

CAD Leadership – The Best is Yet to Come

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Class summary

You have proven that you can handle the CAD Manager job functions. What next? Moving higher in the firms management team takes effort and focus, and a bit of timing. Learn how to navigate the corporate structure to move from CAD or BIM Manager to even higher impact positions. Take control of your career or it will derail.

Key learning objectives

At the end of this class, you will be able to:

- Learn what it takes to climb the corporate technology ladder
- Avoid the pitfalls that so easily beset those that have developed within the firm
- Jump to the head of the line by using 5 practical methods for advancement
- Learn what options are open to you and where you might go. Then grab the opportunities that come your way

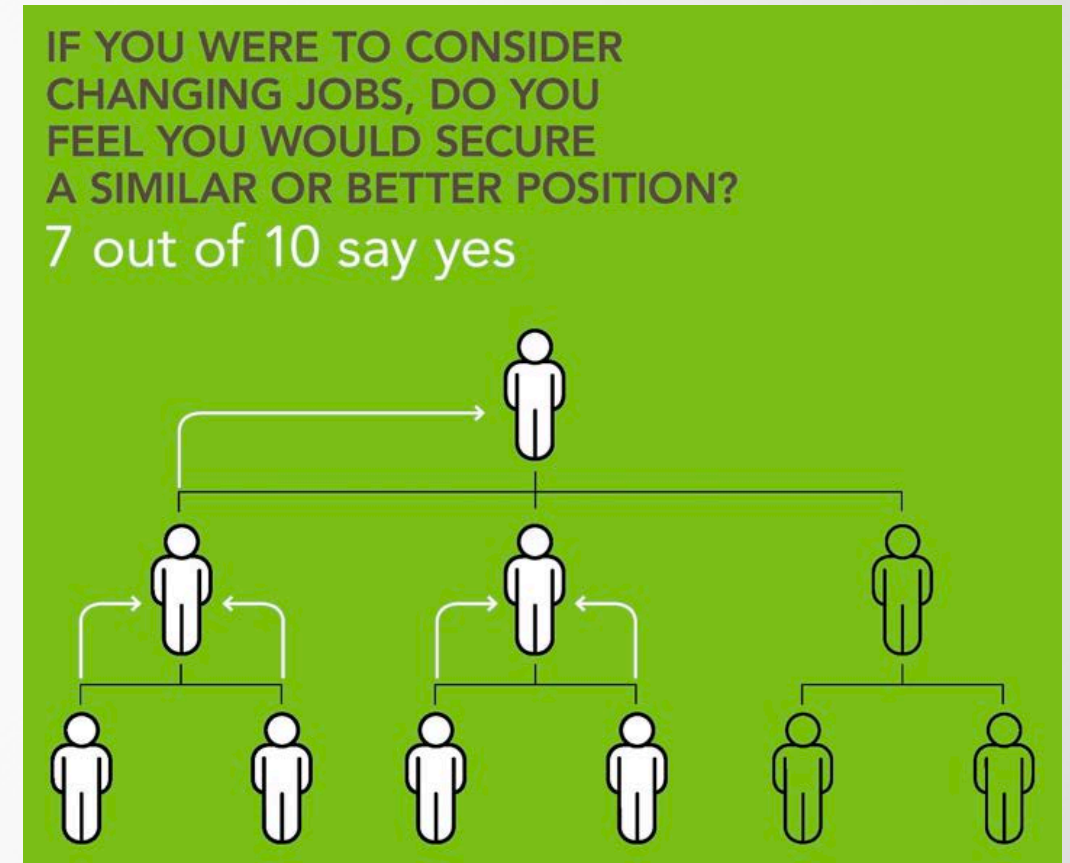
The Best is Yet to Come

Your Career is in Your Hands, Not Your Employers

- So many people think that their career will just progress from one position to the next without giving it much thought
- Many believe that their employer must have a progression planned for them
- Some think that their boss is overseeing the ever increasing levels of responsibility and authority that they will just grow into
- **WRONG**

Your Career is in Your Hands, Not Your Employers

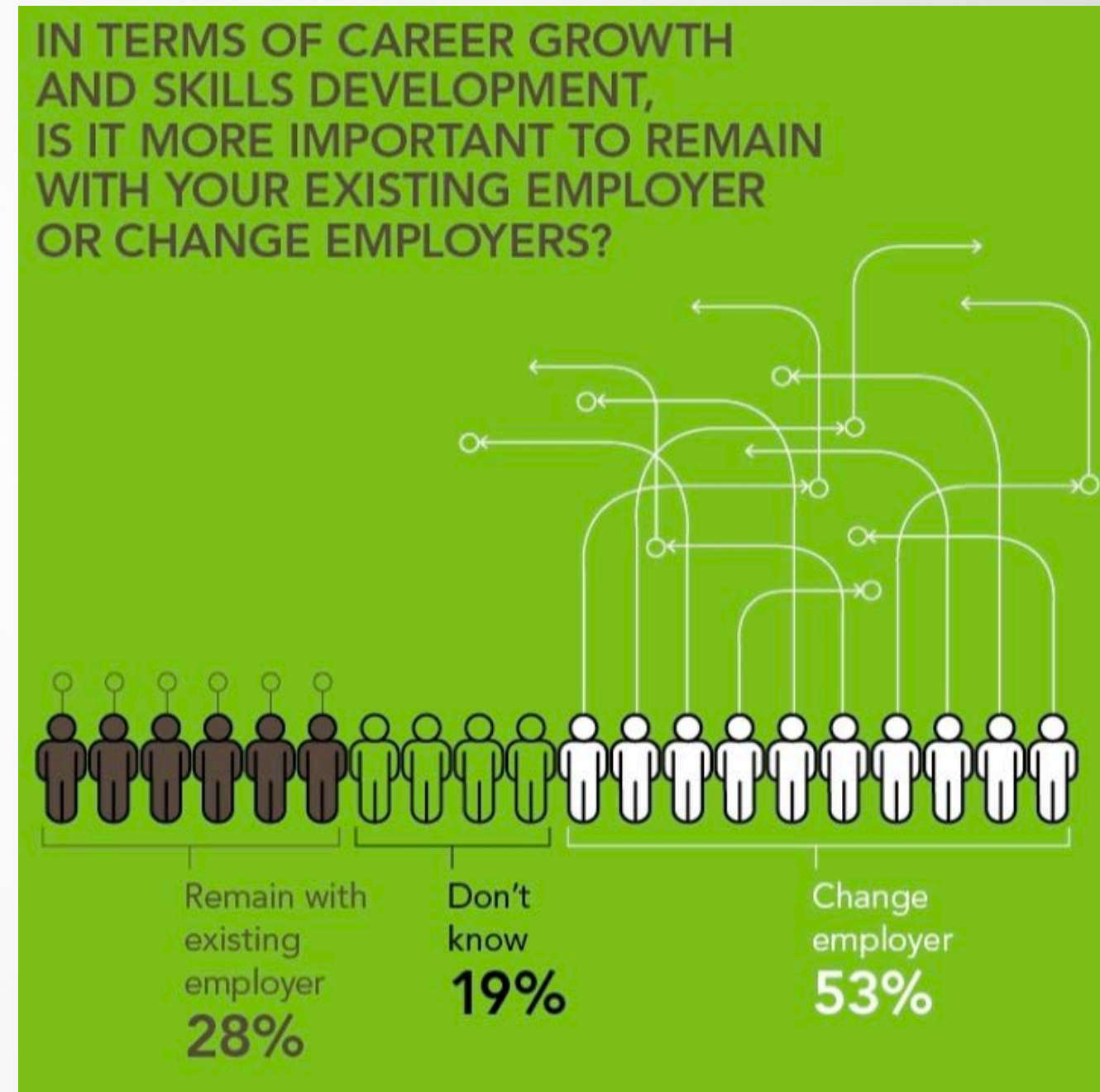
- You need to manage your career
- No one else will make it a priority like you will
- Looking out for yourself is job one
- No one else will promote “you” like you will
- You are the CEO of your Career



Kelly Services, Inc.

Your Job is Temporary – Your Career lasts a Lifetime

- So many things can effect your longevity
 - Economic downturns
 - Layoffs
 - Merges
 - Acquisitions
 - Relocations
 - Offshoring
 - Market shifts



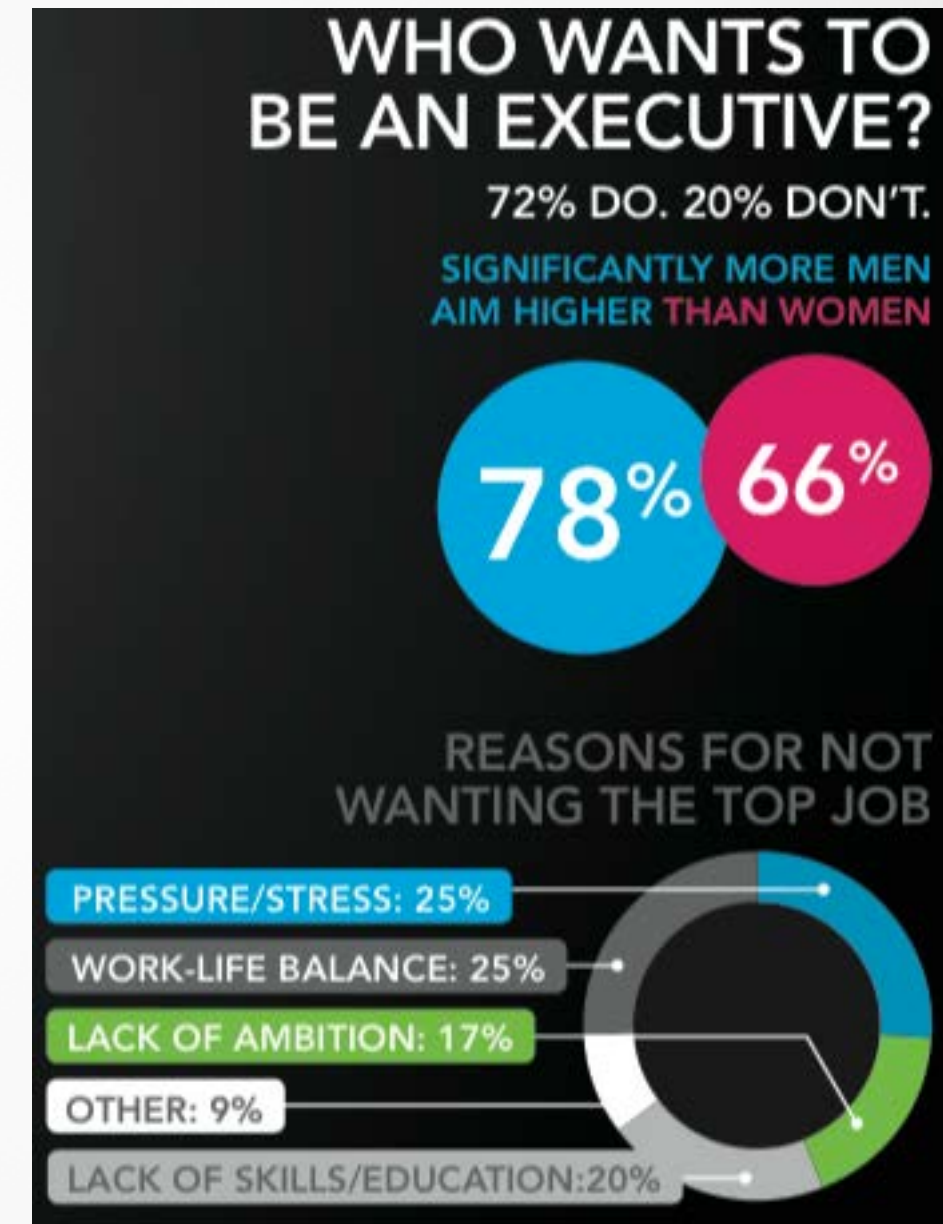
Kelly Services, Inc.

Your Job is Temporary – Your Career lasts a Lifetime

- The median number of years that wage and salary workers had been with their current employer was 4.6 - January 2012, the U.S. Bureau of Labor Statistics
- Workers in management, professional, and related occupations had the highest median tenure (5.5 years) among the major occupational groups.
 - Within this group, employees in ***architecture and engineering occupations and in management occupations had the longest tenure--7.0 and 6.3 years***, respectively.
 - Workers in service occupations, who are generally younger than persons employed in management, professional, and related occupations, had the lowest median tenure (3.2 years). Among employees working in service jobs, food service workers had the shortest median tenure, at 2.3 years.



Kelly Services, Inc.



Your Job is Temporary – Reasons to make a change

- The downsizing or the restructuring of an organization (54%).
- New challenges or opportunities that arise (30%).
- Poor or ineffective leadership (25%).
- Having a poor relationship with a manager(s) (22%).
- For the improvement of work/life balance (21%).
- Contributions are not being recognized (21%).
- For better compensation and benefits (18%),
- For better alignment with personal and organizational values (17%).
- Personal strengths and capabilities are not a good fit with an organization (16%).
- The financial instability of an organization (13%).
- An organization relocated (12%).



How to manage your Career

Defining the Goals

Define what you are looking for

- Large Firm

- More resources
- More room to advance
- Deeper pockets – better benefits/better pay
- More restrictive job description
- Greater exposure to top talent

- Small Firm

- More exposure to a wide variety of tasks
- More of an overall team feeling
- Greater opportunity for input on issues outside your area
- Up and down of company growth may be restrictive

Define what you are looking for

- What kind of salary are you looking for?
- What benefits do you need/desire?
- What kind of challenge do you want?
- What level of influence are you looking for?
- Who do you want to work with?
- What kind of firm do you want to align with?

Know yourself

- What kind of worker are you?
- What kind of leader are you?
- What value do you bring?
- What do you like doing the most?
- What are you good at?

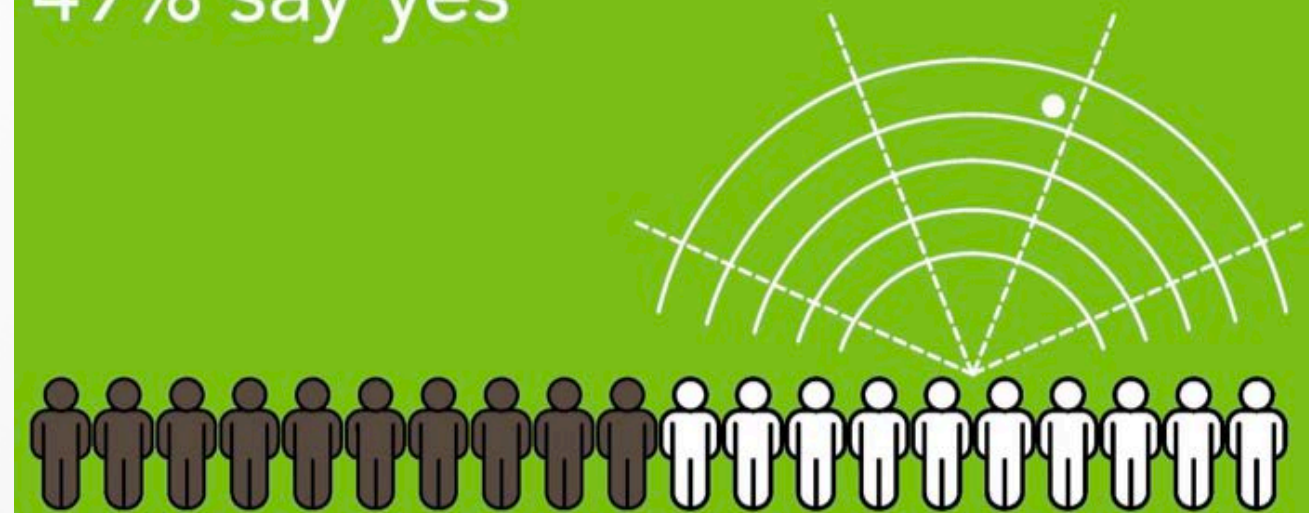


Know the opportunities

- What is available to you?
- Where might you end up?
- How lofty are your goals?
- This is not about getting another job

EVEN WHEN YOU ARE HAPPY IN A JOB, DO YOU EVALUATE THE JOB MARKET AND ACTIVELY LOOK FOR BETTER JOB OPPORTUNITIES?

49% say yes

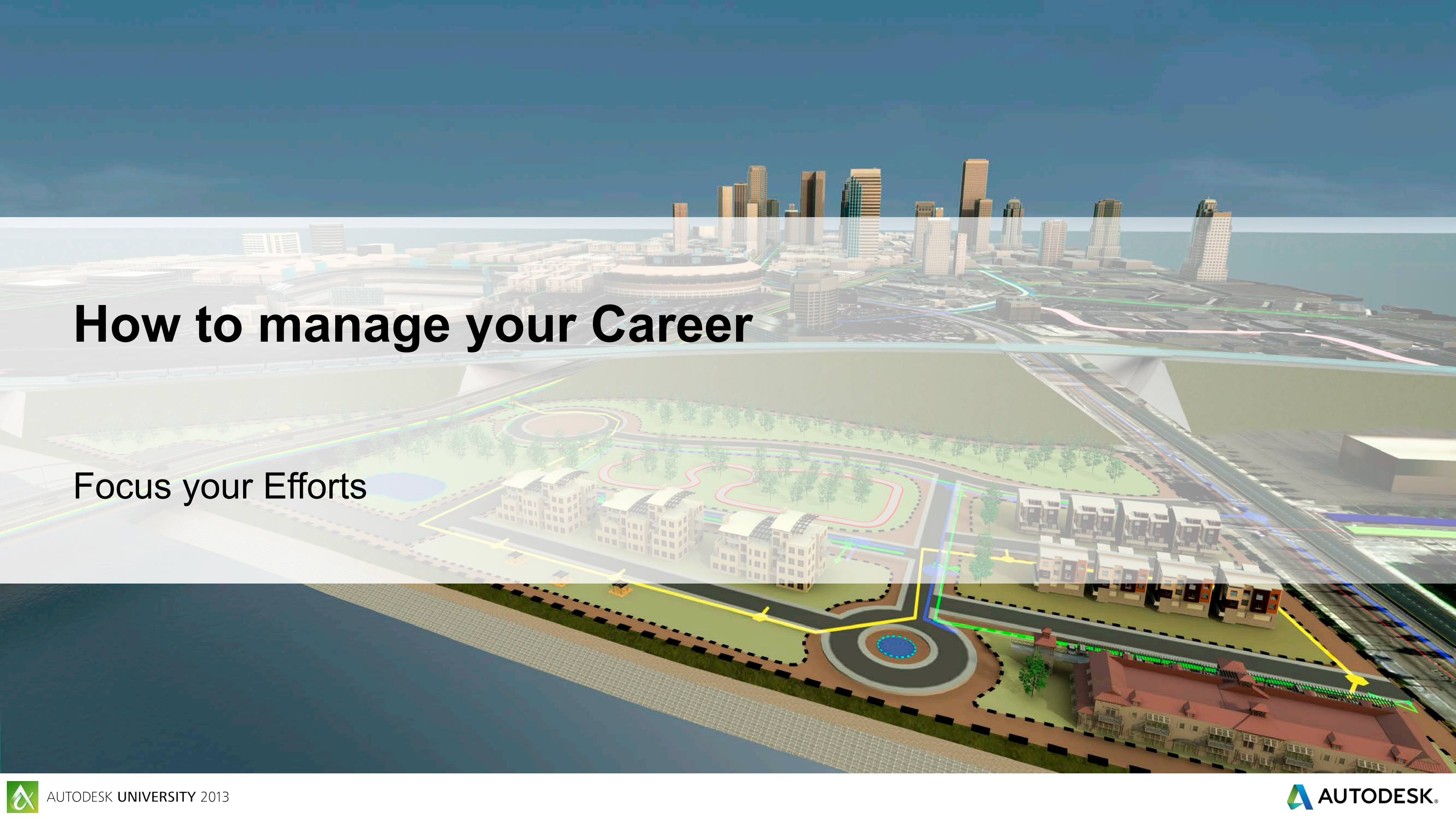


Outlining your Career Values

- ***Intrinsic Values***: What motivates you to truly love the work day after day? Among a list of these values are Achievement, Giving to Community, Status, Independence, and Power.
- ***Work Environment Values***: What working conditions provide an optimum environment in where you can do your best work? Work Environment Values include Learning, Benefits, Fast-Paced, Technology driven, Comfortable Income, Structure and many more.
- ***Work Content Values***: What makes work activities most satisfying and engaging? Among the 18 values in this area are values such as Problem Solving, Organizing, Public Contact, Detailed, Creativity, Blazing new trails.
- ***Work Relationship Values***: What characteristics of interaction with others in the workplace are the most important to me? Work Relationship Values include Open Communication, Diversity, Leadership, Teamwork, Competition, and Trust.

A Career Snapshot

- BS - Architecture
- Associate at small Architectural firm – 10 years
- CAD Manager at 200 person firm – 5 years
- CAD Director at 500 person firm – 4 years
- Senior Product Manager – Autodesk – 4.5 years
- CTO at TurboCAD – 4 years

An aerial view of a city with a large stadium in the center. The stadium is surrounded by a large green field with trees and a winding path. In the background, there is a dense city skyline with many skyscrapers. The foreground shows a body of water and a paved area with a circular design. The text "How to manage your Career" is overlaid on the image.

How to manage your Career

Focus your Efforts

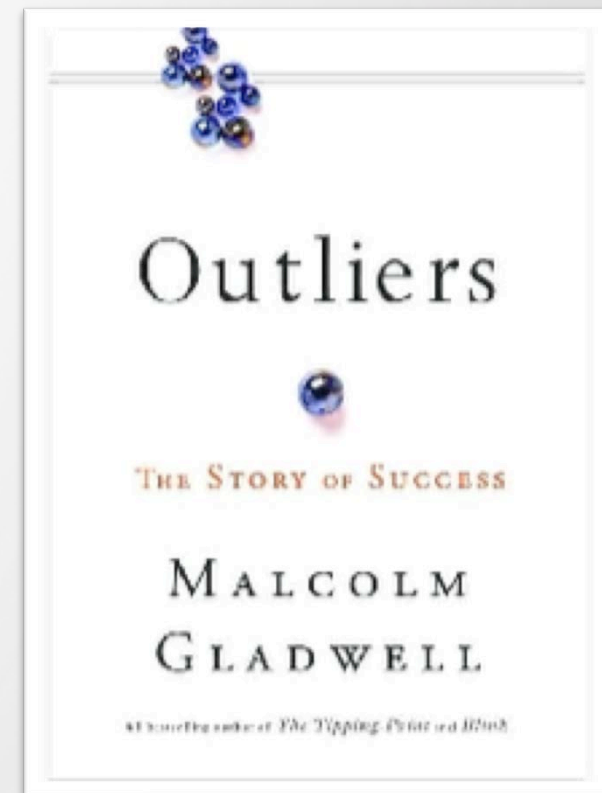


Your Job Description is just the start

- Do more than you were hired to do
- Look for new ways to volunteer
- Seek out opportunities to help in other areas
- Search for solutions that span your area of oversight

Improve Your Skills

- You are going to need new skills to advance
- Where do you get them?
 - School
 - Training
 - Online
 - Experience
- 10000 hours to be a master

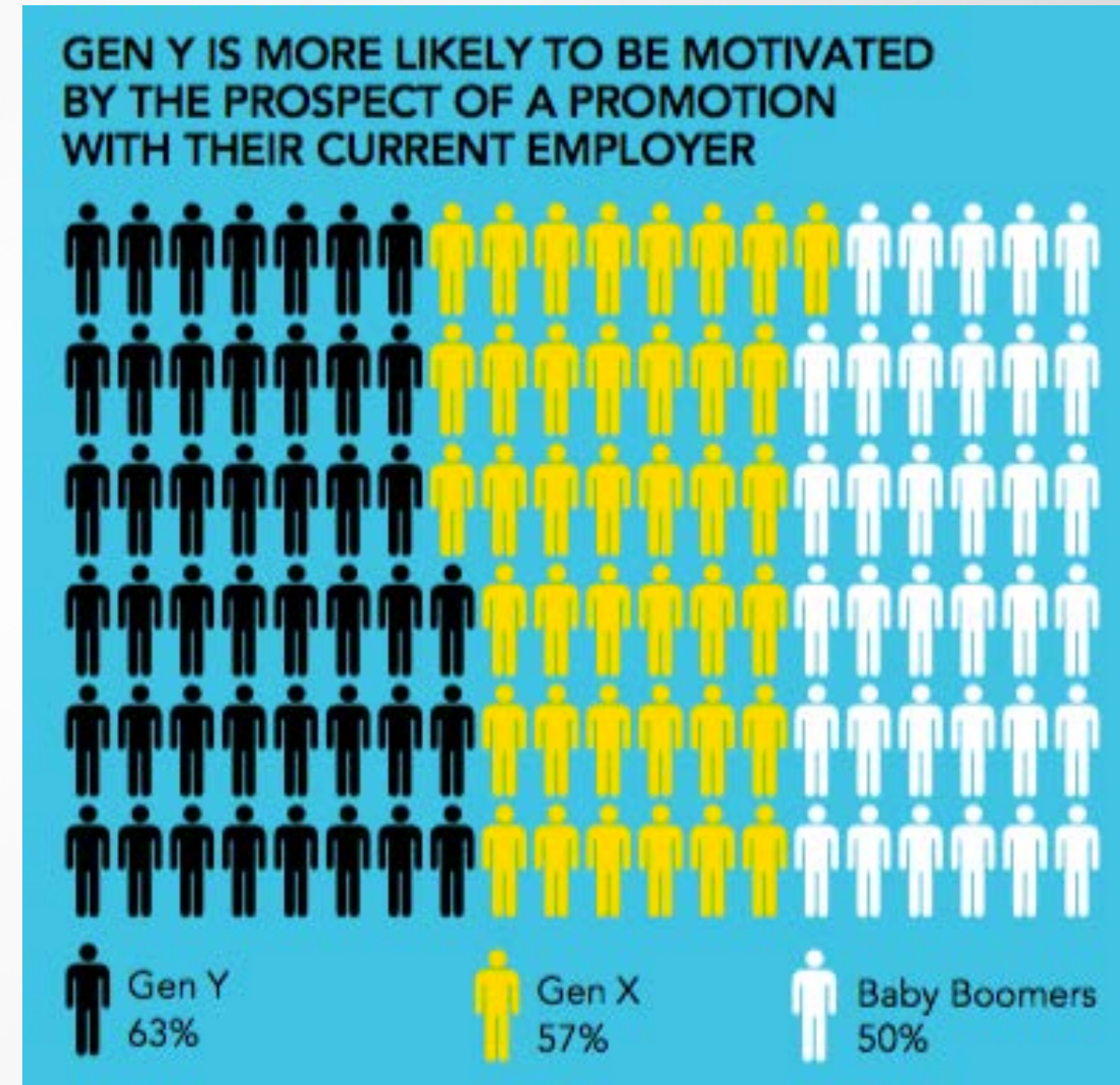


Work Out Loud

- Quantify your value
 - Always seek ways to define what you have done
- Outline your achievements
- Provide status reports that mimic a resume
 - Initiated process improvement that decreased downtime by 25%

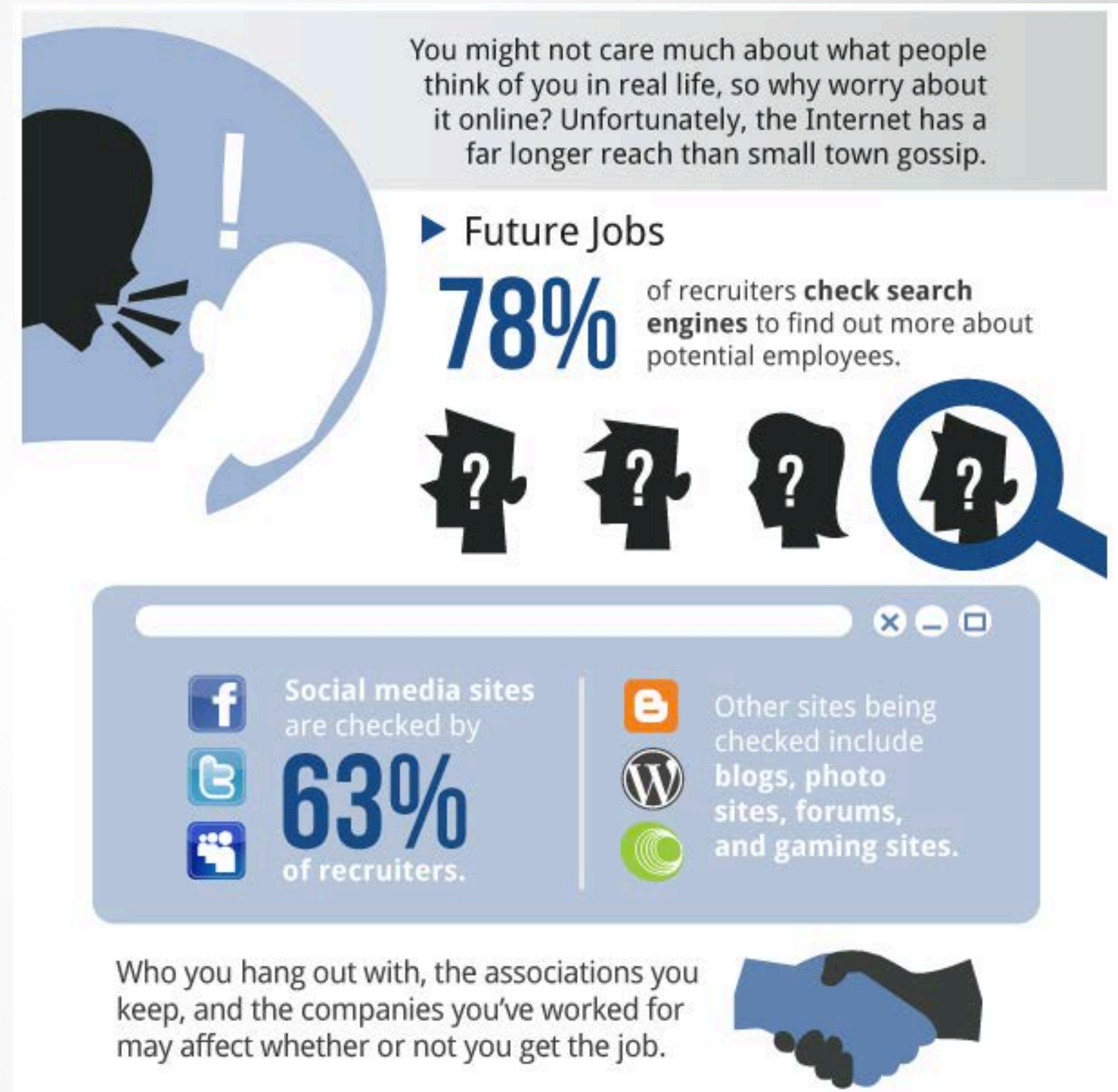
Act as if you Already have the New Position

- Dress the part
- Provide input for that area
- Volunteer to do more



Watch your Reputation

- Brand Management on a personal level
- Listen to what others might be saying
- Ask what others think



Manage Your Online Presence

- If you do not have an online presence – create one
 - Facebook
 - Blogs
 - LinkedIn
 - Twitter
 - More...
- Keep it active and vital
- Move into new areas as your career changes

Learn to Work with Different Generations

- There are 4 generations of employees in the workforce (soon to be 5)
- Learn what each is expecting
- Learn how to motivate each of them
- Learn how to get along



Your Boss comes First

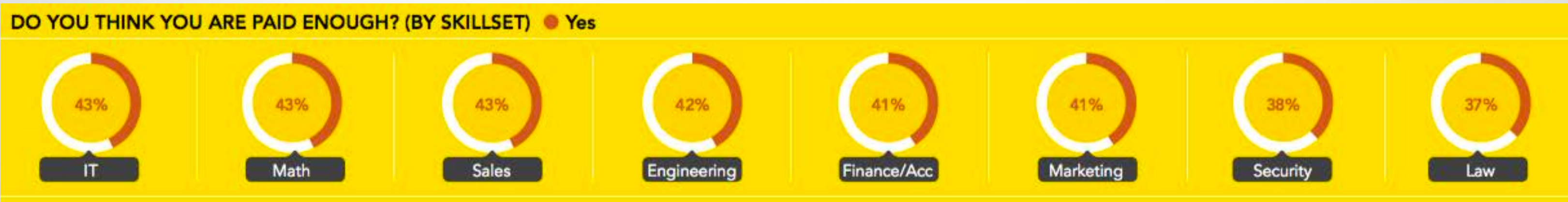
- Impress your boss – every day
- Protect your boss
- Empower your boss
- Support your boss
- Defend your boss
- Defer to your boss

Get Connected

- Networking
- AU is a great start
- Share your business cards – NOW
- Talk to strangers at lunch
- Go to user group meetings
- Speak at User Groups

Be an Entrepreneur

- Create value out of nothing
- Look for trouble spots and provide solutions
- Look for ways to enter into new markets
- Listen for opportunities to add value



Focus Your Efforts at Work

- Determine what will provide the most bang for your time
- Work hours may not matter as much as results
- Covey's 5 Choices
 - Act on the Important
 - Go for Extraordinary
 - Schedule the big rocks
 - Rule your Technology
 - Fuel your fire



Be Prepared

- Others will not like what you are doing
- Others may turn a cold shoulder once you get a promotion
- Others will feel abandoned

Create a New Position

- CAD Managers did not exist 25 years ago
- BIM Managers did not exist 10 years ago
- Within the next 10 years – new positions will be created that do not exist now
- 65% of Gen Z will work in jobs that do not exist today

The Perfect Fit – My Best Job

- Look for an employer who wants “you”
- Tell them who you are
- Tell them what they will get
- Keep it within the truth
- Look for a good match
- Deliver on what you promised

Career Snapshot

- Two year degree
- CAD Jockey – 5 years
- CAD Manager for 1000 person Arch/Interiors firm – 6 years
- Corporate IT Director – at same firm after merger (2500 person) – 4 years
- Global Director of Design Delivery Solutions – after another merger (14,000 person) – 5 years

Manage Your Career

Don't get derailed



8 Things that will Derail your Career Growth

- Remaining Silent about what you have done
- Overestimating your Value
- Not having a Mentor
- Failure on Delivery
- Failing to Ask “How am I doing?”
- Staying too Long
- Not having Room to Grow
- Burning Bridges

Lateral Moves

- Stop thinking of Career Ladders
 - Start thinking of Career Lattices
- Lateral moves can open new avenues
 - Break free of titles
 - Opens up new opportunities
 - Big fish in a small pond
 - The Company University
- Lateral Moves can provide benefits
 - Shorter commute
 - Less stress
 - Greater influence
 - Stimulating work

Career Pitfalls from Internal Growth

If you have risen from within the firm, you may get stalled because:

- You become indispensable in your existing position
- You make too much money
- You fail to read the Warning Signs
- You become a Dreamer and not a Doer

Career Pitfalls no matter where you are

- You are making your Career just a Job
- You have over focused on your Career
 - At the expense of the rest of your life
- You have stopped doing what you were hired to do
- Others have eclipsed you

When you are Having Troubles

- Stuck behind someone else
- Underappreciated and unloved
- Your industry goes flat
- When you need to refuel
 - Get some training
 - Get some advice
 - Read a book

Career Snapshot

- BS Degree – Architecture
- Designer – firm founder – 2.5 years
- Designer – small firm – 1 year
- IT Director – 500 person firm – 13 years
- MBA in Business Admin – later in career
- Director of IT – 200 person firm – 2.5 years
- Director of Operations – 500 person firm

Manage Your Career

Making Progress



Stay the Course

- It takes time to advance
- It does not happen overnight – it may take years
- Rushing the process might cause problems
- Look for a major change every 3 years
 - Promotion
 - Raise
 - Increased impact or authority

Take Charge of Your Career

- You need to take charge
- You need to adjust as you progress
 - With the world so rapidly changing – career choices can change
- You need to be willing to take side steps

Stop Making Excuses

- I am too busy to think about it
- I am making good money
- When I get a break I will think about it
- I am not in a hurry
- If I just do a good job, others will reward me

Start Today

- Don't put it off
- Make a plan
- Start today

Pass it On...

Tell others what you have learned

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