



# Leveraging Your Existing Skills to Maximize Your Employability

2019 SLA PHT SPRING MEETING

PRESENTED BY:

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## DISCLAIMER

This presentation reflects the thoughts and views of the presenters and is not meant to reflect the viewpoint of Copyright Clearance Center and/or its affiliates.

# We Are Librarians!

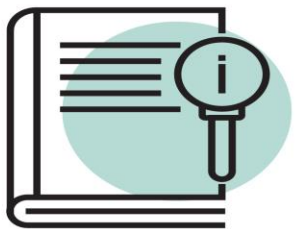
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## KERI MATTALIANO

- Product Solutions Manager, Corporate
- MLIS Rutgers Univ., 2014
- Former Job Coach
- Never worked in a library
- SME in corporate library market
- I have a kitten 😊

## JENNIFER FERRARA

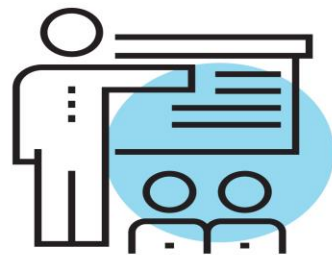
- Sr. Manager, Managed Services
- MLS Long Island Univ., 2004
- MBA Fordham Univ., 2010
- Corporate Librarian (Pharma)
- Client Services (Vendor side)
  - Reprints / Document Management
  - Managed Knowledge Services
- No kittens, no cardigans 😞



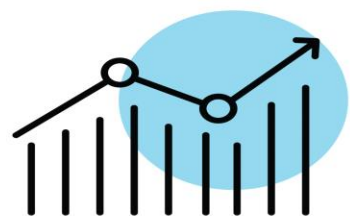
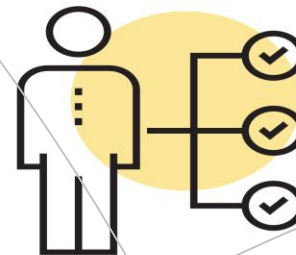
KNOWLEDGE



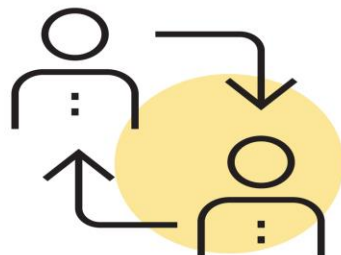
LEARNING



TEACHING



DEVELOPMENT



COACHING



SKILLS



CREATIVITY



MOTIVATION

WHAT WILL THIS  
SESSION COVER?



THE AVERAGE PERSON  
CHANGES JOBS AN  
AVERAGE OF 12  
TIMES DURING HIS OR HER  
CAREER\*

2017 US Dept of Labor: <https://www.bls.gov/news.release/pdf/nlsoy.pdf>

# Changing Scope of Corporate Librarians

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- Growth in published research is accelerating and scope is expanding
- Tools are changing
- Knowledge Managers - strategic vision for content and research
- Marketing
- SMEs in content needs/workflows
- Analytics





# PHT 2019 Sessions Tell the Changing Story

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## 3 sessions about changing roles

- *What Got You Here Won't Get You There. Career Advancement Panel on How to Expand and Transition into Roles Beyond an Info Pro*
- *Rising Through the Ranks. What to Expect at Different Phases of Management*
- *Managing the Assets of Your Library/Information Center Amid Mergers, Acquisitions, Divestitures and Spin-Offs*

## 2 sessions mention the word library

- Focus on Pharma landscape, copyright, emerging technologies, competitive intelligence, management

# You don't need the title librarian to be a librarian

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- Knowledge & Information Management Consultant
- Project Manager
- Intelligence/Research Analyst
- Knowledge Manager
- Data/Business Analyst
- Reprints Specialist
- Inventory Strategy Manager
- Information Specialist
- Intelligence Manager
- Competitive Intelligence
- Product Owner
- Web Developer/Designer
- Medical Affairs
- Scientific Communications





**SKILL**



**LOADING.**

**EXPERIENCE**

**ABILITY**

**GROWTH**

**TRAINING**

**LEARNING**

**COMPETENCE**

**TRANSFERABLE  
SKILLS**

# Transferable Skills are Essential

- Skills that are not specific to a particular industry or job and demonstrate
  - Flexibility
  - Diversity
  - Portability
  - Employability
- Build your CV around transferable skills to show your potential



# Top 10 Skills Needed by 2020

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## 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

## 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

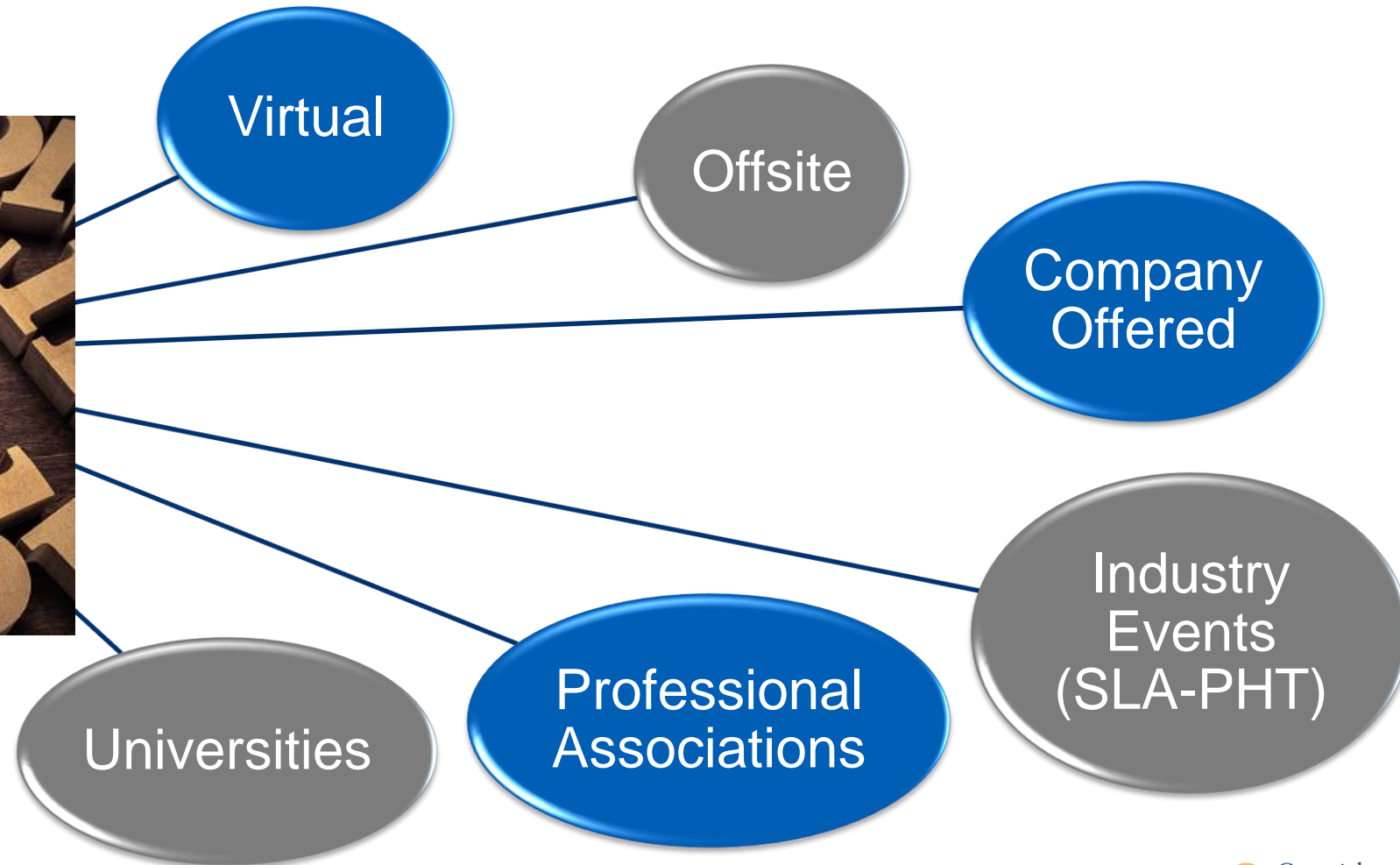


ENHANCING  
YOUR SKILL SET  
(While you are still  
employed)



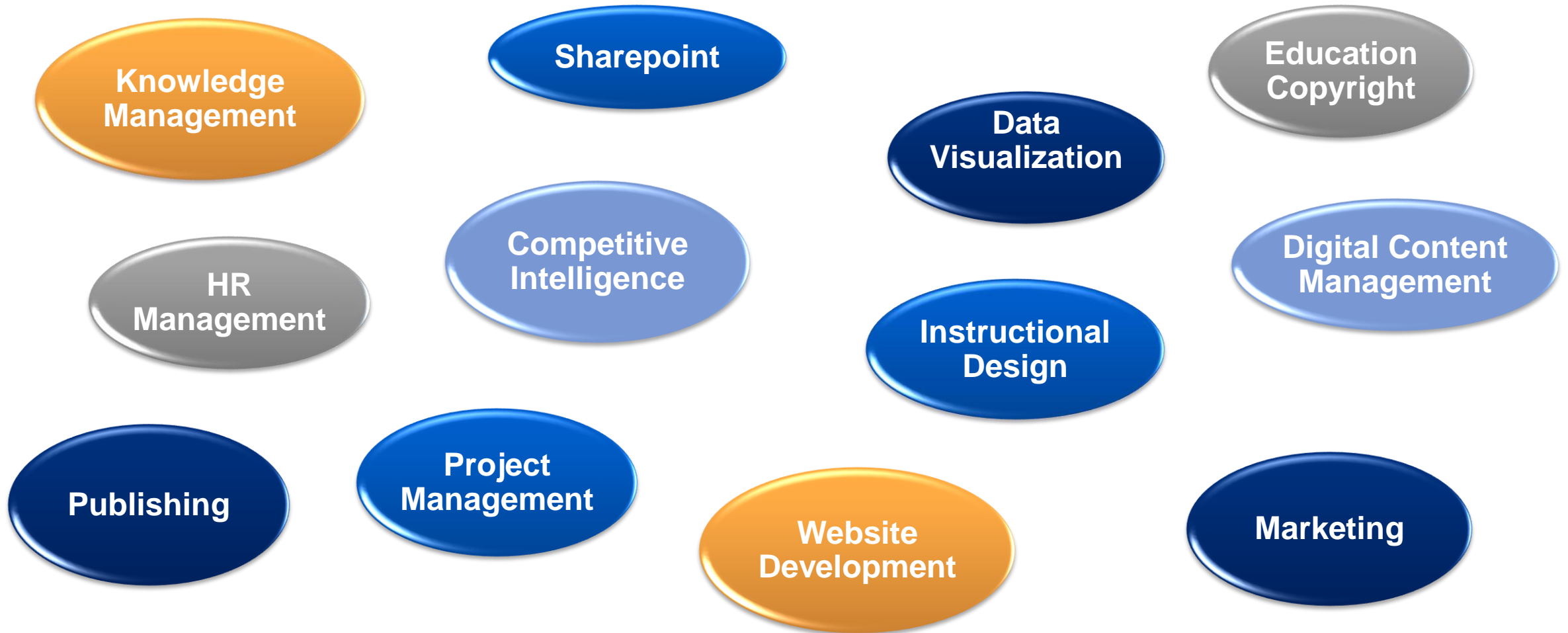
# Advance Your Education: Take a Class

“Once you stop learning, you start dying”- Albert Einstein



# Advance Your Education: Get Certified

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How are **you** training **your** mind?



# Build Your Teamwork Skills

- Participate on committees
- Join or lead projects
- Volunteer
- Take part in company sponsored programs
- Improve your soft skills



# Embrace Diversity

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- Become familiar with your international colleagues
- Seek out interactions with co-workers across
  - Generations
  - Genders
  - Geographies
- Consider everyone's ideas and perspectives
- Appreciate different cultures and adapt your business style



# Develop Great Oral and Written Communication Skills

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## Conquer Your Anxiety!

- Give presentations
- Join Toastmasters
- Participate on a panel
- Take a writing class
- Join a business writing Meetup

“According to most studies, people’s number one fear is public speaking. Number two is death. Death is number two. Does that seem right? That means to the average person, if you have to go to a funeral, you’re better off in the casket than doing the eulogy.”

**- Jerry Seinfeld**

# Keep Up With Industry Trends

- Participate in online discussions
- Set up Google alerts
- Read LinkedIn posts
- Join LinkedIn Groups
- Follow Peers on Twitter
- Attend industry-related webinars
- Be a member of industry associations
  - Ex.  **SLA** Connecting People and Information
  -  **scip**
  -  **PhRMA** RESEARCH • PROGRESS • HOPE
- Download industry podcasts
  - Pharma Marketing Talk
  - PharmaIntelligence





# Reading is Essential for Getting the Latest Insights

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- Fierce Pharma
- Seeking Alpha
- Pharmaphorum
- Firstword Pharma
- Stat
- Pharmatimes.com
- Scholarly Kitchen
- Information Today
- Outsell
- Wall Street Journal





# What other **sources** do you suggest?



# Embrace Social Media

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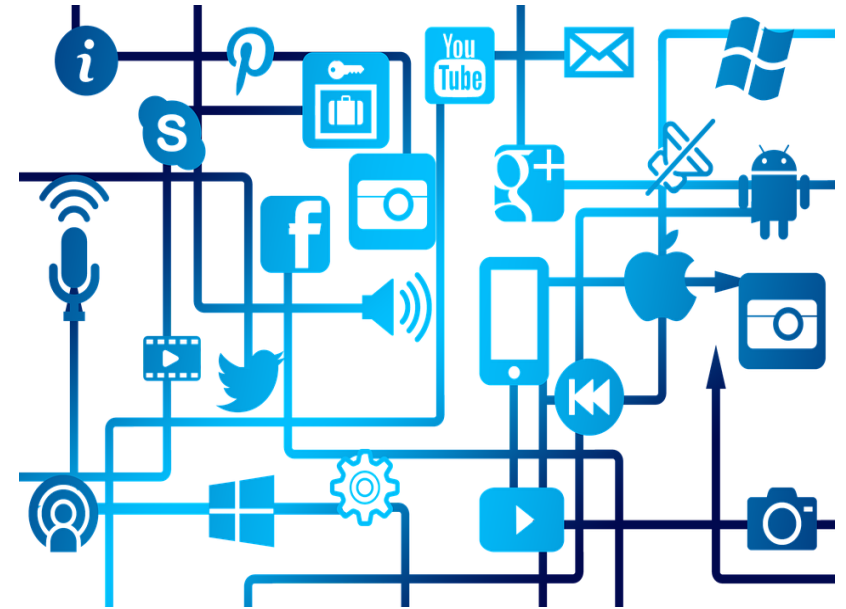
- LinkedIn
- Yammer
- Skype
- Sharepoint
- Twitter
- Facebook



- Work with your IT business partner for tutorials
- Understand and leverage apps that might make the work/life balance easier

# Network, Network, Network

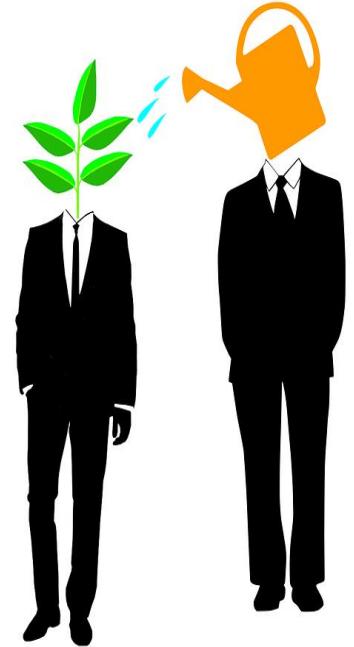
- **70%** of new professional opportunities are not published\*
- Leverage Your Network
  - Colleagues (current and past)
  - Mentors/Mentees
  - Family and Friends
  - Neighbors
  - Social Media - LinkedIn, Facebook, etc.
  - Schools/Universities



# Be a Mentor

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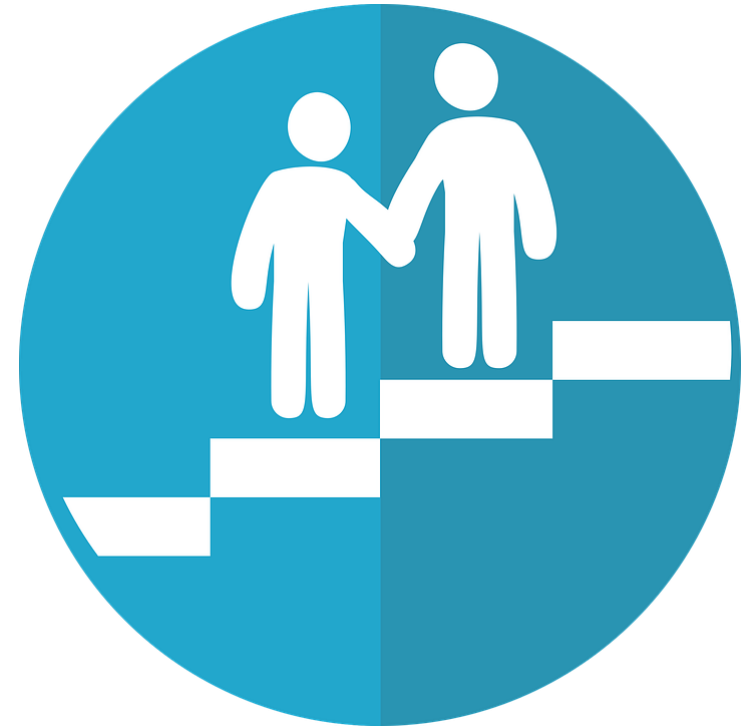
- Being a Mentor
  - Helps you listen actively rather than passively
  - Encourages knowledge sharing and increases self-worth
  - Strengthens interpersonal skills
  - May help you re-energize your career
  - Leads to great personal satisfaction
- Participate if your company has a mentoring program
- Volunteer to start one if there isn't a mentoring program

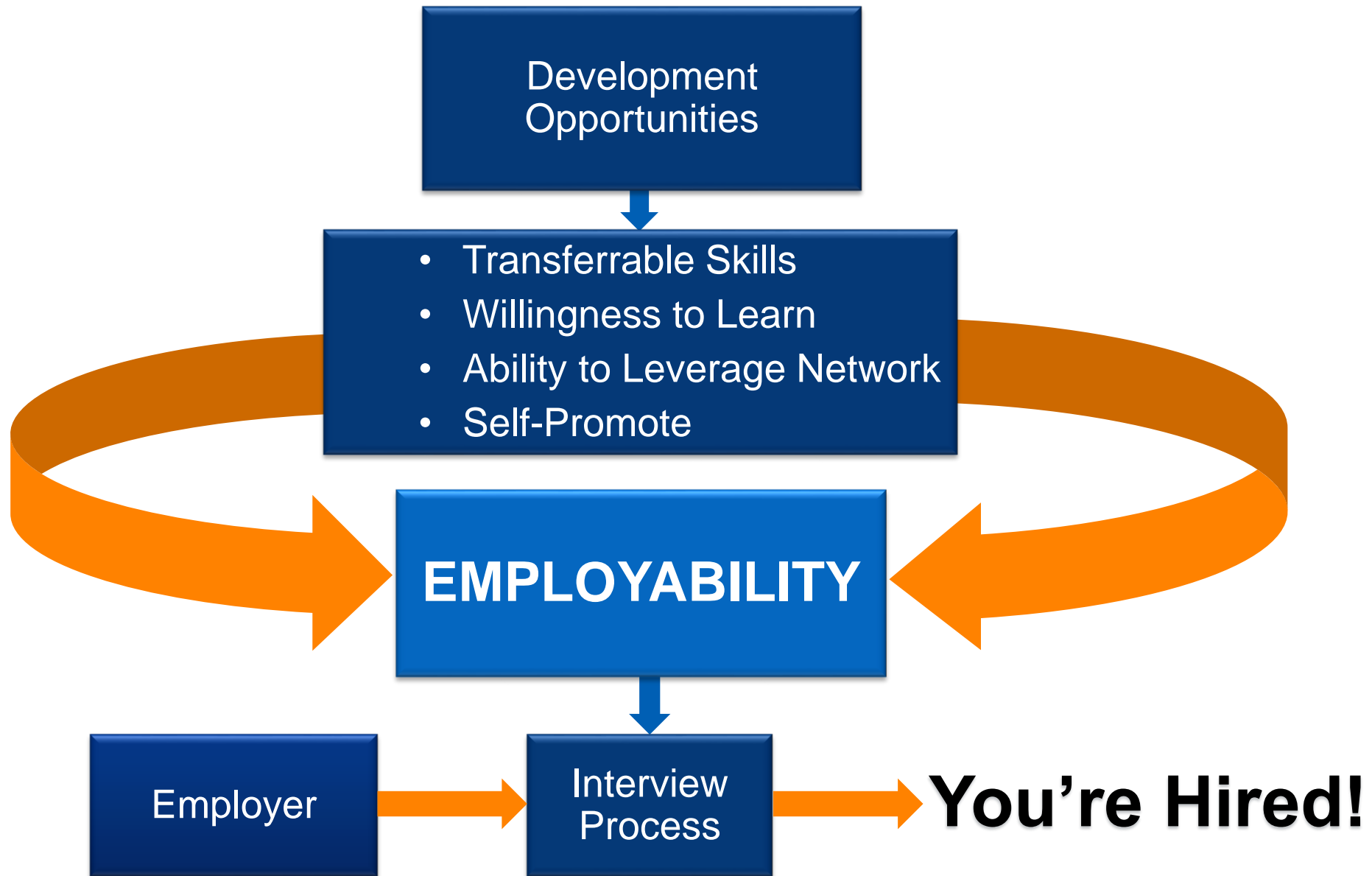


# Be a Mentee

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- Why be a Mentee?
  - Ask questions and get advice
  - Broadens your perspective
  - Helps gain new insights
  - Vent to someone you trust
  - Expand your network
  - Increase confidence to make better decisions
- Try Reverse Mentoring!









## EXERCISE

Market Research  
Insights Manager

# Exercise: Market Research Insights Manager

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- What skills do you have that are transferable to this new role?
- How can you develop your skills to make yourself more attractive to the hiring manager?
- Is it worth applying for this position?



# Maximize **your** employability today!

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