



**Careers in
Technology and
much, much more**



BDPA Chicago Program Meeting

October 21, 2011

Milt Haynes
CIO, National BDPA
Founder, Blacks Gone Geek



Blacks Gone Geek

The Problem: A large pool of Black technical talent is being virtually ignored.

Blacks Gone Geek is an online community that serves to inspire a new generation of African Americans to consider and select IT careers, as well enthuse interest and promote technology entrepreneurship; ultimately increasing African Americans' participation in IT "from the classroom to the boardroom."



Agenda

- From the Classroom to the Boardroom
- Steps for Long Term Employment in IT
- Critical Skills Focus
- Know the Business
- Personal Branding 101
- Using social media to “get discovered”
- Job Seeker Assistance

Milt Haynes, PMP



**INFORMATION TECHNOLOGY
SENIOR MANAGEMENT FORUM**

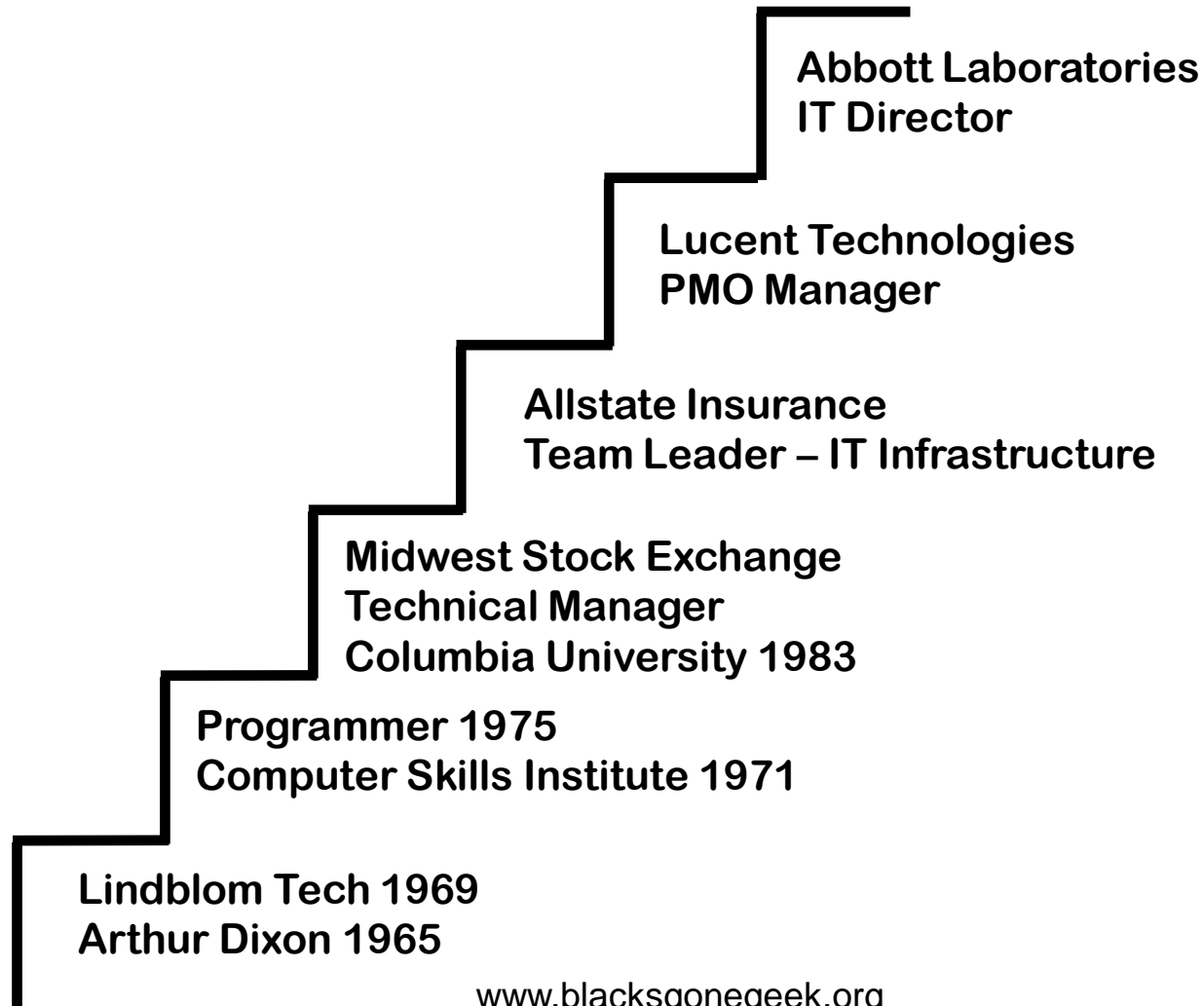
Fostering the career growth
of African-American executives





Milt Haynes

“From the Classroom to the Boardroom”



BDPA Education Life Cycle

“From the Classroom to the Boardroom”

www.bdpa.org

www.bdpa-chicago.org

[Digital Connectors](#)
[Video](#)

Corporate Advisory Council
IT Senior Management Forum
National BDPA BOD

Professional
Development
Workshops/Seminars

College
Internships

High School
Computer Competition

High School
Computer Camp

Adopt-a-School
Adopt-a-Class

www.blacksgonegeek.org



Steps for Long Term Employment in IT

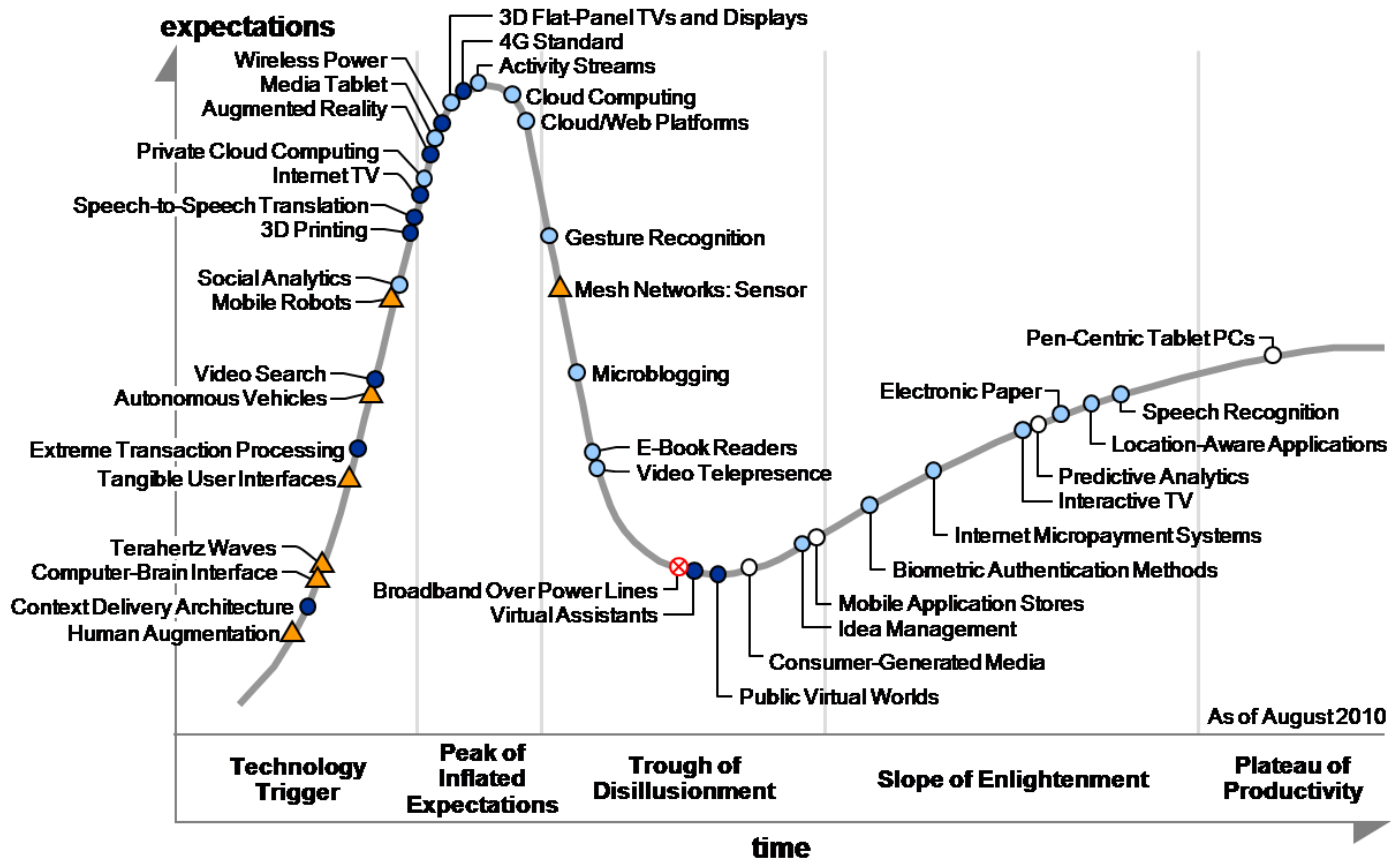


Steps for Long Term Employment in IT*

- Obtain a strong foundational education
- Learn technologies used in a global industry
- Keep skills up-to-date throughout your career
- Develop good teamwork and communication skills
- Become familiar with other cultures
- Choose work in areas least likely to be sent offshore

*From Globalization and Offshoring of Software: A Report of the ACM Job Migration Task Force

Gartner 2010 Emerging Technologies Hype Cycle



Years to mainstream adoption:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

○ obsolete

⊗ before plateau

[Document Link](#)

www.blacksgonegeek.org

[Document Link](#)



Critical Skills Focus



Critical Skills Focus

“The only way to get ahead and stay ahead in this challenging job market is to constantly distinguish yourself from the competition by demonstrating great performance and maintaining highly marketable skills.”

Milt Haynes



Critical Skills Focus

HSCC Curriculum - What we teach our kids

- Computer Basics and Windows Operating System
- HTML
 - HTML Tables & Entity References
 - HTML Forms
 - CSS (Cascading Style Sheets)
- JavaScript
- Tomcat & Web Technology
- JSTL & Expression Language
- MySQL Database Engine & SQL
- Software Design Fundamentals
- Fundamentals of Computer Science
- Teamwork



Critical Skills Focus

- Web Developer
- HTML5, CSS3, XHTML
- PHP, SQL, MySQL, Oracle, C#
- JavaJ2EE, .NET
- Cloud Computing and virtualization (esp. certified in Citrix)
- Networking and Network Security (esp. certified in Cisco and CISSP)
- Architecture and Engineering in voIP
- Adobe Flex, AdobeFlash



Critical Skills Focus

- JavaScript, AJAX, and JavaScript Object Notation
- Tomcat & Web Technology, JSTL & Expression Language
- Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator
- Mobile Products, Windows Mobile Developers
- Collaboration Software (esp. SharePoint)
- Project Managers (PMP certified)
- Business Analysts (esp. with SME expertise in “the business”)
- QA Analysts, SQA Engineers
- Business Intelligence, Business Objects Developer
- Healthcare IT



Critical Skills Focus

- WEB Logic, WebSphere & J2EE, Drupal, Joomla, Ruby on Rails
- Database Technologies (Oracle9i, DB2)
- XML
- Linux
- .NET
- C-Sharp
- Network Security and Firewalls, CISSP
- Java (jCert), J2EE, Optimal J
- Citrix thin client



Critical Skills Focus

- Web Development & Programming (C/C++, ASP, JavaScript, Perl, CGI, VB)
- Asynchronous JavaScript and XML (AJAX)
- PHP Hypertext Processor, Ruby on Rails
- Messaging (Lotus Domino, MS Exchange)
- Really Simple Syndication (RSS)
- [Inbound Marketing Certification](#)



Critical Skills Focus

- Cisco CCNA, CCNP, CCSP
- CompTIA A+, N+, S+
- Microsoft MCP, MCSA, MCSE, MCSD, MCDBA, MCTS
- Compliance (Sarbanes-Oxley, HIPAA)
- Global Project Management (PMI PMP, PgMP, CAPM, Six Sigma, ITIL, CMMI, CBAP)
- National Contract Management Association (CFCM, CCCM, CPCCM)



Critical Skills Focus

- Governance/Decision, Organization/Structure
- Enterprise Architecture (SOA, Data, Applications, Infrastructure, Data Security)
- Mergers and Acquisitions
- Sourcing, Off shoring
- Core Infrastructure/Consolidation (Core IT Services)
- Information Technology Asset Management (ITAM)
- Business Intelligence (BI), Hyperion, Cognos, Informatica
- Business Process Engineering (BPE)
- Business Continuity Planning (BCP) and Crisis Management



Critical Skills Focus

- ERP (SAP, Oracle, PeopleSoft, Baan, JD Edwards, Lawson)
- CRM: Microsoft CRM, e-Synergy, Salesforce.com, NetSuite CRM+, ADAPTcrm, Oncontact V, SAP Business One CRM, PeopleSoft CRM, Siebel OnDemand CRM
- Project Portfolio Management (PPM)
Tools: CA Clarity, MSPS/PPS
 - [Project Management](#)
 - [Program Management](#)
 - [Project Portfolio Management](#)
 - [Application Portfolio Management](#)



Know the Business

CIOs see business results and knowledge as their primary sources of success and influence.

--Gartner, Reimaging IT: The 2011 CIO Agenda



Know the Business

- The Business of IT
- Industry Verticals

- Automotive
- Banking
- Consumer
- Education
- Energy
- Oil and gas
- Fast-Moving Consumer Goods (FMCG)
- Financial (Finance)
- Food and beverage
- Government
- Healthcare
- Insurance
- Life Sciences
- Manufacturing
- Media
- Pharmaceuticals
- Real estate
- Religion
- Retail
- Technology
- Telecommunications
- Transportation (Travel)

IT-CMF : 36 critical processes to run an IT organisation

Managing IT Like a Business

- LG IT Leadership & Governance
- BM Business Process Mgmt
- BP Business Planning
- SP Strategic Planning
- DS Demand & Supply Mgmt
- CP Capacity Forecasting & Planning
- RM Risk Management
- AA Accounting & Allocation
- OP Organisation Planning & Design
- SO Sourcing
- RM Resource Mgmt
- IM Innovation Mgmt
- PQ Performance & Quality Mgmt
- SA Service Analytics & Intelligence

Managing the IT Budget

- FF Funding and Financing
- BM Budget Management
- PP Portfolio Planning & Prioritisation
- BO Budget Oversight & Performance analysis

Delivering IT Capability

- EA Enterprise Architecture
- IM Infrastructure Mgmt
- PA People Asset Mgmt
- IC Intellectual Capital Mgmt
- RA Relationship Asset Mgmt
- RD Research, Development & Engineering
- SD Solutions Delivery
- SP Service Provisioning
- UM User Mgmt & Training
- UA User Experience Design
- PM Program & Project Mgmt
- SM Supplier Mgmt
- VC Value Chain Mgmt
- CA Capability Assessment & Mgmt

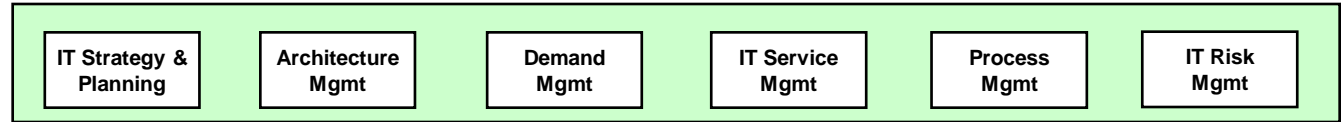
Realizing & Assessing Value

- TC Total Cost of Ownership Mgmt
- BR Benefits Assessment & Realisation
- PM Portfolio Mgmt
- IP Investment Analysis and Intelligence

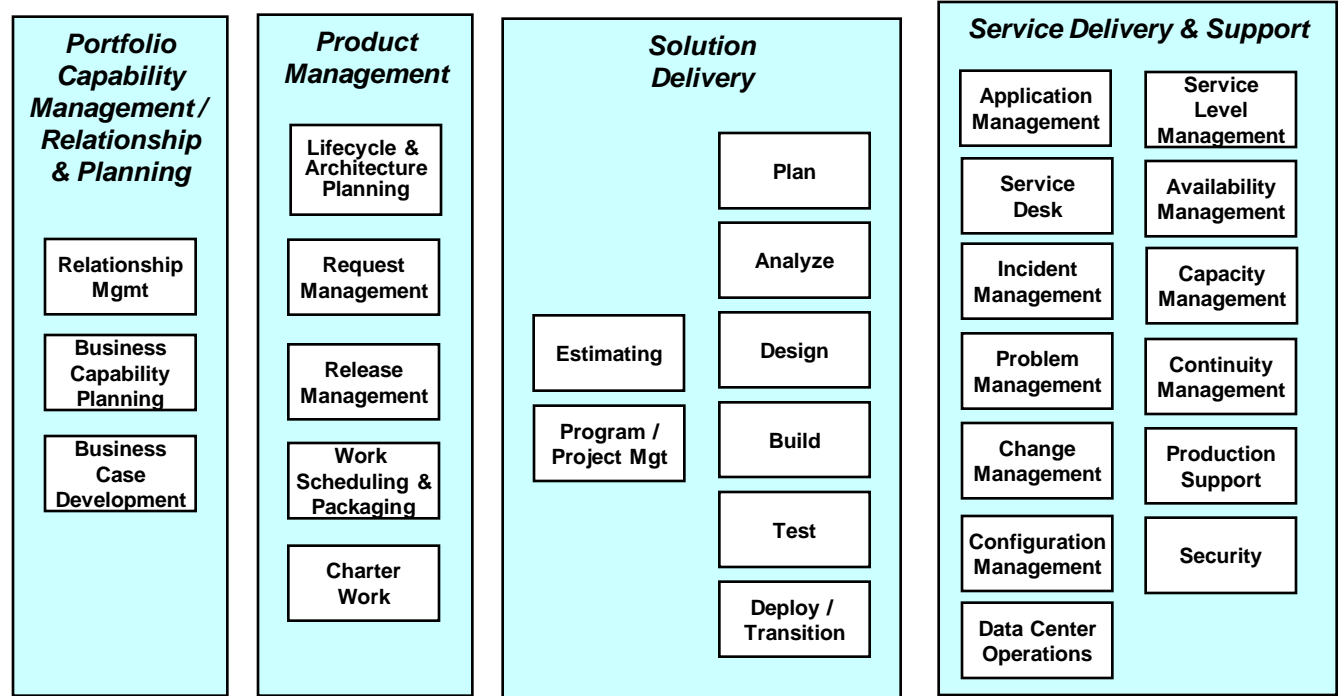
www.blacksgonegeek.org

Accenture - CIO Process Map

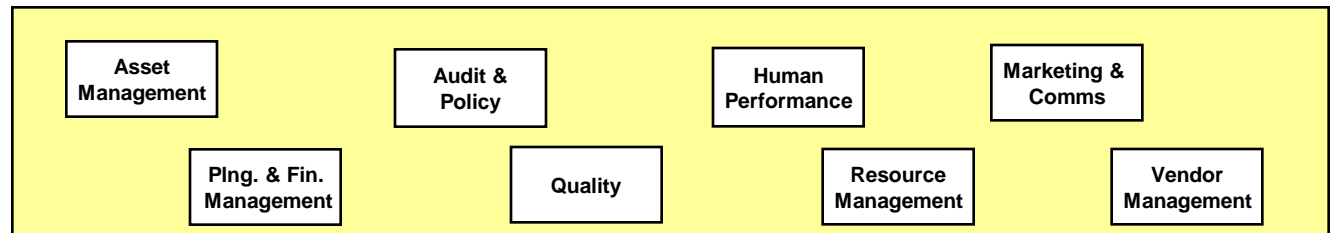
Strategic Processes



Value Chain Processes



Resource & Compliance Processes





Personal Branding 101



P. I. E.

There are three elements important to players who want to fine tune their skills and move up in their profession. They must:

- **Perform** exceptionally well (10%)
- Cultivate proper **image** (30%)
- Manage their **exposure** so the right people will know them (60%)

Understand that your performance must be top-notch, because you can be replaced, but also understand that there's a lot more to career advancement than doing an outstanding job.

From "Empowering Yourself: The Organization Game Revealed" by Harvey Coleman



What's your USP?

Faster than a speeding bullet.

More powerful than a locomotive.

Able to leap tall buildings in a single bound.

Look! Up in the sky!
It's a bird. It's a plane. It's Superman!

[Black Enterprise Magazine: What's In A Brand?](#)



What is Social Media?



What is Social Media?

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational Media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.

www.TheSocialMediaBible.com



Social Media for Business

First Three Rules of Social Media for Business

1. Social media is all about enabling conversations.
2. You cannot control conversations, but you can influence them.
3. Influence is the bedrock upon which all economically viable relationships are built.



Social Media Tools

1. Website (www.bdpa.org)
2. Blogger
3. Facebook
4. **LinkedIn**
5. Twitter
6. YouTube
7. Groupsite.com
8. Constant Contact
9. Google Analytics



Careers in Social Media

<http://blacksgonegeek.org/Documents/ProjectY.htm>

- Inbound Marketing Jobs
- Online Communications Coordinator
- Social Media Marketing Manager
- Social Media Marketing Associated
- Vice President Marketing
- Marketing Manager Social Media



Using social media to “get discovered”



Coaches Corner: Keys to Success

- Establish Your Web Presence
- Communicate Your Value
- 6 Letters You Need to Use: G.O.O.G.L.E.
- Job Seeking in a Troubling Economic Climate
- Are you Flexible and Adaptable to a New Corporate Culture?
- Incorporate the Six Degrees of Separation Theory

<http://blacksgonegeek.org/CoachesCorner.aspx>

Milt's Toolbox

<http://blacksgonegeek.org/ToolBox.aspx>



Online Community Start-up Guide

Document Outline

- Introduction
- Beginner's Guide to Website Creation
- Blogging
- Social Networking Sites
- Beginner's Guide to Internet Marketing
- Branding
- Writing Tips

<http://blacksgonegeek.org/OnlineCommunityStartupGuide.aspx>



Job Seeker Assistance



Job Seekers Forum

IT Job Seeker Accountability Groups
Job Seeker Success Mindset Training
Job Seeker Services
Coaching Services
Job Search Work Team

Join Job Seekers Forum yahoogroup and receive regular emails about job opportunities and meet with other job seekers every two weeks to share tips and tricks.

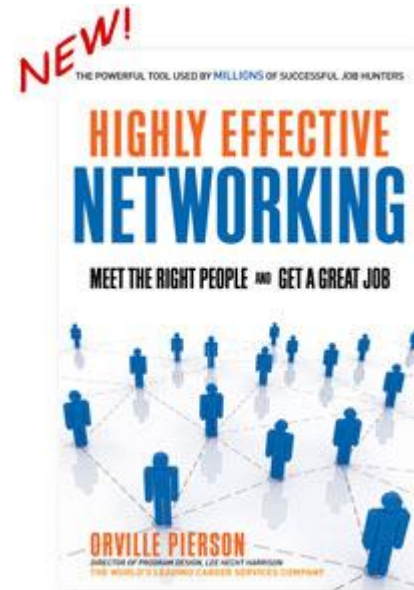
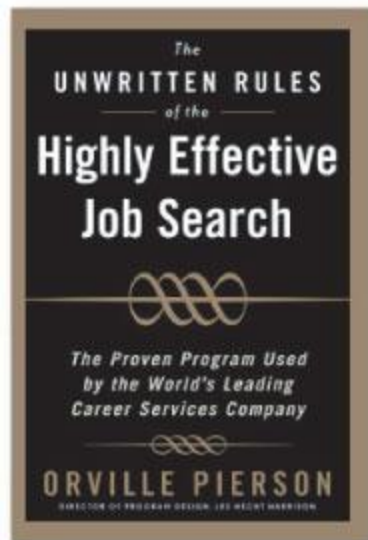
The key is that we must share what we know with others so we can all grow and prosper.

The Pierson Method

GET READY

Plan and Prepare

1. Read the Pierson Method book
2. Create a Project Plan and Target List
3. Do a Reality Check on your Project Plan
4. Write your resume





The Pierson Method

GET MOVING

Take a Systematic Approach

5. Gather information on your targets
6. Talk to insiders, Decision Makers, and everyone else
7. Follow-up regularly
8. Test the Seven Search Techniques

MANAGE YOUR SEARCH

Use Progress Measurements

9. Track your progress each week
10. Check your Project Plan regularly
11. Interview
12. Start your new job and do well in it



Next Steps

1. What is your vision?
2. Where are you now?
3. Where do you want to be?
4. How will you get there?
5. Did you get there yet?
6. How will you keep the momentum going?

-- adapted from 6 Steps of the Continuous Service Improvement (CSI) Model ITIL v3 Foundations



and much, much more

1. Be positive
2. Be proactive
3. **LinkedIn** (picture, searches, groups)
4. Inside track
5. Ask for introductions
6. Job hunt checklist
7. Tailored resume and cover letter
8. Informational meetings
9. Networking events
10. Accountability groups



If you know something that will help others...

Use your gifts to help someone else

Help spread the word!



Q&A

How can I help you?

Contact Information



Milt Haynes, Founder

Blacks Gone Geek

milt@blacksgonegeek.org

www.blacksgonegeek.org



Back-up Slides



Think and Grow Rich



A Jolley-Good Strategy

Follow These 10 Steps to GROW Your Future & Finances

1. Decide what you want.
2. Write it down and be specific.
3. Read your goals three times a day.
4. Set a date.
5. Think of it often
6. Dream and imagine.
7. Develop a plan of action.
8. Do three things daily towards your goal.
9. Stay positive.
10. Act like you have already achieved it.



6 Steps for Attainment of any Definite Goal

First. Be definite as to the amount. (There is a psychological reason for definiteness which will be described in a subsequent chapter).

Second. Determine exactly what you intend to give in return for the money you desire. (There is no such reality as “something for nothing.”)

Third. Establish a definite date when you intend to possess the money you desire.

Fourth. Create a definite plan for carrying out your desire, and begin at once, whether you are ready or not, to put this plan into action.

Fifth. Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.

Sixth. Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. AS YOU READ-SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY.

--“Think and Grow Rich” by Napoleon Hill



Where's Milt



Blacks Gone Geek

Blacks Gone Geek is an online community that serves to inspire a new generation of African Americans to consider and select IT careers, as well enthuse interest and promote technology entrepreneurship; ultimately increasing African Americans' participation in IT "from the classroom to the boardroom."



INFORMATION TECHNOLOGY SENIOR MANAGEMENT FORUM

Fostering the career growth
of African-American executives





IT Senior Management Forum

VISION

- To significantly increase African American leadership in Information Technology

MISSION

- To fill the executive pipeline with the next generation of IT professionals and foster the continuing development of ITSMF members

PMI Chicagoland Executive Council



The PMI Chicagoland Chapter Executive Council is a group of invited executives from various Chicago-area industries who share ideas, perspectives and best practices for improving the management of projects in organizations and the role of the project management profession.

[Executive Council Members](#)



BDPA & ITSMF

BDPA Mission



BDPA is a global member-focused technology organization that delivers programs and services for the professional well being of its stakeholders.



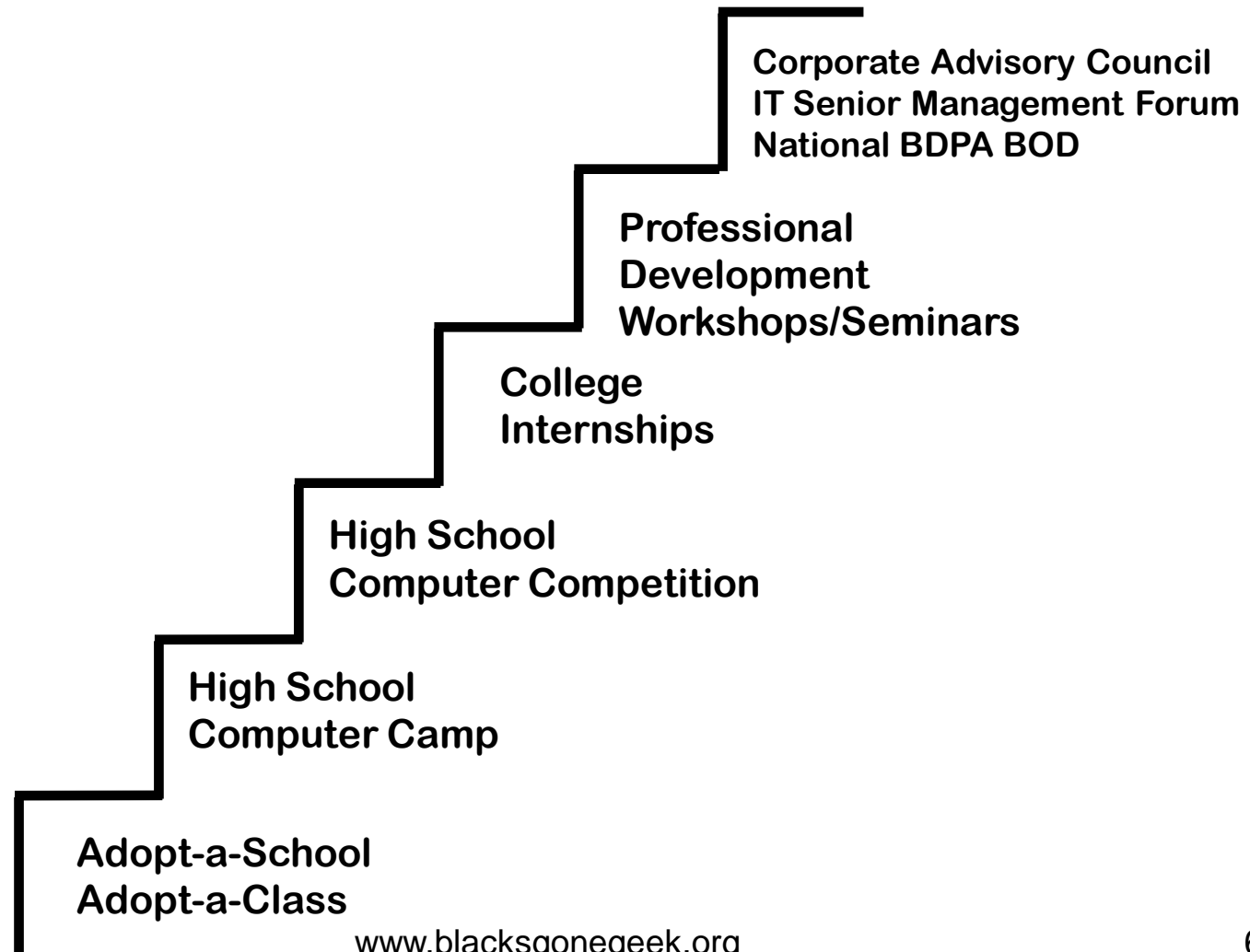
BDPA Stakeholders

- ✓ Members
- ✓ Corporate Supporters and Sponsors
- ✓ Black IT Businesses and Entrepreneurs
- ✓ Educational Institutions
- ✓ African American Community



BDPA Education Life Cycle

“From the Classroom to the Boardroom”



BDPA & ITSMF Filling the Pipeline

Senior Executive

Executive

Middle Management

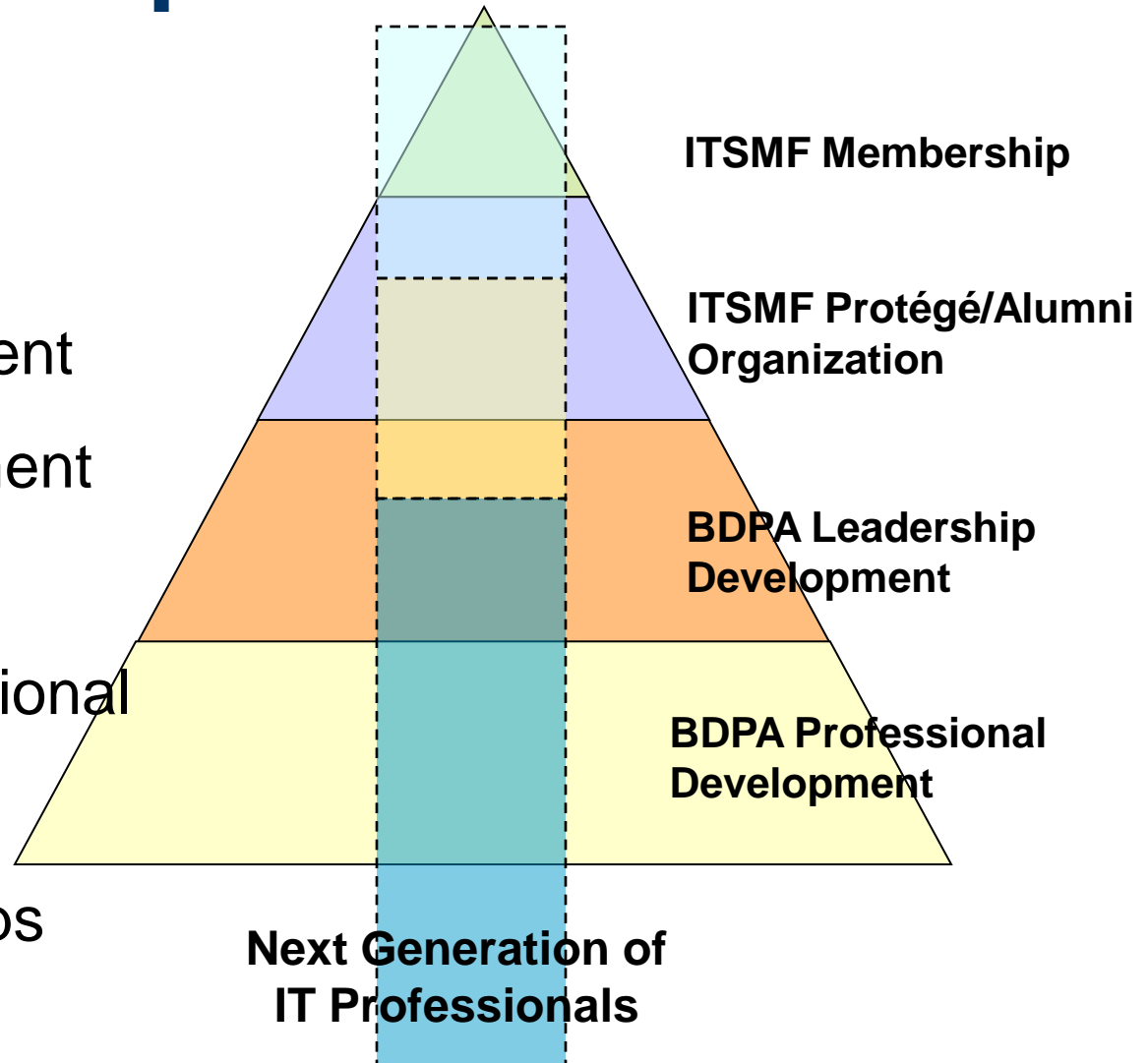
1st Line Management

Supervisory

Technical/Professional

Entry Positions

Student Internships





For Job Seekers



Career Coaching

Assisting the BDPA Job Seeker

- How to “Get in the Game”
- Conducting the Employability Assessment
- Setting Realistic Expectations
- Finding the Best Career Objective
- Developing Your Unique Selling Proposition (USP)
- Passing a Background Check
- Generating Leads



Who's Getting Hired

- Internal candidates
- Industry experts (PMP, Business Objects, Clarity)
- Market Hires
- Contractors (e.g. Contract to hire, offshore)
- Diversity Candidates
 - BDPA
 - Black MBAs
 - NSBE
 - HACE
 - INROADS
- Entrepreneurs (Diversity Suppliers)



Critical Success Factors

- Managing Expectations
- Making the BDPA Connection
- Keeping Marketable
- Building a Best in Class Resume
- Leveraging Business vs. Technology
- Staying Interested in Education
- Playing Politics in Corporate America



Career Coaching

Assisting the BDPA Job Seeker

- Matching Algorithm Exercise
- Writing a Killer Cover Letter
- Working the BDPA Referral
- Reporting Status
- Interviewing Tips
- Negotiating Offers
- Congratulations!
- Planning Your First 100 Days



Our Challenges

- Offshore talent is much cheaper and well trained
- Recent graduates need experience to get a job and a job to get experience!!
- Recruiters are pressured to present highly qualified candidate with proven track records
- Entrepreneurs are not big enough to meet tier 1 vendor requirements for Corporate America



Feedback

- Can't Find a Job? Here's Why...
 - Under qualified (skill set mismatch)
 - Unprepared
 - Under developed
 - Project a poor image
 - Don't interview well
 - Not ready for the corporate culture
 - Can't compete
 - Reluctant to relocate



Feedback

- Can't Find a Job? Here's Why...
 - You're not as marketable as you think
 - You place too much faith in the Internet
 - You haven't established your brand
 - You're a lousy planner
 - You don't follow up
 - and...



Career Coaching

Assisting the BDPA Job Seeker

- How to “Get in the Game”
- Conducting the Employability Assessment
- Setting Realistic Expectations
- Finding the Best Career Objective
- Developing Your Unique Selling Proposition (USP)
- Passing a Background Check
- Generating Leads



Career Coaching

6 Question for Preparing Your Fast Pitch

Job Seekers – can you present your Fast Pitch in
THREE MINUTES OR LESS?

Your verbal presentation should open with a hook that captures attention and includes answers to the following six questions:

1. What's your job title?
2. Where do you work?
3. What are your career interests?
4. What is your unique selling proposition?
5. What's your claim to fame?
6. Why should THIS Company hire you? You must satisfy a business need.



Where to Go From Here?



Where to Go From Here?

- Choose which domain of expertise best suits you. Learning and relationships will fuel growth.
- Figure out what appeals to you. Look at industry segments, business processes, service delivery models and company size.
- Look outside the world of business IT for new challenges and emerging roles.
- Network! Tap into professional, personal and social networks.
- Keep an objective eye on your career path:
Are you doing what you want to do?



Where to Go From Here?

- “Publish or perish”
 - Publish Your Own Professional Website, Blog, Podcast, Discussion Group
- Learn how to sell yourself
- Gain new technical skills
- Develop your soft skills and professional image
- Prove yourself by volunteering and managing a successful project from start to finish
- Build relationships, references and referrals
- Dodge the offshore bullet by building business skills and customer facing work experience



Where to Go From Here?

- Know your gifts
- Find your niche
- Develop your business model (SWOT)
- Build your following
- Position yourself to find investors
 - Ask and you shall receive
 - Learn business development and CRM
 - Help me help you
- Sell your wares
- Manage your finances
- Grow your business
- Help others



Where to Go From Here?

- Master the politics of the business inner circle
- Practice life-long learning techniques
- Exercise Impression Management
- Link your accomplishments to the performance criteria that matters
- Find out what the customer wants and focus on that
- Get coached, get geeked, get engaged
- Follow-up, follow through and persist until you succeed



Recommended Reading



Recommended Reading

- “Beyond Performance: What Employees Really Need to Know to Climb the Success Ladder” by Roland D. Nolen
- “Cracking the Corporate Code: From Survival to Mastery” by Price M. Cobbs and Judith L. Turnock
- “Dig Your Well Before You’re Thirsty” by Harvey Mackay
- “Due North! Strengthen Your Leadership Assets” by Jylla Moore Foster
- “Emotional Intelligence: Why It Can Matter More than IQ” by Daniel Goleman“
- Empowering Yourself: The Organization Game Revealed” by Harvey Coleman
- “How to Be a Star At Work: 9 Breakthrough Strategies You Need to Succeed” by Robert E. Kelley
- “People Skills” by Robert Bolton



Recommended Reading

- “The New Rules of Marketing & PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing & Online Media to Reach Buyers Directly” by David Meerman Scott
- “The Seven Habits of Highly Effective People” by Stephen R. Covey
- “The 8th Habit: From Effectiveness to Greatness” by Stephen R. Covey
- “The Secret Handshake: Mastering the Politics of the Business Inner Circle” by Kathleen Kelley Reardon, Ph.D.
- “Political Savvy: Systematic Approaches to Leadership Behind-the-Scenes” by Joel R. DeLuca, Ph.D.
- “Power and Politics in Project Management” by Jeffrey K. Pinto, PhD.
- “Execution: The Discipline of Getting Things Done” by Ram Charan
- “The Greatest Salesman in the World” by Og Mandino



Recommended Reading

- “The First 90 Days: Critical Success Strategies for New Leaders at All Levels” by Michael Watkins
- “Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life” by Spencer Johnson, Kenneth H. Blanchard
- Globalization and Offshoring of Software: A report of the ACM Job Migration Task Force
- “Choose to Lead: Advice, Tools, and Strategies from Women for Women” by Narmen F. Hunter and Deborah C. Chima
- “The Tipping Point: How Little Things Can Make a Big Difference” by Malcolm Gladwell
- “The World Is Flat: A Brief History of the Twenty-First Century” by Thomas L. Friedman
- From Good to Great: Why Some Companies Make the Leap and Other Don’t” by Jim Collins