

CSE 403

Software Engineering: Careers

Three talks in one

- 8 tips for new or soon-to-be graduates
- Building a personal brand
- Interviewing (Getting a job)

8 tips for new graduates

A slightly irreverent viewpoint

8 tips

- Nerds (you) rule!
- Keep your nose to the grindstone
- Love what you do
- Make friends
- Politics matter
- Have a career path
- Don't eat all the chips
- Women matter(s)

Personal Brand

Brand

A **brand** is a "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. Branding began as a way to tell one person's cattle from another by means of a hot iron stamp. A modern example of a brand is *Coca Cola* which belongs to the Coca-Cola Company.

Well known brands

Coca-Cola



Google™

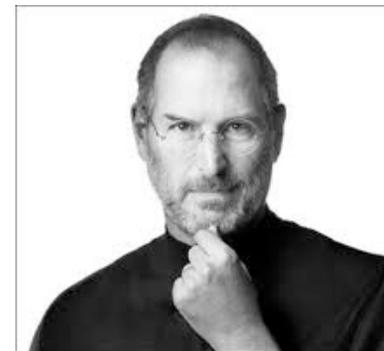
Personal brand

A **personal brand** is the way others view you based on your efforts to promote yourself in the way you want to be perceived.

Personal brand

- “Brand” is a squishy term
- “Personal brand” even more so
- I’m making this up. Sort of.
- This is new stuff
- It’s increasingly important

Personal brands



Why is this important?

- You want to take control of your career. Your life.
- If you don't control it, someone else will.
- You live “in public”
- How people perceive you shapes what you can get.
- Your personal brand means access to people, things, opportunities
- It's about engaging people, networking

Why is this important to your career?

- Average time in a job is about 4 years
- Years working in a career: 50
- Number of jobs: $50/4 \approx 12$
- Your brand/identity is no longer tied to your employer
- You are a “free agent”
- Getting from one job to the next is facilitated by your brand

How to form a brand

- What do you want to do?
- How do you want to be perceived?
- Where do you want to go?
- What do you want to accomplish?

Don't know?

- Don't worry
- But you should be thinking about this
- Execute on some mechanics...

Five things for building a personal brand

- Blog (domain name)
- Twitter
- Facebook
- Github
- LinkedIn

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a white outline.The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font centered within a dark blue rectangular background.The Github logo, featuring the word "github" in a blue, lowercase, sans-serif font.The LinkedIn logo, with the word "Linked" in black, lowercase, sans-serif font, followed by the word "in" in white, lowercase, sans-serif font inside a blue square.

What's the value

- Twitter - aspirational: get to know new people
- Facebook - engage people you (barely) know
- Github - others want to know what you do, who you know, who uses your stuff
- Linked In - your online resume
- Blog - what do you have to say (in a long form)

A tangent: Christmas (Holiday) Cards

Tip: Send them

Personal brand

- New and radical idea?
- It's about promotion, networking, access
- Part of a successful career
- Who you are, what you do, where you want to go

Personal branding

Was this really a talk about networking?

Interviewing (Getting a job)

The process

- Pre-interview (getting the interview)
 - Getting on the radar
 - Prescreen
- Interview process
 - Multiple people (7 separate interviews, about 1/2 hour each)
 - Multiple days
- Post interview
 - Compensation/benefits negotiation
 - Etiquette

Start building your
brand today

**Best job opportunities come
from your network**

Do your homework

Pre-screen

- Are you worthy of an interview?
- Basic information exchange
- Can get quite technical
- Sometimes handled by a recruiter
- Know what you want to do at a high level

The interview

Show up early

- 20 - 30 minutes is good (more is weird)
- Might be traffic, you might get lost
- Go to the bathroom, last chance to make yourself presentable, calm your nerves
- Get a vibe from sitting in the lobby
- Focus
- Late is ALWAYS bad

What to wear

- What you wear -- measurement of “cultural fit”
- Dress 1 step (or a half step better) than the company culture
 - They wear tshirts/jeans -> you wear dress shirt/nice jeans or slacks
 - They wear dress shirts and slacks -> you wear sport coat
 - They wear sport coats -> you wear sport coat (maybe a tie?)
 - They wear a sport coats and ties -> you wear sport coat tie (maybe a suit?)
 - They wear a suits -> you wear a suit
- Shower, neatly groomed, cleaned/pressed clothes, light on cologne/perfume
- Caveat: Don't know what this means for women!

Types of interviews

- Technical
- Brain teasers
- Cultural fit
- Manager
- HR

Have stock answers

- What do you want to do?
- Where do you see yourself in 5 years?
- What are your greatest strengths?
- What are your greatest weaknesses?

How to handle tough questions

- Don't rush to an answer
- Make sure you understand the question
- Work collaboratively
- "I don't know" followed by silence or "I didn't work on that part" are typically bad answers
- Rambling is bad -- watch for feedback to see if you are on track or should stop
- Publishing your work on github may give you control over the interview

What to bring

- A pen and a notebook is good
- An extra resume
- Maybe business cards
- Don't bring: code samples, demo devices, publications

Social aspects are important

- Will you fit in?
- Firm, not sweaty hand shake
- Don't underestimate the lunch interview (order something simple or at least similar)
- HR person often evaluates this
- Get a few email addresses

Miscellaneous

- Understand if they are “buying” or “selling”
- Should you answer illegal questions?
- Have (and formulate) some good questions to ask
- Making a positive personal connection is good!
- Don't be a jerk

Salary/Compensation discussion

- They should initiate -- you should never
- Side step any concrete requests for what you want: Being flexible (or saying you are) and claiming you need to consider the between salary, stock, and other stuff is okay
- Benefits negotiation is harder. But you can ask for 1-off things: e.g. “I can start on July 1 but I have a previously planned trip for 3 weeks in August” is okay
- Never accept an offer immediately
- You can probably counter offer twice but probably not much more than that
- Share information with your friends!

Summary

- 8 tips to help you with your career
- Build a personal brand
- Networking is important
- Interviewing -- know the basics and it will go better