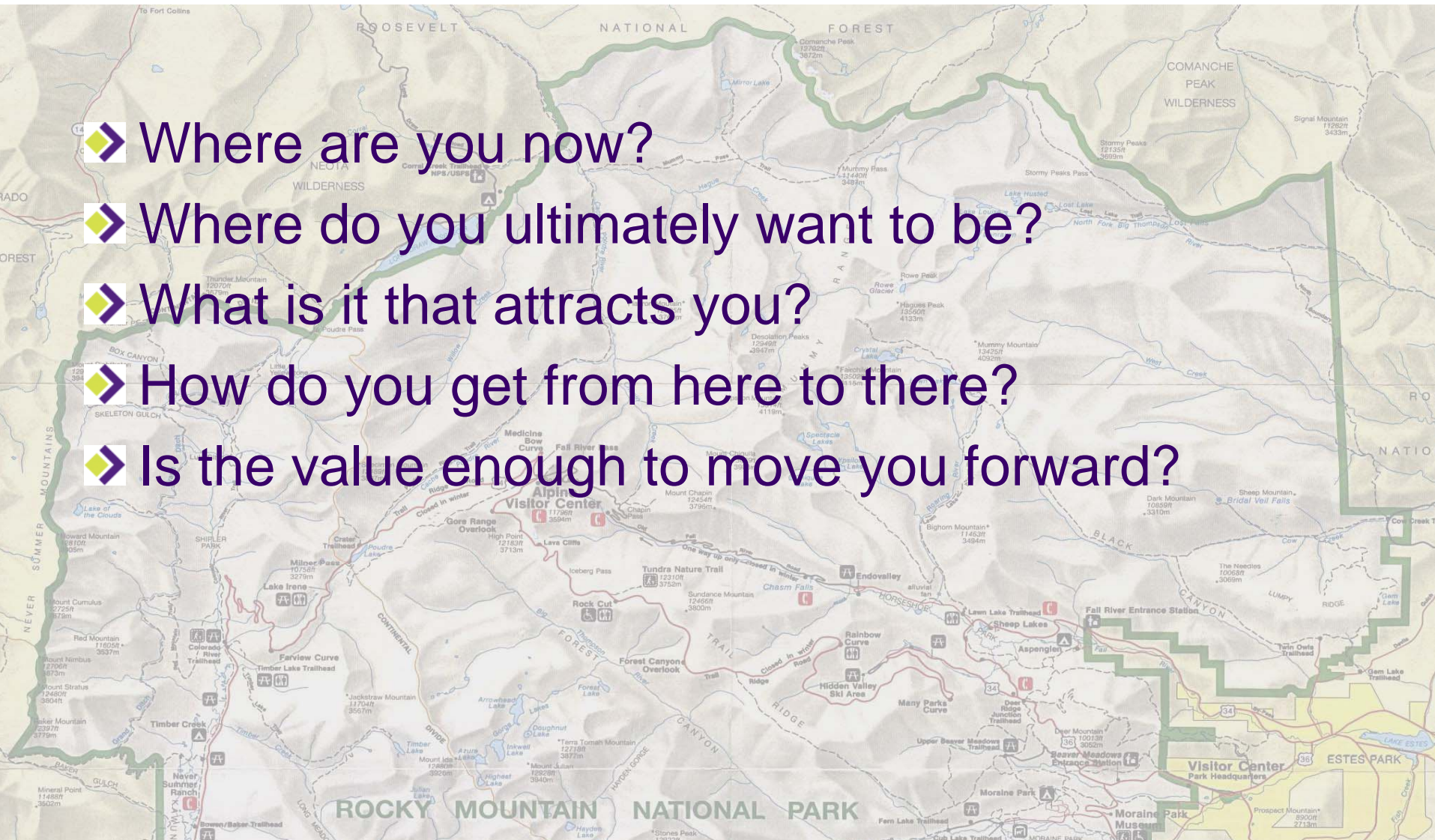
➤ Increasing your value

What Do You Get from Your Career? SNIA

- Personal challenge
- Financial rewards
 - ◆ Near-term
 - ◆ Long-term
- Healthy lifestyle
- Camaraderie
- ...?



What is Your Ideal Career?

- 
- ▶ Where are you now?
 - ▶ Where do you ultimately want to be?
 - ▶ What is it that attracts you?
 - ▶ How do you get from here to there?
 - ▶ Is the value enough to move you forward?

Typical Technology Career Path

- Bright-eyed brilliance
- Comfortable confidence
- Doubting drudgery
- Promising promotion
- Frustrating floundering
- Tortuous thrashing
- Reluctant resignation



Why? How Do We Get Here?

➤ Typical bent of those who enjoy technology

- ◆ Scholarly
- ◆ Solitary
- ◆ Scrupulous
- ◆ Suspicious



➤ Evolution of the Knowledge Economy

- ◆ Virtual notoriety, real anonymity
- ◆ International community



- It starts here
- Developing expertise
- Contributing to the results
- Focus



Why Is This Important?

- It demonstrates your value
- It creates a rationale for collaboration
- It is the foundation for all the growth you'll have



- A shift occurs
 - ◆ From individual contributor
 - ◆ To real team member
- Expanding your network
 - ◆ As with social networks on-line
 - ◆ Ultimately, it's a value exchange



Why Is This Important?

- It multiplies your value
- It communicates your value
- It expands your influence



Expanding Your Influence

- As the respect of others grows, influence grows
- Your ability to impact the organization grows
- Opportunities to multiple yourself increase
- Your value does, too



Increasing Your Value

- Ultimately, it's all about value
- What is your value?
- How can you increase it?
- How do others see it?

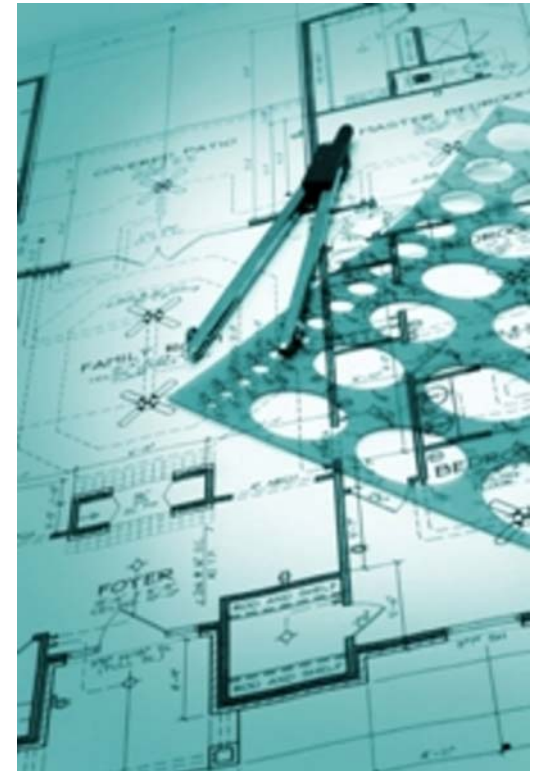


- Life is all about a value exchange
 - ◆ Personally
 - ◆ Spiritually
 - ◆ In business
- Why do you do what you do?
- Who do you work with best?



How Do You Determine Your Value? **SNIA**

- Think about how you judge value
- Think about how you'll be judged
- Consider:
 - ◆ what you know
 - ◆ what others perceive
- Plan:
 - ◆ How do I increase my value?
 - ◆ How will others see it?



- Based on the need for employment
- Leadership by management
 - ◆ Threat of dismissal
 - ◆ Promise of financial support
 - > Note: Not reward!
- Us versus Them

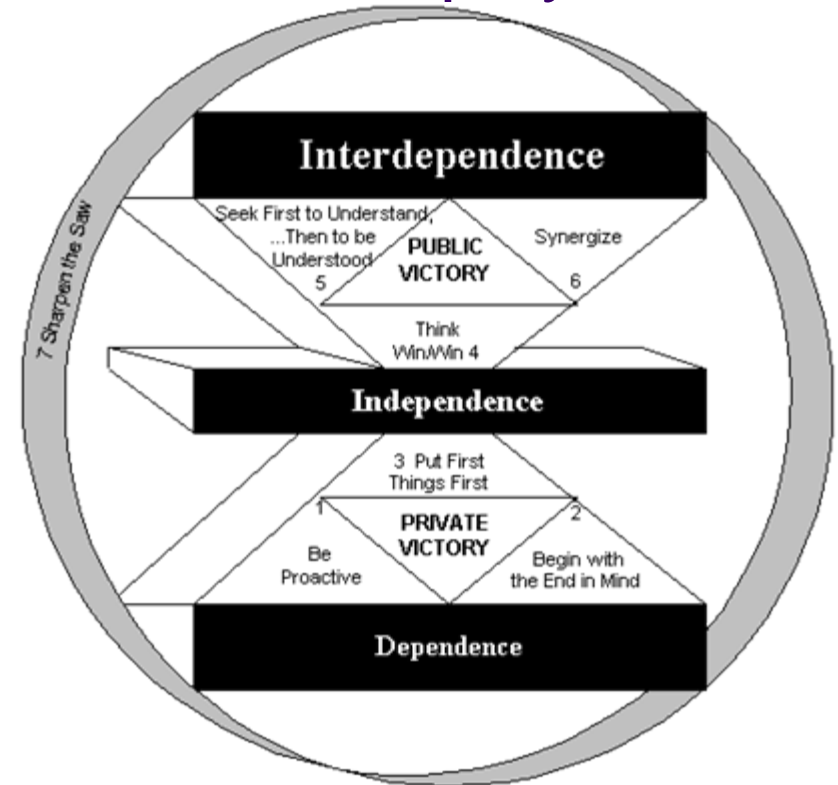


Shift Began

- In the late 1980s
- Emergence of the knowledge economy
- Destruction of the monolithic corporate empires
 - ◆ Big three automakers
 - ◆ IBM
- Loyalty was gone
 - ◆ Company to employees
 - ◆ Employees to company



- How do you motivate staff who are mobile?
- How do you meet targets with such employees?
- What changes?
- What stays the same?



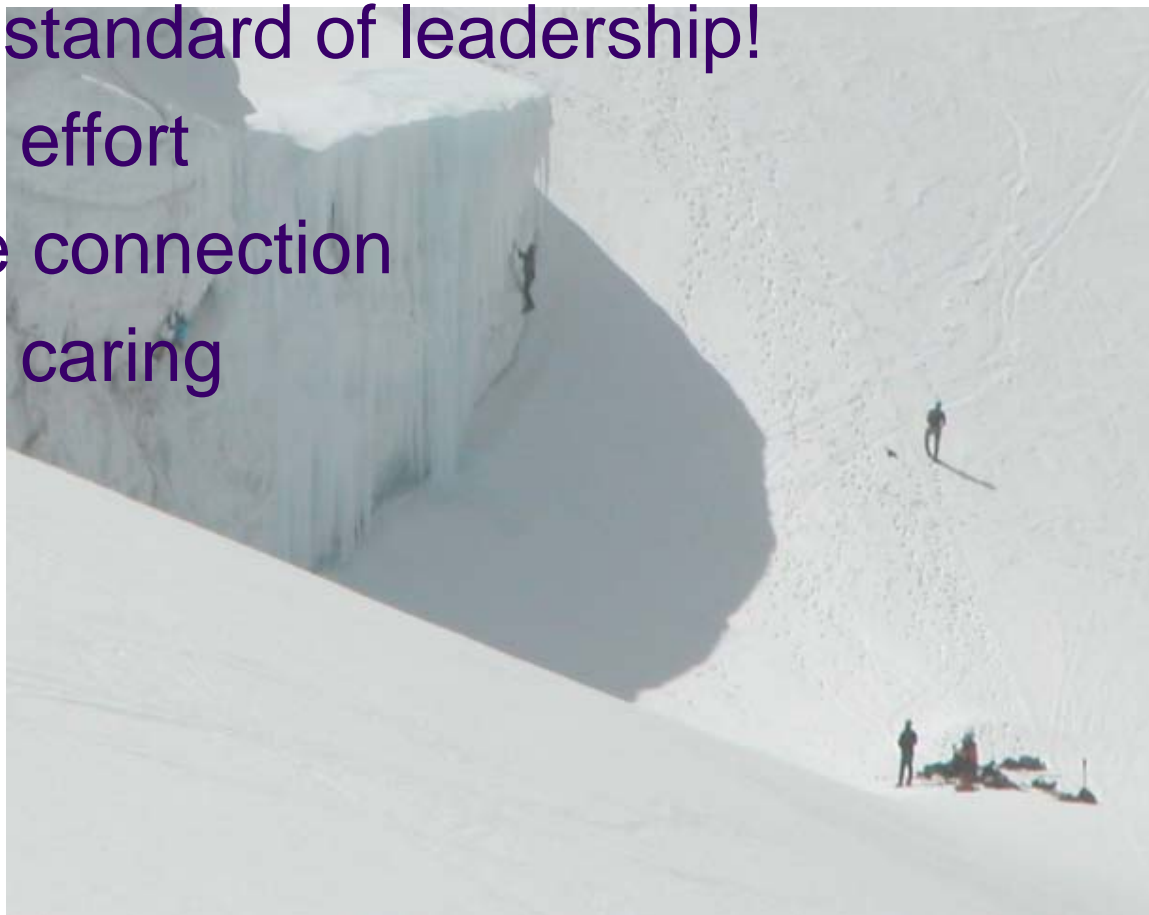
Answer: 21st Century Leadership

- Recognition of the source of motivation
- Learning to find the motivation
- Considering how to resonate with it
- Creating a team who are all connected
 - ◆ Each resonating to their own motivation
 - ◆ Each resonating with the team goals



It's More Difficult

- This is a higher standard of leadership!
- It requires more effort
- It requires more connection
- It requires more caring



It Determines Your Value

- Your ability to work with others
- Creating synergy
- Each achieving and growing
 - ◆ Personally
 - ◆ Collectively



- ▶ **Step into your relationships**
 - ◆ Discover who those people are
 - ◆ Learn what makes them tick
 - ◆ Think about how you align
 - ◆ Consider synergies

- ▶ **Plan your progress**
 - ◆ Where will you focus first?
 - ◆ Where will that lead?
 - ◆ How will you know?



What's Next For You?

- ▶ Where are you on the scale?
 - ◆ Early 20th century
 - ◆ Late 20th century
 - ◆ NOW leadership
- ▶ What do you want to do?
 - ◆ Change your thinking
 - ◆ Change your approach
 - ◆ Go back to what you've always done



- Please send any questions or comments on this presentation to SNIA: trackprodev@snia.org

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Bibliography

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- “The 7 Habits of Highly Effective People” by Dr. Stephen R. Covey
- “Getting Things Done” by David Allen
- “Ready for Anything” by David Allen
- “Talent is Never Enough” by John C. Maxwell
- “Leading Geeks” by Paul Glen
- “Go Put Your Strengths to Work” by Marcus Buckingham
- “The Five Dysfunctions of a Team” by Patrick M. Lencioni
- “Lead the Field” by Earl Nightingale (audio album)
- “The 4-Hour Work Week” by Timothy Ferriss

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