

Communicating Your Value – To Anyone

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Branding + Coaching + Design



Welcome to The CYV Workshop

- **CYV = Communicating Your Value**
 - 2 Hours of interactive fun!
 - Be prepared to talk about yourself (that's always fun, right?)
- Agenda:
 - The problem: Tech Talk
 - A Better Approach
 - K.I.S.S.
 - Knowing Your Customer (aka “The Business”)
 - Networking – Step away from the Screen
 - CYV with Results
 - Group Practice Exercises (throughout)

Goal:
Learn &
Have Fun



Timetable

Saturday October 12 | 9:30 AM – 11:30 AM | MSMC Classroom 30

Topic	Time
Intro, Agenda and Timetable	9:30 – 9:40
Exercise + Review: Introduce Yourself!	9:40 – 9:55
The Problem, Why it Matters, The Solution	9:55 – 10:05
Exercise + Review: Your New Intro	10:05 – 10:30
The Solution, Continued	10:30 – 10:45
Exercise + Review: Tell Your Story	10:45 – 11:05
Closing Thoughts	11:05 – 11:15
Q&A	11:15 – End



10 Minutes

Exercise: Introductions

1. Introduce yourself to someone new
2. Prepare to tell us whom you met, and what they do

The Problem: A Typical IT Job Posting

Senior Java/Big Data Engineer Role at Top Financial Firm (Long Term Contract).

Requirements:

- A highly skilled Java-J2EE developer with solid object oriented and DB/JPA experience is required to work on our investment Big Data pipeline
- Ensure that the application components are built to the highest standards across the application lifecycle with a constant focus on process improvement through unit testing automation, one click build and deployment
- Strong knowledge on Core Java (preferred version 8), Spring (Core, MVC, JDBC), Hibernate/JDBC/JPA/ORM, JSON
- Strong Experience with messaging systems and enterprise service bus
- Should be able to work on UNIX shell script and Kubernetes/Docker containers is desired.
- 5+ Year Experience in Java (Core & EE, Spring, JMS, JUnit) with a focus on TDD, OOAD, multi-threaded applications and distributed systems
- Must have experience and in-depth knowledge of SQL and RDBMS, should be able to write and understand SQL queries, stored procedure, index and triggers.
- Professional written and verbal communication skills and demonstrated ability to work in geographically dispersed teams that focus on high accountability of ownership.
- Experience working in a Capital Markets firm (Investment Bank/Investment Management) with basic understanding of financial products
- Must desire to work with leading Big Data technologies like Kafka, Cassandra, Spark, Geode, Nifi, and Vertx/NodeJS

The
Problem
is NOT
You



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Why this Matters

“A topic that is very valuable for IT professionals. I can assure you that this is a deficiency in the skills” – *Satya Gade*

- Opportunities can come from anywhere
- Lack of understanding inhibits progress & connections
- Communicating plainly helps everyone



The Four-Part Solution

Thank You Mr. Gade

1. Keep it Simple
2. Know your Customer
3. Network
4. Focus on Results



Satya Gade
Associate
Director of
Infrastructure at
KPMG US –
Digital Nexus



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1. Keeping it Simple

“Simplicity is the key – no one cares how complex the proposed technology is, or how well the technical pieces “integrate” together, but explain (and think about) what your Product means to the customers in simple and easy to understand every day vocabulary, avoid jargon at all costs.”

- Start with your **10-second Commercial**

Formula:

I'm _____ (name) [from _____ (company/business)].

I help _____ (customers)

with _____ (result) by _____ (how).

K.I.S.S.
Keep It
Simple,
Smarty!



15 Minutes

Exercise: Your New Intro

1. Write a 10-second commercial
2. Prepare to be called on to give it!

2. Know Your Customer (“The Business”)

“Go the extra mile and learn about the business you are in – even if it is not directly required skills for the job. You never know who you may end up helping solve a simple business problem – which may lead to a new connection.”

- All skills are transferable
- Relate what you do to your audience
- You are a problem-solver, that’s a good thing!
- See your 10-second Commercial from your customers’ P.O.V.



3. Networking – Get Out There!

“Use every opportunity to interact with colleagues in other non-technical departments in your firm – this is probably the most important skill – as these interactions improve your ability to think about the overall business context, problems faced in the organization and how best you can get ahead.”

- Even if it's uncomfortable, get out there and network
- Connect outside of your current circles
 - Where are potential clients? Jobs?
- Benefits
 - Context
 - Connections
 - Practice – Use your 10-second Commercial to start



4. CYV by Focusing on Results

“The value of any professional is measured on the goals achieved from a business point of view, collectively by the entire team. Hence it is important that IT professionals focus on how their contributions are helping solve overall business problems.”

- Tell a **PAR** Story
 - Problem
 - Action
 - Result
- **CYV = Communicating Results**



This becomes
your
**60-second
Commercial!**



15 Minutes

Exercise: Your PAR Story

1. Write a 60-second Commercial
2. Practice it with someone you met earlier

Concluding Thoughts

- IT Professionals solve real problems
- It's up to us to communicate our value clearly
 - This opens up opportunities
 - It better connects us with our customers
- People care about what you can do for them, less about you
- Practice is critical – get out there!



Questions?

The Next Level

with Ari M. Weinstein

Videos for advancing
your professional goals

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