

# Charting Your Career for Growth

Debra Kurtz  
Kurtz Consulting Inc



CHICAGO CHAPTER  
REQUIRED EXPERIENCE FOR HEALTHY CAREERS

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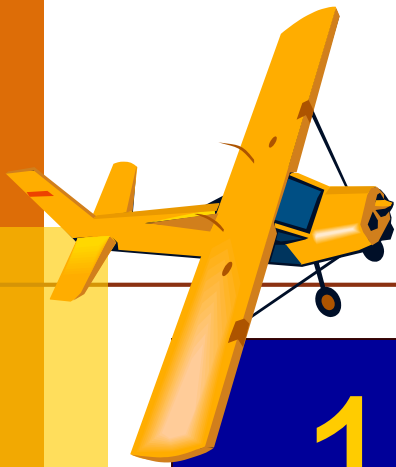
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# 10 Observations on Career Success

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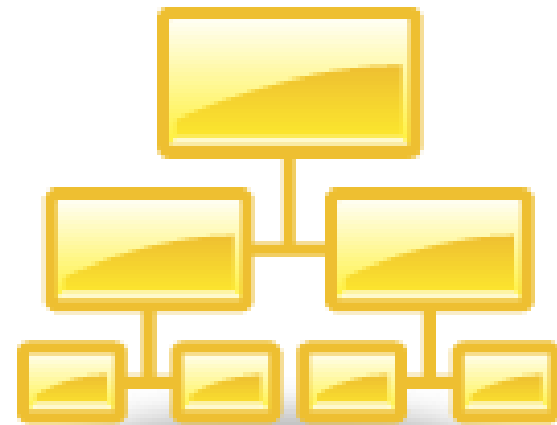
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# #1: Management Experience

- Develop your supervisory and management skills
- Develop leadership skills
  - Pertains to Individual contributor and Management tracks

# #2: Cross-Functional Experience

- Lateral Moves are not Bad
- Experience in both line and staff roles



# #3: Titles Do Matter

- C-Suite
- PhD, MBA
- VP, Director
- Officer
- Board Member
- And so forth



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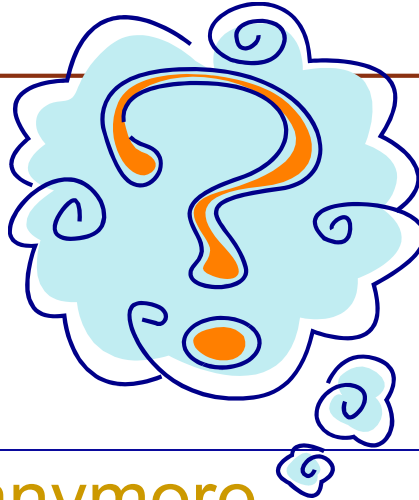
# #4: Consider International

- Get expert ex-patriot advice
- Know that re-entry can be tough



**The World is Flat**

# #5: How Long to Stay?



- It's not fun anymore
- You aren't learning anymore
- Their values aren't your values
- Bad times are coming or already there
- No career path

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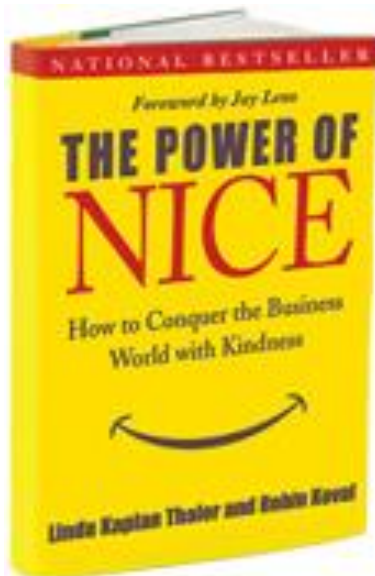
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# #6: Mentor & Network



→ Buy it Now.

By Linda  
Kaplan Thaler  
and Robin  
Koval

- Pay It Forward
  - Help someone else
- Network
  - Unexpected opportunities
- Nice Women Do Finish First

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# #7: Continue Your Education

- Formal or informal ed
- Inside or outside your expertise
- Never stop growing



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# #8: Consider Entrepreneurial Opportunities

- In small businesses or start-up divisions of larger companies or
- Take the plunge and start your own business
- Female entrepreneurs may once have lagged behind their male counterparts, but now they're making up for lost time. Business ownership among women in general is growing at nearly twice the rate (17%) as all businesses (9
- The number of businesses owned by minority women, long the smallest segment of entrepreneurship in the U.S., is growing at six times the rate of all private companies

# #8: Consider Entrepreneurial Opportunities

By Michael Gerber



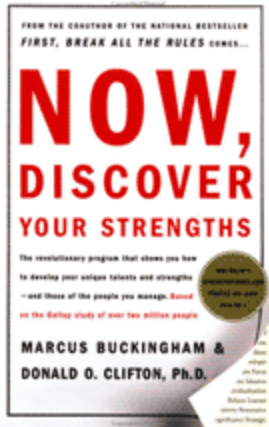
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# #9: Play to Your Strengths



by Marcus  
Buckingham,  
Donald O.  
Clifton

- Address your blind spots, but don't over-focus
- Leveraging your strengths:
  - Is more fun
  - Has greater return on investment
  - Greater opportunity for outstanding achievement

# #10: Think about Act II



- Retirement
- Career Change
- Hobbies
- Empty-nester
- Volunteering

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# Don't Do all 10 At Once

1. Management Experience
2. Cross-functional Experience
3. Get Good Titles
4. International Experience
5. Don't over-stay
6. Network & Mentor Others
7. Continued Education
8. Entrepreneurialism
9. Play to your Strengths
10. Think about Act II

# Practice Areas of Kurtz Consulting

## Project Areas

### Strategic Planning & Business Plans

- \* Generate strategic long range plans
- \* Develop operating plans
- \* Contingency planning
- \* Metrics for sales & marketing effectiveness

### Market Assessment & New Product Development

- \* Conceptualize new business opportunities
- \* Analyze marketplace and competition
- \* Develop product specs
- \* Manage the development Process
- \* Licensing/Partnering\*

### Go-To-Market Strategy

- \* Develop go-to-market strategy
- \* Develop marketing Strategy
- \* Market segmentation
- \* Brand & Product Plans
- \* Tactical Marketing Plans
- \* Market Research

### Sales Force & Service Design

- \* Define sales model for each channel
- \* Sales force size & structure
- \* Customer Targeting
- \* Compensation
- \* Call Centers
- \* Training
- \* CRM





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