



Professional Development Tips

2012 Lead Student Meeting

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Thomas Wenning

R&D Staff

Residential, Commercial, and
Industrial Energy Efficiency
Oak Ridge National Laboratory

- Accreditations
- Job Search
- Resumes
- Networking
- Interviewing
- Presentation Skills



Hello pot...meet kettle!



"Oho!" said the pot to the kettle;
"You are dirty and ugly and black!
Sure no one would think you were metal,
Except when you're given a crack."

"Not so! not so!" kettle said to the pot;
"'Tis your own dirty image you see;
For I am so clean – without blemish or blot –
That your blackness is mirrored in me."

- Poem from "Maxwell's Elementary Grammar", 1904

- ✧ PE (& FE) – The “Big One”
- ✧ CEM – The “Recognized One”
- ✧ LEED AP – The “Green Building One”
- ✧ ASHRAE Certification (BEMP,CEMP,etc)
- ✧ DOE Certifications – QS, CP

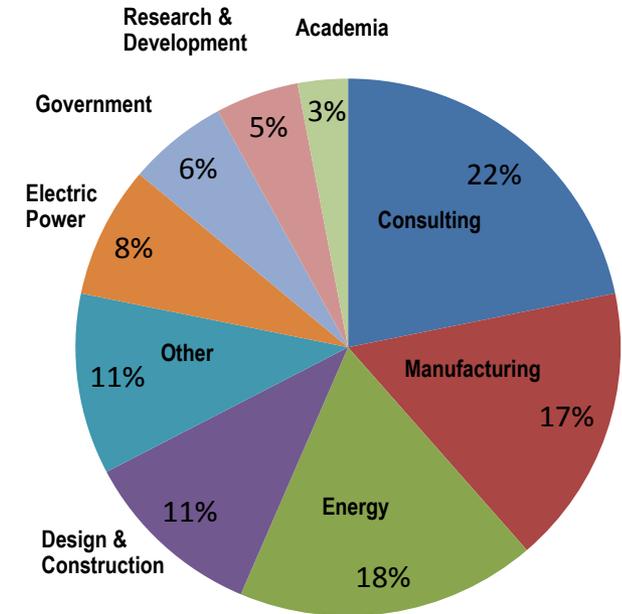


- **Networking**
 - People don't come knocking if they don't know your name
- **Web Surfing**
 - IACForum, LinkedIn, etc.
- Willing to **relocate**?
 - Weigh the factors
 - Cost of living
- **Solid Resume**
 - Polish, polish, polish



There are **Many Opportunities!**

- Design Firms
- Consulting Firms
- Performance Contractors
- Government / Institutional
- Utility Companies
- Manufacturing Corporations
- Sales Engineers
- Policy / Think Tanks



- 1. Resist the urge to arrive late.**
 - Calmer, quieter, no groups, still floaters
- 2. Ask easy questions.**
 - “May I join you?”, “What brings you to this event?”
- 3. Ditch the sales pitch.**
 - Networking is about relationship building.
Fun, light and informal – don’t ask for a job!
- 4. Share your passion.**
 - Passion and enthusiasm is powerful

Tom's Tip –
Business Cards!

5. **Smile.**

- Simple...smile!

6. **Don't hijack the conversation.**

- Make others feel special.
- Look them in the eye, repeat their name, listen to what they say

7. **Remember to follow up.**

- Good exchange? Ask to stay in touch (and how). Touch base over next couple days and reference something you discussed.

- ❖ Resumes get only a few seconds of **attention**
 - Clean and easy to scan
- ❖ **Toot your horn**
 - But never lie or over-embellish
- ❖ **Customize**
- ❖ Cover letters are a good addition
 - **Personalize**
 - Don't send blank emails
- ❖ **Get help** from others!
 - Review and polish
- ❖ Grammar and tense



- **“Tell me about yourself”**
 - Elevator speech
- Tough questions...
- 2-way interview
 - Get to know them
- **Be honest**
 - Accomplishments
 - Motives
 - Interests
 - Aspirations
- **Be confident** (but not arrogant)
- **Negotiate** (but after the fact)



- Communication is what you audience **understands**
 - People understand **ideas**
- **CLEAR** communication
 - C: concise
 - L: logical
 - E: easy to understand
 - A: align with audience
 - R: reason to...

“Make everything as simple as possible, but not simpler” – Albert Einstein

3 Modes of Info Transfer

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- Visual
- Vocal
- Verbal

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- Visual - 55%
- Vocal - 38%
- Verbal - 7%

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■ **Importance in delivery!**

- **Visual:** facial expressions, eye contact, gestures, body movement
- **Vocal:** volume/speed, pausing/pacing, expression/inflection
- **Verbal:** one thought per sentence, simple words (express, not impress), avoid trigger words

- 3 Questions for **Presentation Prep**:
 - ✓ What do you want them to **remember**?
 - ✓ How do you want them to **feel**?
 - ✓ (What do you want them to **do**?)

- **Info-Transfer Structure: CCAR**
 - ✓ C: challenge (summarize)
 - ✓ C: context (summarize)
 - ✓ A: action (bulk of material)
 - ✓ R: results (+/-)

**Prepare and
Practice!**

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Thank You!

Thomas Wenning

IAC Student Activities Coordinator

Oak Ridge National Laboratory

865-241-8676, wenningtj@ornl.gov

