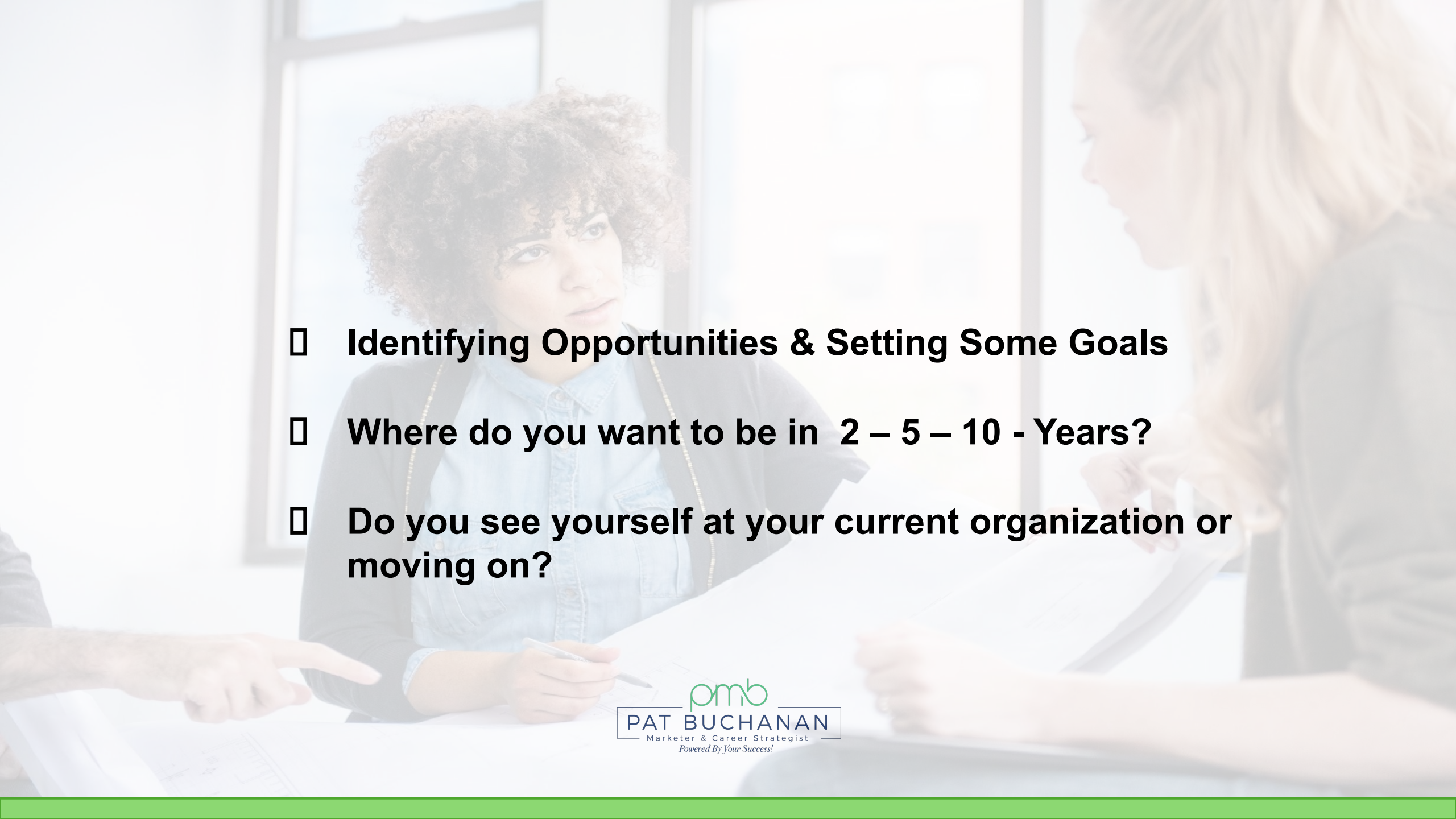




# Strategic Planning And Positioning For Your Next Opportunity

With Pat Buchanan, PMB Marketing  
LLC



- 
- ❑ **Identifying Opportunities & Setting Some Goals**
  - ❑ **Where do you want to be in 2 – 5 – 10 - Years?**
  - ❑ **Do you see yourself at your current organization or moving on?**

A faint, light blue background image of several chess pieces, including a king, queen, and pawns, arranged in a strategic formation.

# Set SMART Goals

Specific – Measurable – Achievable – Relevant – Time Bound

What are some of Your Personal and  
Professional  
Short Term and Long-Term Goals?

# Identifying Opportunities

Understand Current Marketplace and Industry Trends

Flag Job Sites for Alerts

Search for Trends on LinkedIn's Job Bank

# Your Personal Brand

*Developing A Strong Personal Brand  
Is No Longer Optional*

# Be Authentically You And Highlight Your Superpowers

*Your Personal Brand Tells The  
Universe Who You Are, What  
You Stand For, And How You  
Want To Be Known, Both Online  
and Offline*





Your Brand...

*It's What People Say About  
You  
When You Are Not In The  
Room*



# Creating Your Point of Difference (POD)

# A Strong Point Of Difference

- Combines Your Unique Strengths In A Branding Statement
- It's Also Helps Answers Why Someone Should Hire You Vs. Another Candidate

# A STRONG POINT OF Marketplace DIFFERENCE

1. It Helps You Standout In the

2. It Attracts Employers and

Opportunities

3. Enhances Your Personal Branding

4. Increases Your Confidence

5. Drives Career Growth

# Key Elements Of A Strong Point of Difference (POD)

- Showcases Your Unique Skills and Expertise
- Identifies Innovative Projects and Achievements
- Highlights Your Problem-Solving Abilities
- Demonstrates Your Leadership and Collaboration Efforts
- Aligns You With Current Job Market Needs

# Here Is An Example Of A Strong Point Of Difference Statement

As a dedicated Electrical Engineer with over [X] years of experience,  
I bring a unique blend of technical expertise and creative  
problem-solving skills.

Throughout my career, I have successfully led and contributed to over 50 projects in areas such as renewable energy, automation, and power distribution.



My work has consistently focused on enhancing efficiency and reliability, whether through designing innovative systems, optimizing existing processes, or implementing cutting-edge technologies. As a result, I have achieved professional recognition.

I am particularly passionate about leveraging advancements in technology to drive sustainable and impactful results. Last quarter my team was able to .....

My ability to think creatively and strategically has enabled me to develop solutions that not only meet but exceed project goals.

I'm eager to contribute to a forward-thinking team and looking for a challenging role where I can apply my skills in a collaborative environment to have a significant impact and help "ABC" company achieve their goals.

# Building Your Digital Brand

- Highlighting Your Achievements and Impact
- Identify the Keywords Used In Potential Employment Opportunity Descriptions And Incorporate Them Into Your Resume and CV
- LinkedIn Is A Great Resource For This Type Of Research

# Power Up Your Digital Assets

Update Your LinkedIn Profile

Enhance Your Company/Website Profile And Any Internal Project Team Profile

Use Industry and Job Description Keywords to Improve Your Online Visibility



# Planning Your Career Path

Take Inventory of Your Skills and Identify Areas Needing Further Development

Establish Ongoing Networking Strategies

Schedule Your Job Search Strategies and Efforts – Block and Commit to Time On Your Calendar

# Interviewing Preparation

- Identify 3 Points Or Reasons As to Why You Are the Ideal Candidate for This Opportunity And Prep For Ways That During Your Interview You Can Easily Circle Back to These Points To Highlight Why You're Perfect For The Role
- Incorporate Your Point Of Difference Into Your Interview Answers
- Research The Company And Identify Any Potential Networking Connections That Work At the Company
- Review Common Interview Questions and Have Prepared Answers For Them
- Prepare, Practice Interview Responses and Practice Again

# Tools and Resources

Your Existing Network Should Be A Great Go To For Opportunities

Use AI – ChatGPT For Research

LinkedIn For Opportunities And Engagement

Professional Communities And Forums For Engineers

# Make Skills Development and Professional Development A Priority

Utilize online platforms like Coursera, edX, Kahn Academy, and IEEE Xplore

# Emphasize Industry Certifications

Ex: Professional Engineer (PE) license, Certified Automation Professional (CAP), Cisco Certified Network Associate (CCNA) etc.

# Detail Hands-on Projects and Create A Professional Portfolio

Include in your overall marketing and brand efforts projects that you have worked on that demonstrate your experiences and expertise

Adding Accomplishments with Quantitative Results is Gold

It's Never too Soon To Start Building Your Professional Accomplishments and Legacy



# Find A Mentor

Their Professional Experience and Connections Can Help  
You Identify, Strategize and Advance Career Opportunities.

# Build A Professional Network

- Attend Industry Events
- Join Professional and Community Organizations (Boards)
- Use LinkedIn to Connect with Peers and Industry Leaders

# Establish A Cohesive Personal Brand

Optimize Your Resume And CV

Update Your LinkedIn Headline To Include Keywords And To Align With Your Personal Brand Statement

Focus on Highlighting Key Achievements and Use Qualified Results to Demonstrate Your Impact

# Interview Preparation

- Research the Company
- Check For Existing Network Connections At Any Perspective Employer
- Identify the Value You Would Bring To A New Company and Team
- Practice Answering Mock Interview Questions ...Then Practice Again

# Gaining The Inside Edge

1. Be Authentic...but Share Your Superpowers
2. Position Yourself with Your Unique Point of Difference  
(POD)
3. Have Continuity With Your Personal Branding Across All Your Marketing Assets, Resume/CV, LinkedIn Profile etc.
4. Continue to Strengthen Your Skills and Strengths
5. Tap Into Your Network
6. Remember to Thank Professionals Who Interview You

# Electric Engineering Opportunities In the Next 2 – 10 Years

Renewable Energy Engineer

Electrical Design Engineer

Smart Grid Engineer  
Engineer

Automation and Robotics

Power system Engineer

Internet of Things (IoT) Engineer

Electric Vehicle (EV) Engineer

Embedded Systems Engineer

Wireless Communications Engineer

Data Center/Cloud Infrastructure Engineer



# Preparing For Your Next Review

1. Document Your Achievements – Maintain An Accomplishments Log
2. Align Your Achievements With Company Goals and Objectives
3. Communicate Your Value with Quantifiable Results and Achievements
4. Share Your Short- and Long-Term Goals
5. Seek Feedback on Your Performance
6. Practice Responses and Prepare Your Documents
7. Get Rest Before Your Review, to be Physically and Mentally Prepared; Stay Calm and Stay Positive
- 8, Navigate Difficult Criticism

# Post-Review Actions

Follow Up – Review The Feedback And Action Items Discussed During Your Review

Implement Your Goals – Focus On Moving Forward

Schedule Your Follow Up Check-In With Your Manager To Stay On Track

Acknowledge And Send Appreciation For The Insights You received At Your Review

# Thanks for Attending!

## Do You Have Any Questions?

Patricia Buchanan, PMB Marketing LLC, Media,  
PA

[pat@pmbma](mailto:pat@pmbmarketing.net)

[marketing.net](mailto:pat@pmbmarketing.net)





# Strategic Planning and Positioning For Your Next Opportunity

With Pat Buchanan, PMB Marketing  
LLC

