

Why won't employers talk to me?

An unbiased and truthful reality

- They don't see enough of what they really want in you
- You can't sell what they don't want to buy



Your resume has to do the talking

- Everything you offer, all that you know
- In a context to capture interest

Employers are not interested in you. They are interested in what you know and what you've done.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

3

Get to Know Who You Are

What have you done in your life?

*A two page resume , a job title ... **Is that all? Really?!***

Rediscover yourself

- Professional history
- Defining moments
- Knowledge library
- Competencies

***Dig up everything ...
and write your resume***

story



v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

4

Understand How Employers Shop

Employers (and recruiters) shop for WHAT



- What you know
- What you've done
- What relationships you have

They buy whoever offers the best collection of WHAT

- Extras they didn't think about
- Ingredients they can create something with
- Cool stuff they've just got to have



Do you have enough of what they might want in inventory to fill their cart? Can they see it?

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

5

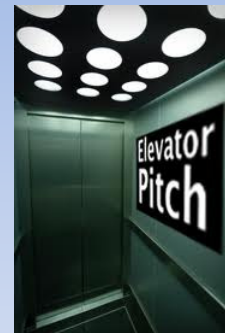
Activity – Tell Your Story

So – What Do You Do?

- Grab two sheets of paper and pair off
- Speaker Role : Your 90 second pitch
- Listener Role: Sketch out what you hear

Keep it simple - keywords

- What you know
- What you have done
- Who you worked with



Get to know someone better – 5 minutes.

v4.0

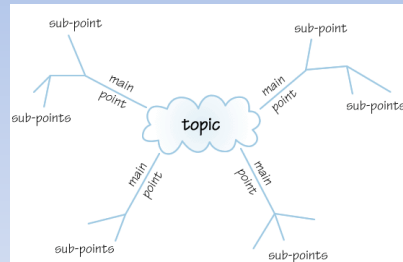
Talking Knowledge™
Glenn E. Ruby - 2012

6

Activity Debrief

What did you capture as a listener?

- Knowledge
- Actions
- Companies
- Competencies
- Personal Characteristics



What method did you use?

- Listing
- Diagramming

We'll revisit this again later.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

7

Get Ready to ...

Do Something Different



Throw out all “the rules” of resumes – for now

- Content that captures interest is what matters

Examine your inventory of knowledge

- The WHAT you know
- Leading to the WHY and HOW in delivering RESULTS – your accomplishment stories

Capture an employer’s interest

- Knowledge within a context people can relate to

Then we'll bring it back around to the traditional view resume.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

8

The P. I. P. Systems Action Plan

P. I. P. Inventory P. I. P. Mind Map P. I. P. CV

Doug Whatley, Career Coach – P. I. P. Career Systems

Research

- A brainstorming exercise – keywords
- What do I know? What have I done? Who do I know?

Composition

- Building blocks to convey your story and capture interest
- Tables, lists, graphics, quotes, ...

Packaging

- A creative ~~resume~~ *marketing document*
- Assembly – text / color / graphics



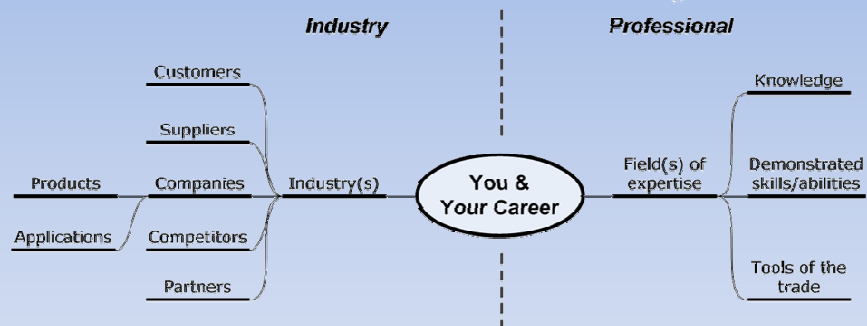
Personal Intellectual Property
The Brain-Bricks in your library of knowledge

v4.0

Talking Knowledge™
 Glenn E. Ruby - 2012

9

Research - Scope



- **Occupational Inventory**
 - What do you know?
 - What do you do?
- **Industries / Relationships**
 - Where have you applied it?
 - Who do you know?

v4.0

Talking Knowledge™
 Glenn E. Ruby - 2012

10

Keywords – What Matters Most On A Resume

Only nouns (& pronouns) answer to WHAT

- All that are relevant to the industry and profession

When it counts

- If you know it and/or did it, take credit
- Don't discount level of expertise
- Don't discount the timeframe

*I'm so
adjective,
I verb nouns.*

When it doesn't count

- I'm good at it – adjectives don't answer to WHAT
- I can learn it – you don't know it and you didn't do it

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

11

Research – Capturing Keywords

How many keywords?

- Anything relevant – that you can defend with knowledge / action
- From a high level of abstraction down to the details
- 100's

Use a spreadsheet

- Lists of related keywords
- You decide the categories and relationship



Create a mind map

- Visio brainstorming template
- Mind mapping tools on the web – trial versions

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

12

Research – My Personal Discovery

Challenges

- Can do everything, unable to break down anything into keywords
- What keywords and what categories to put them in
- Lost in the mechanics

Lessons Learned

- Don't trivialize what has become second nature
- Repetition is fine ... just get the ideas down.
- Use whatever method keeps your ideas flowing
 - a combination of spreadsheet, mind map & scratch pad



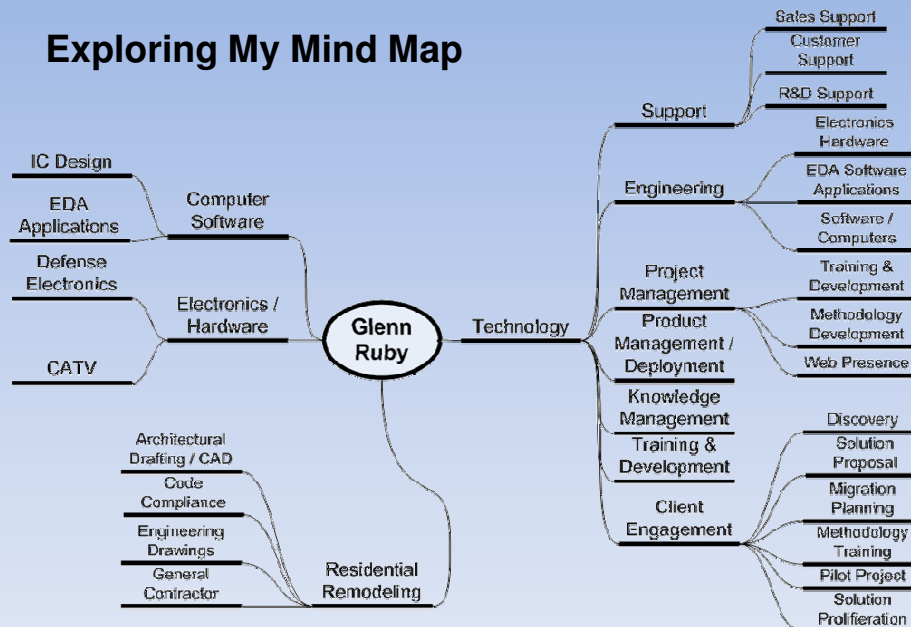
I know more and have done more in a broader range of categories than I or anyone else had given me credit for.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

13

Exploring My Mind Map

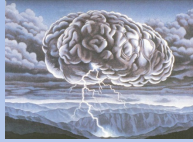


v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

14

Take Home Activity – Brainstorming Ideas



- **Occupations / Professions**
 - Sales, marketing, business development ...
 - HR, administration, training ...
 - Accounting, finance ...
 - Engineering, technology, IT ...
 - Operations, project management, manufacturing, ...
- **Brainstorm on keywords**
 - What you know, what you do
 - Categorize the words – profession or industry

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

15

Aren't Keywords Fun?



What does your resume look like?

- Keywords that describe what you know / do (nouns)
- Versus competencies that describe you (adjectives)

What did the 90 second pitch exercise reveal?

Expand your thinking

- Detail oriented? – think higher level, increase scope of opportunity
- Abstract thinker? – The details are what employers shop for

Generate lots of keywords

- Your terminology AND terminology that different employers use
- Job descriptions and Google Adwords keyword tool

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

16

Composition – Organizing Your Inventory

- **Building blocks – to capture interest**
 - Things that employers look for
 - Items that are likely to catch attention
- **Some of the elements I used**
 - Professional dashboard
 - Professional Profile
 - Capabilities
 - Industries / Relationships
 - Education / Certifications
 - Your personal pitch – What drives you /makes you special?
Game changing accomplishments?
 - Strengths – go light

There are no rules.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

17

Packaging – Marketing You

Imagine you are creating the ads for the Black Friday sales at a major big box retailer ...

Your goal is to get people into your store.

- Catch attention with a bit of color, graphics and wow factor
- Present your products in a way to capture interest
- Show them everything and let them shop
 - You don't tell them what to buy
 - You don't restrict what they see

If you choose to take it this far

- Prepare your audience for something different

This marketing approach will get you noticed.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

18

Composition and Packaging – My PIP-CV

GLENN RUBY
Learn, Lead, Serve

2024 Westlake Drive, Plano, TX 75075
214-672-8461
glennruby@gmail.com
http://www.talkingknowledge.com/glennruby

ENGINEERING & DESIGN
SOFTWARE APPLICATIONS
TRAINING & DEVELOPMENT
ACCOUNT MANAGEMENT
CUSTOMER SUPPORT
SALES SUPPORT
TECHNOLOGY DEVELOPMENT

Passionate about people and their success with new technology

PROFESSIONAL DASHBOARD

- 20+ Electronics Technology
- 14+ EDA Applications Methodology
- 14+ Technical Training
- 14+ Client Engagement / Support
- 10+ Technical SW Sales Support
- 12+ Hardware Design Mgt
- 1+ New Product Deployment

PROFESSIONAL PROFILE

**Formal chronological history on pages 3 & 4*

- **Senior Technical Contributor/ Leader:** Analyze, focus on the details, plan to problem solving; a workhorse with exceptional relational skills to effectively support customers.
- **Software Technology Adoption Expertise:** New technology rollout using a phased process of assessment, pre-validation, transition, post-verification, and proliferation to ensure client success.
- **Sales and Customer Support:** Extracting value from a problem solved, expertise gained. Reaching those that can benefit from the experience, SME, developer, & accomplished presenter - enterprise wide and productivity improvement programs for implementation at the user level.
- **Training & Development:** Extracting value from a problem solved, expertise gained. Reaching those that can benefit from the experience, SME, developer, & accomplished presenter - enterprise wide and productivity improvement programs for implementation at the user level.
- **Semiconductor & Electrical Hardware Design:** Subject matter expertise in EDA applications, methodology development and support (wherein business skills were honed and people skills realized).

Industries

Enterprise Software
Electronic Design Automation
IC / Semiconductor Design & Mfg
Electronic Hardware
Defense Systems
CATV Design & Mfg

Relationships

TI, SS, Medtronic, Motorola, Broadcom, Avaya / 3dsystems, Freescale, Samsung, Altera, Analog, Renesas, Huawei, ZTE, Intel, Avago, Tektronix, Microw, Northing Greenwain, Sanyo, Lucent, Agere, ATI / AMD, Agilent, Sun, Oracle, TSMC, Infineon, Omnicision, ...

Why the ADDE model of Instructional Design?
Client focused, it yields Continuous Improvement and Success for all in the relationship. The cycle, complete only when behaviors have changed and resources are being effectively utilized, works in any context.

	Sales	Solution Development	Training	Deployment	Support
Global Reach	A Opportunity Discovery	C Current State Current Needs	G Gap Analysis Needs Assessment	S Services Op	T Tailored Problem Underlying Issues Big Picture View
NA US Canada Mexico	D Market Positioning	P Product Define	B Brainstorming	E Scope Engagement	PCR After Use Model
EMEA Germany	D Engagement Plan Transition Plan Support Plan	M Methodology Infrastructure Use Models	T Training materials Lab Exercises Web Content	SOW	A Always Add/Select Test
AsiaPac Taiwan	I Sales Training Customer Shows	B Best Program Partner/Client Web Run	W Workshops, Conferences/Press, etc	O Onsite Execution Remote Support	S Solutions Tailored
China Singapore Malaysia Japan Korea	E Customer Response Launching Op Local Op	A Adoption Effort Productivity	K New Knowledge/Changed Behaviors	C Customer Sat Client Enablement	S Safe Effectiveness Knowledge Mgmt

- Personal branding** – strengths
- Skill sets** – web page tabs
- Professional dashboard**
- Summary** – professional profile
- My sandbox** – industries, locales, relationships, companies
- My story** – framed in training methodology & demonstrated in business execution in technology sales & support
- Professional capabilities**
- My productivity tool box**
- Education**
- Personal statements**

v2.14 v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

19

The Traditional View – “PIP up” Your Resume

A traditional looking resume is still a necessity

- Electronic submittal and automatic tracking systems

What’s the big deal? ... It looks the same as mine!

- Does your summary capture industries, companies, knowledge, capabilities? And a little bit of you?
- Do your summary and keyword bullets open doors? Or do they lock you out with too narrow a focus?
- Can a recruiter / employer who doesn’t understand your background find a reason to keep reading your detailed chronology?
- Does your resume show all that you can do? Or does it cut you off at 2 pages and 10 years because someone said so?

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

20

10

My Traditional View Resume

GLENN E. RUBY
2024 Westlake Drive
Plano, TX 75075
972-423-5956 GlennERuby@gmail.com

TECHNICAL LEADER – DESIGN, EDA/CAD APPLICATIONS, PROJECT MANAGEMENT
Engineering professional with extensive experience gained working with industry leaders Texas Instruments, General Instrument (Motorola Mobility), and Cadence Design Systems. Design background in defense and commercial electronics, specialization in Electronic Design Automation methodologies and applications, and expertise in software technology adoption, training, and management of client engagements. Intellectually curious and driven to help people succeed with new technology solutions. Open to relocation and travel.

EDUCATION
MS, Electrical Engineering, Southern Methodist University, Dallas, TX
BS, Electrical Engineering, Case Western Reserve University, Cleveland, OH

EXPERTISE

Electronic Design Automation	Product / Methodology Adoption
<ul style="list-style-type: none"> • Integrated Circuit Design Solutions • EDA Methodologies / Development • Analog / RF / Mixed Signal Design • OpenAccess / Database Migration 	<ul style="list-style-type: none"> • Client Engagement Programs • Sales / Technical Support • Product / Methodology Training • Implementation / User Support
Hardware Design Engineering	Training and Development
<ul style="list-style-type: none"> • Analog / Video / RF • Defense Systems / CATV 	<ul style="list-style-type: none"> • Instructional Design • Presentation / Web Development

PROFESSIONAL EXPERIENCE

CADENCE DESIGN SYSTEMS, Headquarters in San Jose, CA 1995 – 2009
Cadence develops electronic design automation software and hardware used worldwide to design and develop integrated circuits, and electronics systems.

Technical Leader (2002-2009)
OpenAccess (OA) Migration and Virtuoso IC 6.1 Adoption Program
Defined and executed strategy to migrate customers to OA, an open standard database for IC design, in a paradigm shift for the semiconductor industry. At the core of an OA based solution, the Virtuoso platform, a \$350M business with 80%+ market share, enables enhanced design capabilities, streamlined flows, and increased productivity.

- **Solution / Methodology Development** – Employed a structured migration process based on detailed assessments of client environments and data resulting in successful migrations verified against validated metrics. Implemented new methodologies enabling clients to realize gains in design capability and productivity with an OA based solution.
- **Client Engagement** – Conducted 20+ customer pilot projects with training, migration support, methodology improvement, and product support. Three month focused engagements ensured successful transitions. Improved cross platform digital implementation flows eliminating error prone and time-consuming translations.

v4.0 Talking Knowledge™
Glenn E. Ruby - 2012 21

Summary – companies, industries, knowledge, capabilities, a bit of personality

Education – Mine carries weight

Expertise – Just enough detail to capture interest in 4 categories

Chronology – scoped very industry specific detail with general functional keywords

Skills addendum – what I have done and can do in plain English

*It breaks rules,
it's too wordy,
it's too long ...*

IT GETS ME NOTICED!

Credit Where Credit is Due

Acknowledgements

- Doug Whatley
 - Professional coach, P. I. P. Career Systems
- Craig Neidhart & Tom Wood
 - Retained recruiters, TNS Partners
- All career networking group facilitators and presenters



Personal Motivation

- This process of self discovery was a very uncomfortable challenge for me. The freedom it has given me to tell my story my way and to present myself to people in the right ways has been priceless. I knew I had to share what I learned on the journey.

Key Takeaways

Take this journey of self discovery

- Build your story, don't just follow rules.
- Understand why some employers won't talk to you.
- Enjoy the renewed interest from everyone else when they can see all that you know and all that you can do.

***You will have a complete story behind your resume ...
even if you change nothing.***

Be proud of your accomplishments and knowledge

- Know every detail in your documents – be able to defend it.
- Every element should trigger an accomplishment story.

Let your resume speak from the heart.

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

23

***No one walks this road alone.
I hope this helps you on your journey.***

Thank you for your participation!

Glenn Ruby

Email: glenneruby@gmail.com

Phone: 214-673-8464

v4.0

Talking Knowledge™
Glenn E. Ruby - 2012

24