

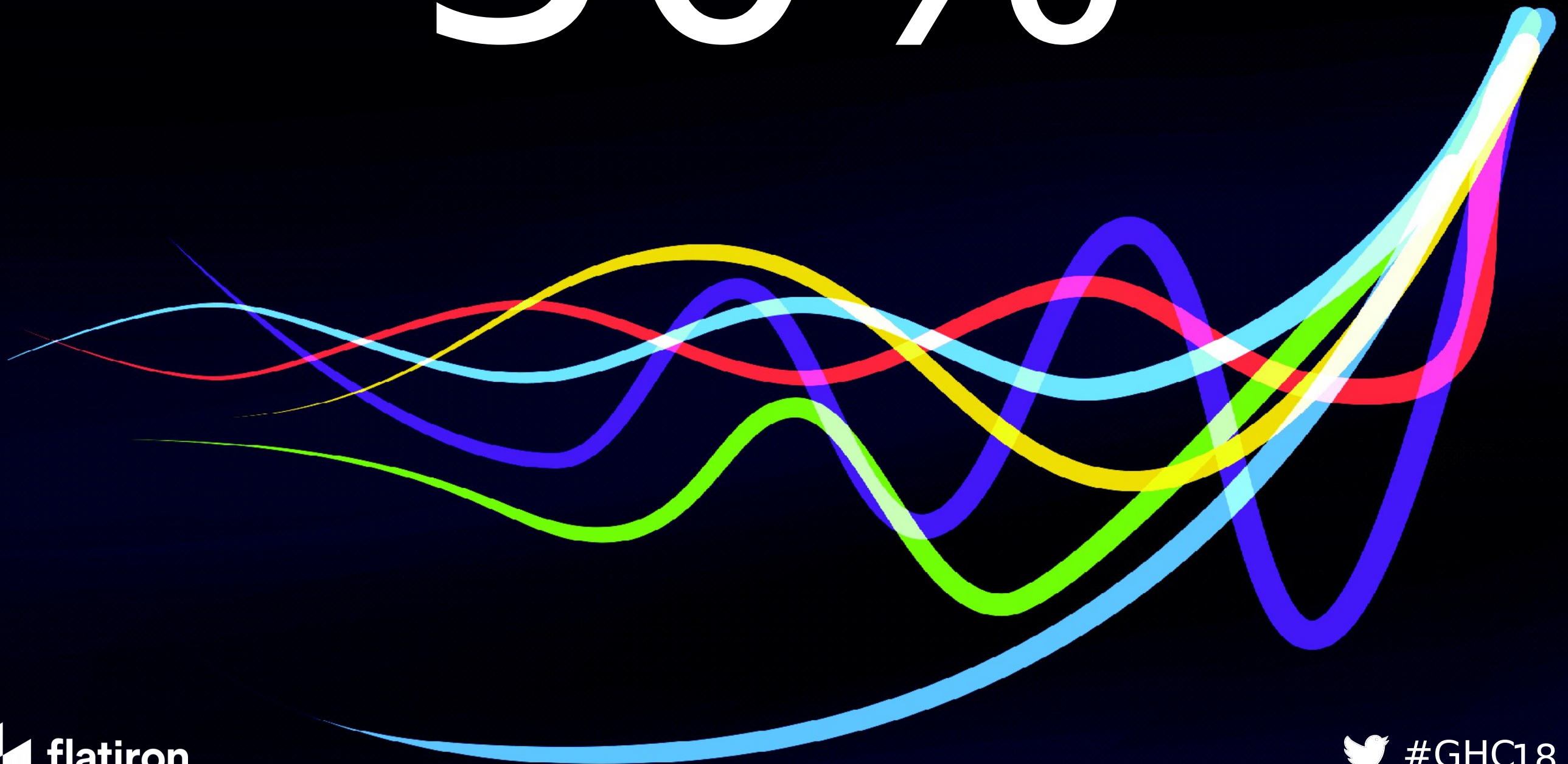


Managing Your Career Like A Business

A PRACTICAL GUIDE

Marta Bralic Kerns | @martabralic

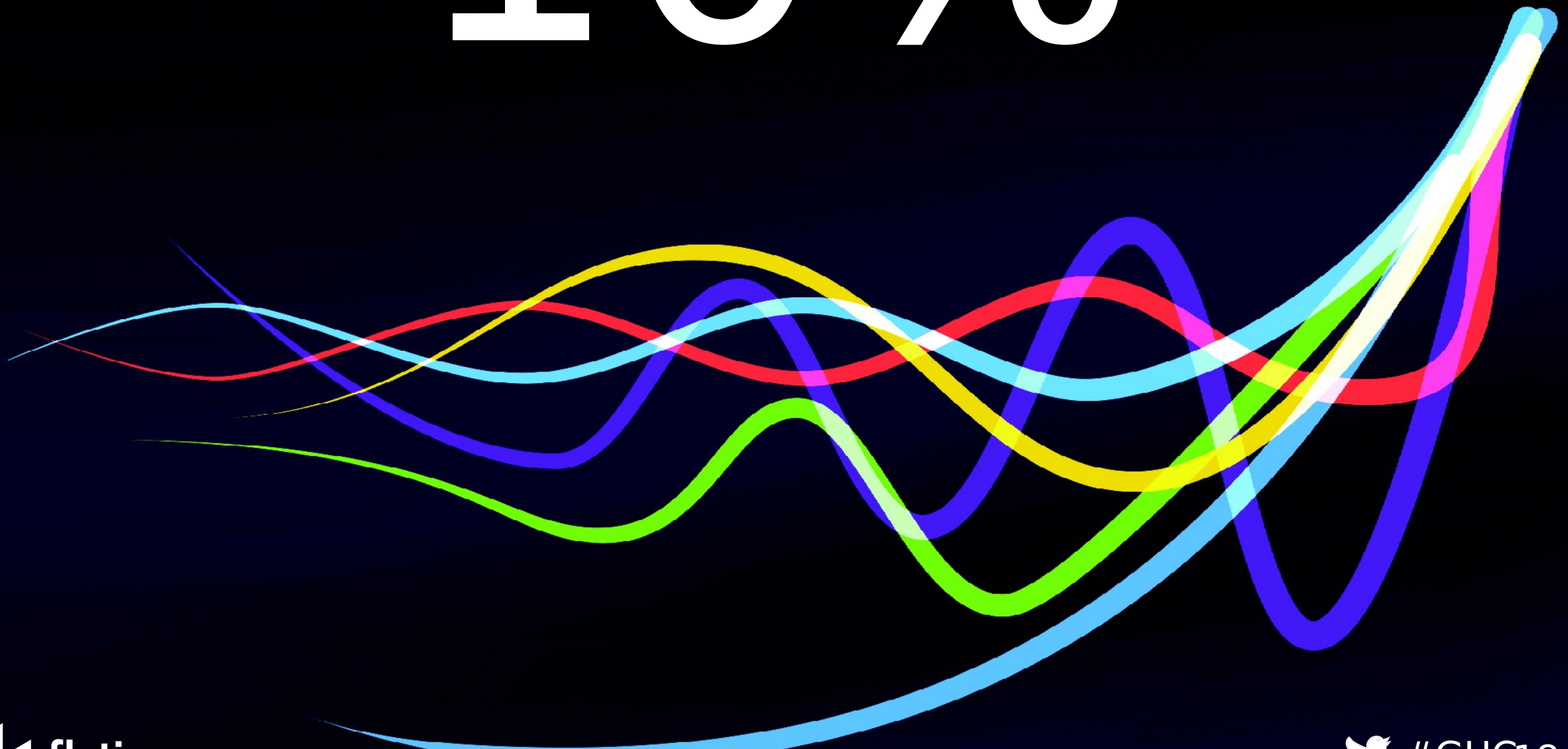
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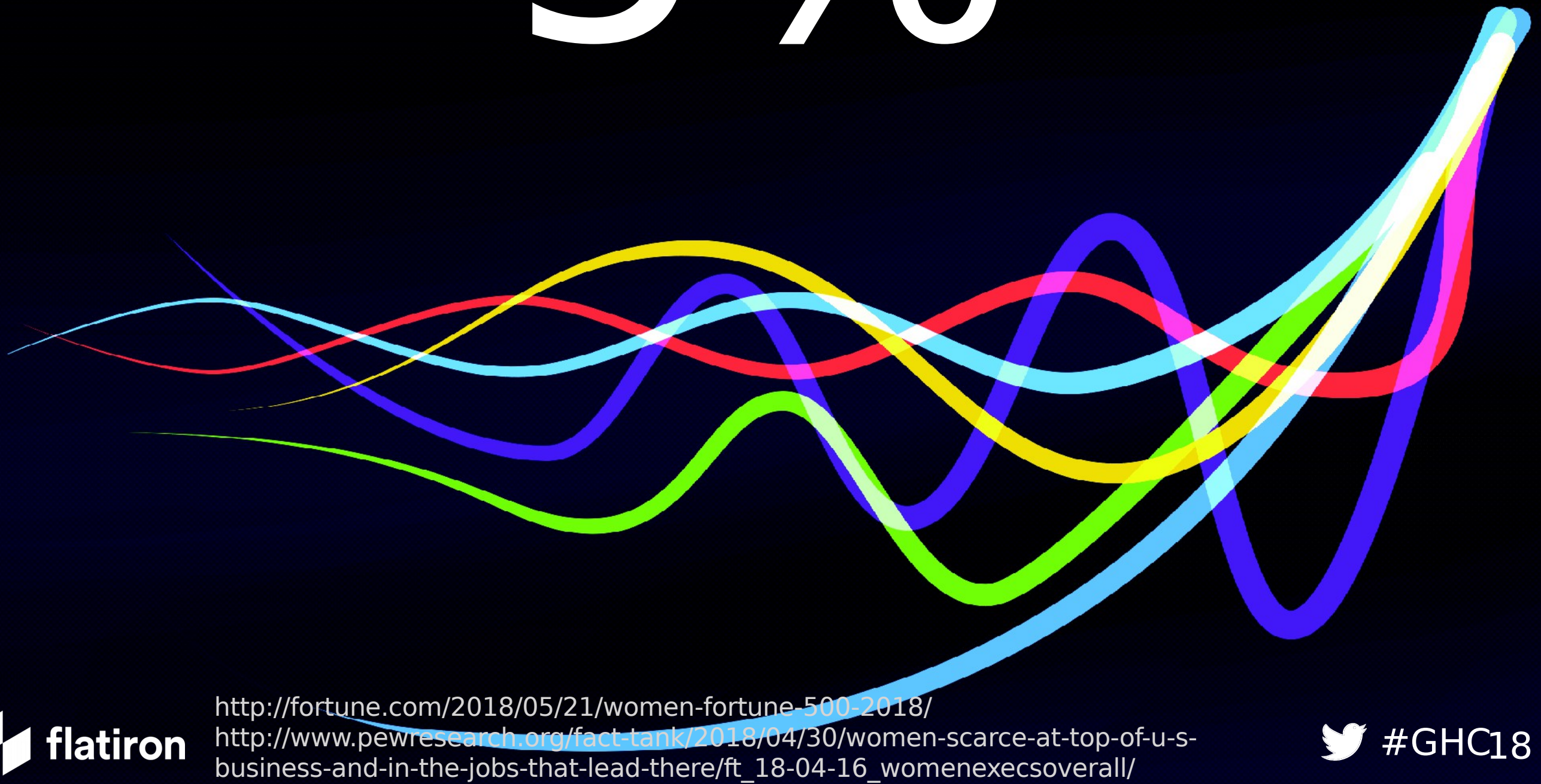
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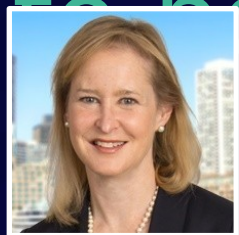


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Women are less likely than men to actively manage their careers.

“Women are less deliberate than men in their career progressions, thinking, ‘I will learn, grow, and build my capabilities,’ rather than, ‘I will create opportunities to learn X and gain experience in Y to get to position Z’.”¹



Ruth Malloy

Global Managing Director, Leadership and Talent at Hay Group

Today

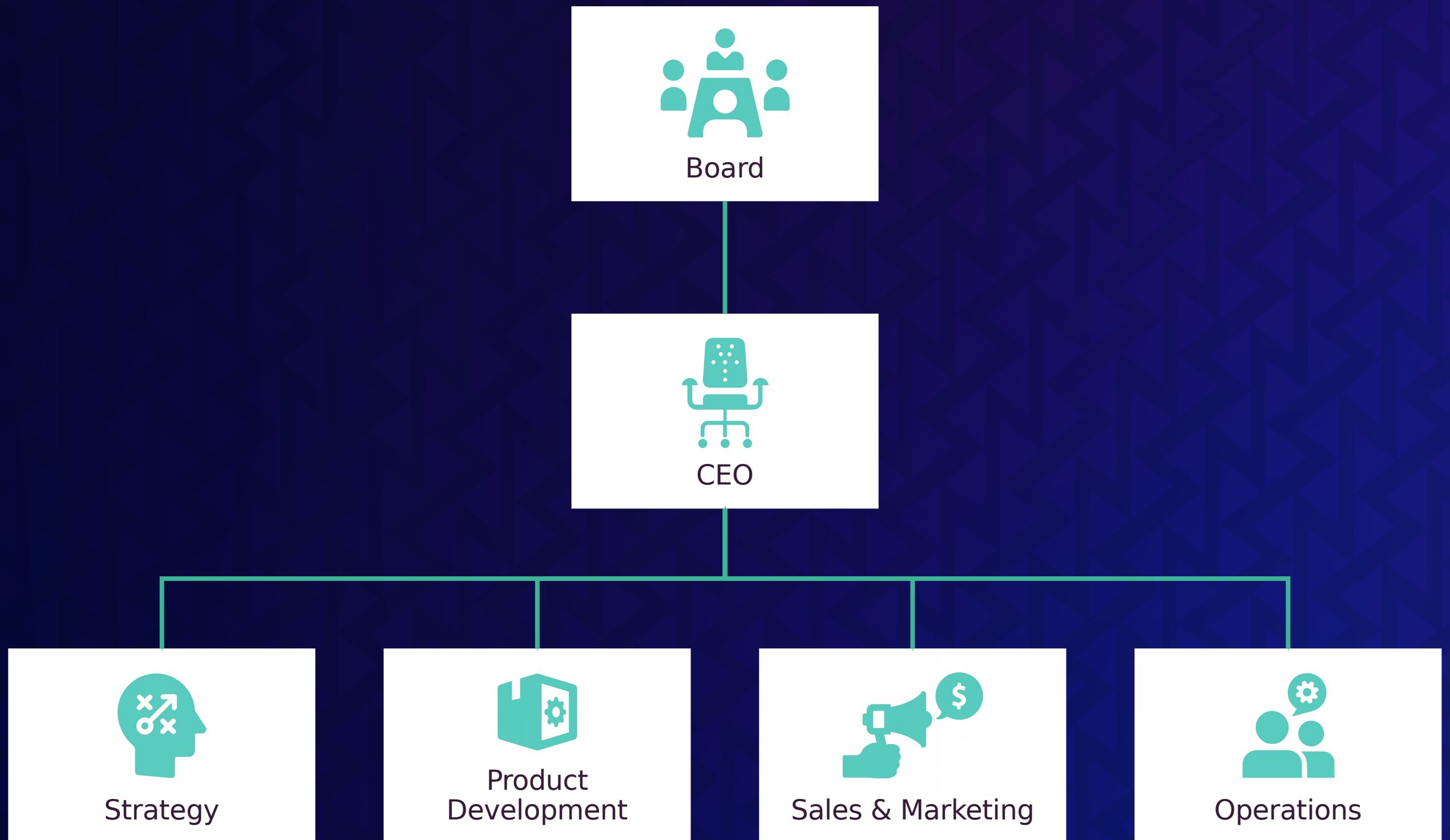
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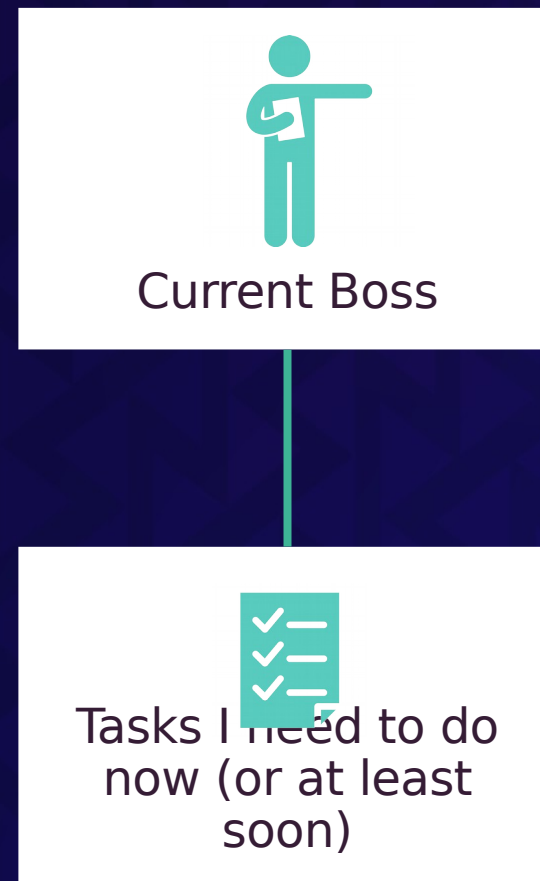
Provide a pragmatic toolkit for active career management by:

- Translating business tools into career management tools
- Providing three actionable steps to get started

Managing Companies



Managing Careers



Active Career Management



3 Practical Examples

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1. Defining a three-year vision
2. Building a skills roadmap
3. Recruiting an advisor

My Three-Year Vision

The image is a screenshot of a Google Docs document. The browser window at the top shows the URL <https://docs.google.com/document/d/1RQDGWqI73dyE6dVIAcKfNnG>. The document title is "End of 2021 Career Vision". The user's name, "Marta", is in the top right corner. The document interface includes a menu bar (File, Edit, View, Insert, Format, Tools, Add-ons, Help), a toolbar with various editing tools, and a "SHARE" button. The document content is as follows:

End of 2021 Career Vision

I am the co-founder of a tech company in healthcare. My co-founder complements my weaknesses, and challenges me. We make a great team. We have figured out seed funding, started to build out a small focused team, and started pitching customers on an initial idea to get market feedback. That idea is part of a mission to improve the lives of patients in the US, and has a sound business model attached to it - we plan to do well by doing good. Our team is diverse, and enjoys working together - it's a group of smart, hardworking, mission-driven people. We are based in NYC.

There are a couple of things that make me confident I can make this happen: I've learned a ton about starting and growing businesses during my time at Flatiron, I have a broad network in healthcare tech and think I can hire a strong team, there are several people at Flatiron I think complement me well as potential co-founders, and I talk to companies in this industry all the time and have decent ability to evaluate potential business models, risks, and opportunities.

There are also many things I'll want to learn over the next few years to set myself up for success: I need to learn how to manage larger teams and hire for a much broader set of roles than I currently hire for, I need to learn how to generate ideas from scratch vs. starting from an existing business. I'll need to learn how to sell and how to raise money. Most of all, I'll need to

3 Practical Examples

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Defining a three-year vision

Building a skills roadmap

Recruiting an advisor

My Skills Roadmap

Skills Roadmap - Google Docs

Marta

Secure

https://docs.google.com/document/d/1RQDGWqI73dyE6dVIAcKfNnG

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Skills Roadmap

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SHARE

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Goal: Founder and/or CEO of a tech company

Timeframe	Skills	Next Steps	Success Metric	Status
1st half 2018	Public speaking (a) Public speaking skill (b) Industry reputation / personal brand	Work with marketing team to confirm speaking engagements at variety of panels / conferences with diverse audiences	Feel more confident speaking in front of large audiences	<ul style="list-style-type: none">8 panels in 1st half 20182 more in 2nd half 20181 conference presentation set for 2nd half 2018
Full year 2018	Team Leadership	<ul style="list-style-type: none">Grow teamDefine clear vision / strategy / priorities	Team fully staffed Team retention	<ul style="list-style-type: none">On track to double team from 3 to 6 people
2nd half 2018	M&A	<ul style="list-style-type: none">Determine operating model with M&A teamLearn from experts	Operating model determined Expert interviews conducted	Operating model defined

My Skills Roadmap

Skills Roadmap - Google Docs x

Secure | <https://docs.google.com/document/d/1RQDGWqI73dyE6dVIAcKfNnG> ☆

Skills Roadmap ☆

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3 Practical Examples

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Defining a three-year vision

Building a skills roadmap

Recruiting an advisor



MY ADVISOR:

Audrey Kim

3 Practical Steps to Take Today



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Write a **three-year vision**.

Build and maintain a **skills roadmap**.

Recruit an **advisor**.

Thank You

