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# **INTRO TO OUTCOMES, INDUSTRY & MARKET**

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**LARRY PALAZZOLO, INTRO TO OUTCOMES, INDUSTRY & MARKET  
GENERAL ASSEMBLY**





## **LARRY PALAZZOLO - OUTCOMES CAREER COACH**

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## **LEARNING OBJECTIVE:**

- Understand the role of Outcomes as it relates to this course and how it will prepare you to transition into a new career.
- Provide an overview of the tech industry and job market in Seattle.

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# WHAT IS OUTCOMES?

- Outcomes prepares you for your job search through weekly presentations that provide real-world examples, professional development and practical skills.
- Outcomes is **NOT** a recruitment firm or job placement agency.
- We have a lot of resources to help you in your job search, but you still have to do the work.

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# WHAT IS AN OUTCOME?

- Graduates of the program that receive full time employment, contract work, paid freelance, paid internships, or start their own company.
- 90% in 120 days. 99% in 180 days.  
Stats specific to Seattle GA grads that find full time employment in the industry after graduation.
- Freelance and contract roles must be 32 hours per week or more to count.

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# JOB SEEKER BENEFITS

**ACCESS TO GA'S  
NETWORK OF  
ALUMNI &  
PARTNER  
COMPANIES**

**POST-COURSE  
PORTFOLIO  
SHOWCASE**

**GA JOB BOARD  
& PROFILES**

**OUTCOMES  
PROGRAMMING**

**1:1 GUIDANCE  
& COACHING**

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# JOB SEEKER CHECKLIST

**ATTENDANCE &  
PARTICIPATION**

**HOMEWORK &  
CLASS PROJECTS**

**RESUME**

**DIGITAL PRESENCE  
(LINKEDIN + GA  
PROFILE)**

**PORTFOLIO**

**JOB TRACKER**

- Attendance - No more than 4 unexcused absences throughout the course and attend all Outcomes programming.
- Homework - Complete at least 80% of your class homework assignments.
- Projects - Present and submit all of your projects.
- Networking - Attend at least 2 networking events per month during the course.

All of these items must be completed within 7 days after graduation, and your job search must start within 14 days after graduation in order to receive Outcomes support.

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# HOW TO BE SUCCESSFUL IN YOUR JOB SEARCH

- Don't disappear after graduation.
- Have the final versions of your Outcomes Deliverables completed within 14 days of graduation.
- Start your job search within 14 days after graduation.
- Apply to at least 10 jobs per week.
- Keep your job tracker updated on a weekly basis.
- Be open to all job opportunities, but do your homework on the companies you apply to.
- Be responsive to outreaches from your career coach.
- Trust in the process.



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# OUTCOMES ROADMAP

Orientation: Intro to Outcomes

Week 1 - Professional Brand & Networking

Week 2 - Alumni Panel

Week 3 - No Outcomes

Week 4 - Resume & Cover Letter

Week 5 - Field Trip

Week 6 - No Outcomes

Week 7 - Interview Practice - Part 1 (Phone Screen, One-on-One Interview)

Week 8 - Interview Practice Part 2 (Whiteboarding)

Week 9 - No Outcomes

Week 10 - Product Management Panel

Week 11 - What's Next: Life After GA

Week 12 - No Outcomes

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# OUTCOMES ROADMAP – POST COURSE

- Outcomes Week: Job Search, GA Profiles, Negotiation & Portfolio Lab - During the week after graduation.
- Code Review - During the second week after graduation.
- Job Search Kickoff - Must start within 14 days after graduation.
- Graduate Portfolio Showcase - Held on a quarterly basis, date TBD.

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# POD PEOPLE



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# INDIVIDUAL EXERCISE – JOB SEARCH STRUGGLES

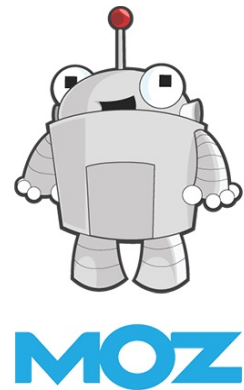
Think about your past experiences with searching for a job. What areas do you think you were weak in? Where could you improve?

Take 3 minutes to write down 3 to 5 struggles related to job searching.

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# INDUSTRY AND MARKET - TYPES OF WD JOBS

Internal/Product



Creative/Dev Shop

WINTR

SUBSTANTIAL

Consulting

**Deloitte.**  
**Digital**



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## COMPANIES THAT HAVE HIRED SEATTLE WDI GRADS



Porch



Expedia®

IndigoSlate



Microsoft



phluant  
/mobilize

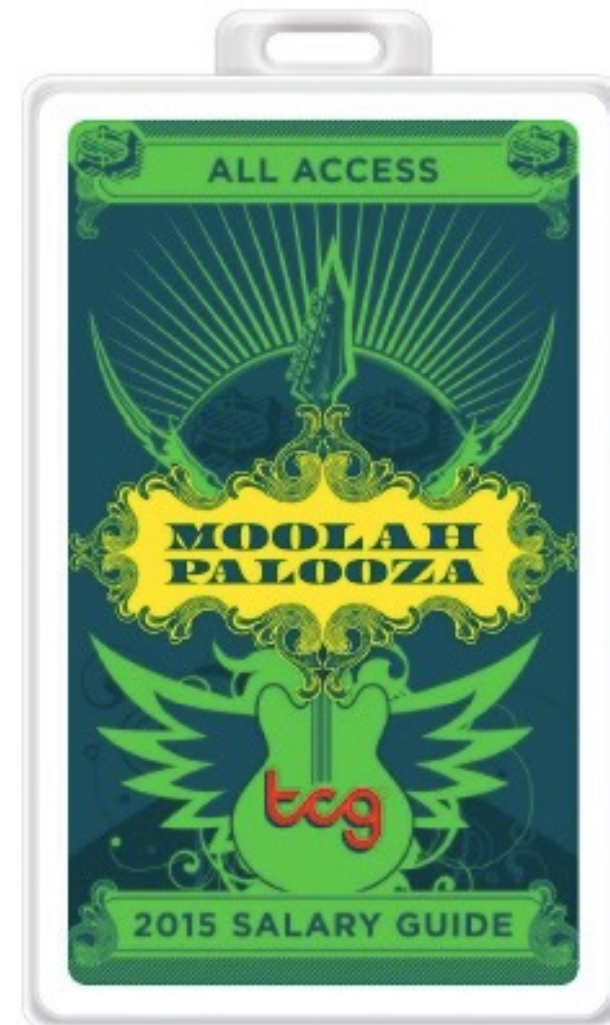


Apptentive

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# INDUSTRY AND MARKET – SALARY RANGE

- \$25 to \$40 per hour
- \$50,000 to \$80,000 per year



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# REVIEW

You're not in this alone. Your job search is a team effort.

Everyone in the General Assembly community — your fellow alumni, the Outcomes team, instructors, staff, and GA's network of partners and collaborators — wants to see you succeed.



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# HOMEWORK

- 1.) Create a LinkedIn profile and resume.
- 2.) Schedule your first 1-on-1 meeting with Larry between within the first two weeks of class. **Check your Trello board before scheduling a time.**