

# Career Survival for Engineers and Scientists in the 21<sup>st</sup> Century

**A 1-day career management  
seminar developed by the**

**IEEE-USA Career & Workforce Policy  
Committee (CWPC)**

**in cooperation with the**

**IEEE-USA Employment & Career  
Services Committee (ECS)**

**April 30, 2011**

# Career Survival for Engineers and Scientists in the 21<sup>st</sup> Century

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**IEEE-USA Career & Workforce Policy Committee (CWPC)**

**In cooperation with**

**IEEE-USA Employment and Career Services Committee (ECSC)**

**Hosted by**

**IEEE Region 2**

**IEEE Philadelphia Section**

**PACE**

**Date:** Saturday, April 30, 2011

**Time:** 8:00 AM – 5:00 PM

**Cost:** [\$20 for IEEE members; \$30 for non members, \$10 for students and unemployed.]  
Includes coffee, lunch, and handout of slides

**Location:** Temple University (Room 126, Engineering Building)  
Philadelphia, PA

IEEE-USA and IEEE Region 2 care about your career development. This Career Workshop provides practical and powerful strategies to maximize your career talents presented in a positive and entertaining way. This program will open your eyes and senses to see your career in a brand new light. You can not afford to miss this perception-changing career makeover program.

Every mega trend requires new frontiers, new visions, new tools, and new problem solving skills. The latest trend is globalization of commerce, science and technology development. Change is the only unchangeable force in nature. Engineers' and scientists' career markets have gone through the following paradigms:

- I. 1950s-1960s: Secure engineers in corporate world
- II. 1970s-1980s: Restless and trend-knowledgeable engineers
- III. 1990s-2000: Project-based engineers
- IV. Future Trend: Globalization, Globally competitive engineers

The goal of this Career Workshop is to empower engineers, technologists, and scientists and their profession to take control of their careers.

## Objectives and Outcomes

The goal of this seminar is to teach you *how to help yourself* manage/run your career in this era of globalization and selective hiring.

You will learn about:

- Changes in job market, list of resulting challenges
- Job market requirements, how you relate to market, your business model
- Analyzing personal factors impacting adapting to new workplace
- Starting a personal career plan, values statement, and branding
- New methods of job search, and begin development of your elevator pitch
- Understanding the interview process, what to expect, how to present yourself
- How to help yourself using IEEE resources and be motivated to try new job search approaches

## Speakers

- **Ed Perkins** past chair of IEEE-USA CWPC
- **Henry Lindborg** is a recognized expert in organizational program development and planning, management consultant and career coach.
- **Tarek Lahdhiri** is the CWPC Outreach Vice Chair.
- **Charles J. Lord**, IEEE Region 3 Leadership and Regional Support Chair

### **Edward Perkins**

Currently works as a consultant in IT Governance, risk management and risk auditing; process automation; and technology documentation, and holds a Certified Internal Auditor designation. He has over 30 years industry experience, in electronic design automation, program and project management, mixed-signal test development, design services management, chip architecture development, software development, and real time systems programming. He has worked as design services manager for a telecom start-up, as a program manager in the Virtual Test Division of IMS in Beaverton, Oregon, and 16 years at Digital Equipment Corporation, 10 years in the central engineering CAD department where he was responsible for management of CAE services and support to engineering groups worldwide and before that as principal software engineer in real-time operating systems. He has been an IEEE volunteer for 25+ years. He is a Senior Member of IEEE and is Past Chair of the Oregon Section, has served as Region 6 Membership Chair, past Chair of the IEEE-USA Career and Workforce Policy Committee, and is Region 6 Director-elect 2009-10. He has a BSEE and MSCS from WPI (Worcester, MA) and most recently an MS ECE specializing in VLSI design and test from Portland State University (Portland, OR).

### **Henry J. Lindborg, Ph.D.**

Hank Lindborg is a Quality Plus Engineering in-house Director and Adviser of Organizational Program Development and Planning. He has facilitated strategic planning and coached leaders for improvement. As a consultant he has led strategic planning, organizational development and training initiatives for Fortune 500 companies, schools, banks universities and utilities. Henry created the Quality Opportunity Index for organizational assessment, in use by business, industry, publishing, utilities, and education. The methodology was adopted by AQIP for higher education improvement. He developed 360-degree leadership assessment instrument (1999) in use for leadership coaching at major corporations and in the MBA program at Notre Dame University. Provided individual and group values-based coaching. Hank has a BA from Fordham University, MA and Ph.D. from the University of Wisconsin-Madison. He has published **Basics of Cross-Functional Teams** (Productivity Press, 1997), and is a Career columnist for ASQ's *Quality Progress* with over 100 articles, reviews and presentations.

### **Tarek Lahdhiri, PhD, PE, PMP, SM-IEEE**

Dr. Lahdhiri received his BS in Electrical Engineering, MS in Telecommunication Systems, and PhD degree in Control Systems. Dr. Lahdhiri is currently working for General Motors LLC, where he is holding the position of Global Strategy Leader for Real-Time Control Systems Development within the Global Electrical Integration Department. Dr. Lahdhiri is a licensed Professional Engineer (PE) in the State of Michigan, a licensed Project Management Professional (PMP) by the Project Management Institute (PMI), and a Senior IEEE member.

Dr. Lahdhiri has been an active member within the IEEE organization. Currently he is the Region 4 Membership Development Chair, member of the IEEE-USA Employment & Career Services Committee (IEEE-USA ECSC), member of the IEEE MGA Appointment and Nomination Committee, and the Outreach Vice chair for the IEEE-USA Career and Workforce Policy Committee (IEEE-USA CWPC). Dr. Lahdhiri is the recipient of the 2001 IEEE-USA Professional Achievement Award, the 2004 IEEE-USA Professional Leadership Award, and the 2007 IEEE-USA Citation of Honor Award.

### **Charles J. Lord, PE**

Charles J. Lord is an entrepreneur, consultant, and professional trainer. As an IEEE volunteer, he is Leadership Development Chair for Region 3 and is currently developing the leadership training for IEEE leaders worldwide as part of the IEEE Center for Leadership Excellence. His company, Triangle Advanced Design and Automation, is based in Cary, NC.

## **IEEE-USA Career Survival Workshop**

**Saturday, April 30, 2011**

## **Seminar Schedule**

**8:00 AM – 5:00 PM**

<b>8:00 AM – 8:30 AM</b>	<b>Registration</b>	
<b>8:30 AM – 8:45 AM</b>	<b>Welcome and Introductions</b> Speaker and Attendee Introductions Overview of Workshop Program	<b>Ed Perkins</b>
<b>8:45 AM – 9:30 AM</b>	<b>Globalization and Your Career</b> Get the “big picture” and dynamics of today’s job market. Understand market requirements, how to relate to market, branding, your business model (EXERCISE)	<b>Ed Perkins</b>
<b>9:30-10:15 AM</b>	<b>How you can Adapt</b> What attitudes and approaches are needed to respond to the new workplace. Understand how personal factors impact adapting. What are your “critical variables”.	<b>Ed Perkins</b>
<b>10:15 AM – 10:30 AM</b>	<b>Break</b>	
<b>10:30 AM – 11:15 PM</b>	<b>Developing a Career Strategy</b> Developing, branding and presenting a successful career plan. Recasting your accomplishments (EXERCISE) Identifying and building your “value added.” Branding Consulting and other alternative work models.	<b>Dr. Hank Lindborg</b>
<b>11:15 AM – NOON</b>	<b>Conducting a Creative Job Search</b> New ways find the right job and work opportunities. Elevator pitch, networking, informational interviewing. Continuing education. Elevator pitch – tell me about yourself (EXERCISE)	<b>Dr. Hank Lindborg</b>
<b>NOON – 1:00 PM</b>	<b>Lunch – Lunch Speaker</b>	
<b>1:00 PM – 1:45PM</b>	<b>Working For Yourself</b> Options of a career of self-employment, including both consulting and starting up an entrepreneurial business. Steps to take, performing the all-important self-assessment, and the resources available in the IEEE and IEEE-USA to help you get started and succeed.	<b>Charles J. Lord</b>
<b>1:45 PM – 2:45 PM</b>	<b>Resume Development</b> How to craft a targeted (marketing) resume. Identifying and building your “value added.” Recasting your accomplishments. (EXERCISE)	<b>Dr. Tarek Lahdhiri</b>

<b>2:45 PM – 3:15 PM</b>	<b>Break</b>	
<b>3:15 PM – 4:15 PM</b>	<b>Interviewing</b> Understanding the interview process – what to expect, how to sell yourself.	<b>Dr. Tarek Lahdhiri</b>
<b>4:15 PM – 4:45 PM</b>	<b>Emerging Future Jobs</b> Where news jobs are coming	<b>Ed Perkins</b>
<b>4:45 PM – 5:00 PM</b>	<b>Recap and Conclusion</b> Wrap-Up and Program Evaluation	<b>Ed Perkins</b>