



2008 National BDPA Technology Conference



“Going Geek is the New Chic”

Milt Haynes, Past National BDPA President

August 8, 2008

Atlanta, GA



Presentation Objectives

This presentation will address all aspects of Careers In IT and the core competencies necessary to build and sustain a vibrant, fulfilling and prosperous career.

- BDPA Education Life Cycle Program “From the Classroom to the Boardroom” Introduction to IT industry trends and career development best practices
- Research results from the BDPA Who’s Hiring Initiative and the Best Companies for Blacks in IT Award Program
- Successful strategies on how to get a job, keep a job and develop a long term IT career
- Skill sets that are hot in the current job market
- How to build a successful business in the IT Industry



Why BDPA

When Earl Pace, Jr. and the late David Wimberly founded BDPA in 1975 they voiced their concerns as:

- Lack of minorities in middle and upper management
- Poor preparation of minorities for these positions
- Low number of minorities being recruited for upper management positions
- Lack of career mobility of minorities
- Lucrative minority placement services dominated by non-minorities



BDPA Vision

Be a powerful advocate for our stakeholders' interests within the global technology industry.



BDPA Mission



BDPA is a global member-focused technology organization that delivers programs and services for the professional well being of its stakeholders.



BDPA Stakeholders

- ✓ Members
- ✓ Corporate Supporters and Sponsors
- ✓ Black IT Businesses and
Entrepreneurs
- ✓ Educational Institutions
- ✓ African American Community



Milt Haynes Initiatives



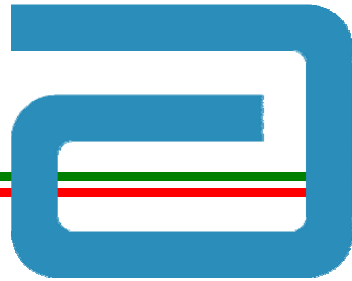
Fostering the career growth
of African-American executives





Blacks Gone Geek

Blacks Gone Geek is a social networking initiative dedicated to promoting Blacks in Technology, using blogs, podcasts, wikis, Facebook groups, yahoogroups and the web site, www.blacksgonegeek.org, to network with an online community of over 20,000 IT professionals.



Abbott Laboratories

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs 72,000 people and markets its products in more than 130 countries.

Annual Revenue: \$25.9 billion



INFORMATION TECHNOLOGY SENIOR MANAGEMENT FORUM

Fostering the career growth
of African-American executives





IT Senior Management Forum

VISION

- To significantly increase African American leadership in Information Technology

MISSION

- To fill the executive pipeline with the next generation of IT professionals and foster the continuing development of ITSMF members



“Cultivating the Content of our Character: The Crossroads of the Dream”



Build Character and Take Action

Focus on five core values:
Advocacy, courage, resiliency, servitude
and vision!

2008 National Leadership Conference
The Torch



The PMI Chicagoland Chapter Executive Council is a group of invited executives from various Chicago-area industries who share ideas, perspectives and best practices for improving the management of projects in organizations and the role of the project management profession.

[Executive Council Members](#)



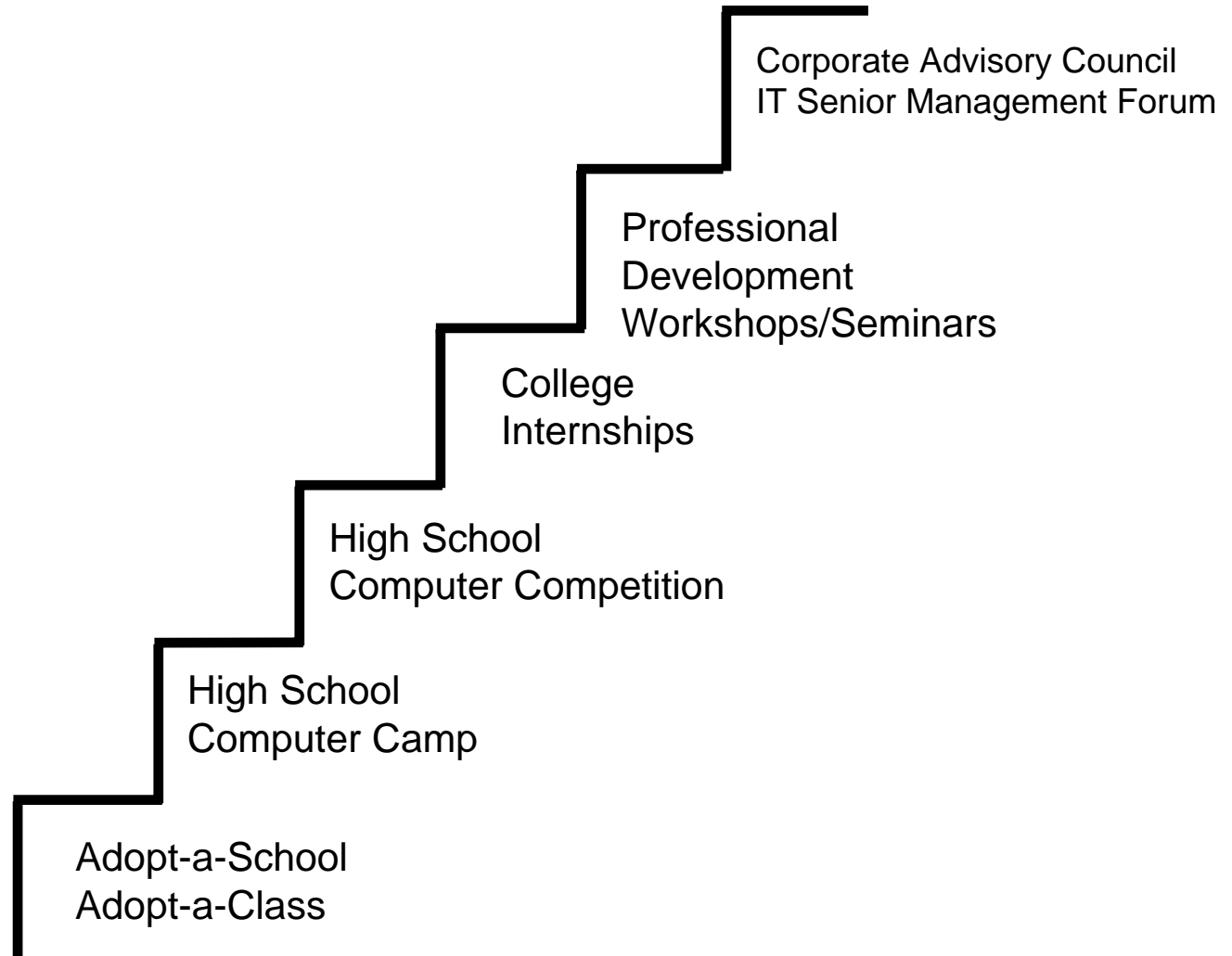
BDPA Chicago Corporate Advisory Council

The Corporate Advisory Council (CAC) supports the Chicago Chapter of the Black Data Processing Associates to fulfill its mission as an AVDISORY group at the request of the Board of Directors of the Chicago Chapter. The CAC will assist the BDPA Chicago Chapter in planning, implementing and funding chapter programs. These programs should be aimed at improving professional expertise and/or, to improve the educational possibilities for community youth, through the Citywide High School Computer Competition and related activities and programs.



Education Life Cycle

From the Classroom to the Boardroom





Our Challenges

- Offshore talent is much cheaper and well trained
- Recent graduates need experience to get a job and a job to get experience!!
- Recruiters are pressured to present highly qualified candidate with proven track records
- Entrepreneurs are not big enough to meet tier 1 vendor requirements for Corporate America



BDPA Who's Hiring Initiative Program Background

- Demand for African Americans in IT is outpacing supply
- Corporations are in need of a comprehensive recruiting and retention strategy
- Gen Y and Echo Boomers use web 2.0 social networking tools to communicate beyond email
- Education and training curriculums can't keep pace with fast changing technology skill demands



BDPA Who's Hiring Initiative Program Purpose

- The purpose of this program is to fill the pipeline with the next generation of IT professionals and foster the continuing development of BDPA members



BDPA Who's Hiring Initiative

Filling the Pipeline

Senior Executive

Executive

Middle Management

1st Line Management

Supervisory

Technical/Professional

Entry Positions

Student Internships

ITSMF Membership

**ITSMF Protégé/Alumni
Organization**

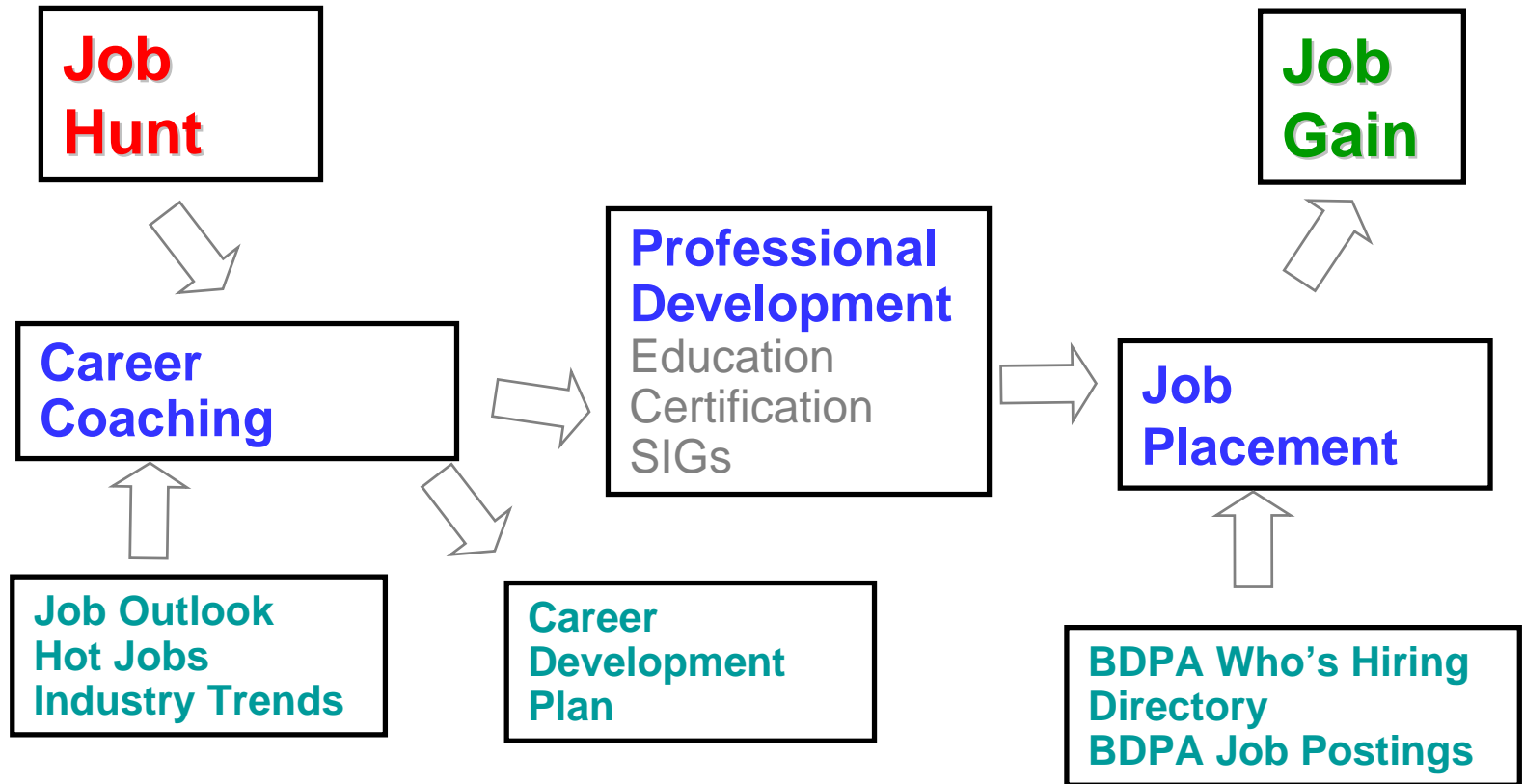
**BDPA Leadership
Development**

**BDPA Professional
Development**

**Next Generation of
IT Professionals**



BDPA Who's Hiring Initiative





Steps for Long Term Employment in IT*

- Obtain a strong foundational education
- Learn technologies used in a global industry
- Keep skills up-to-date throughout your career
- Develop good teamwork and communication skills
- Become familiar with other cultures
- Choose work in areas lest likely to be sent offshore

*From Globalization and Offshoring of Software: A Report of the ACM Job Migration Task Force



Get Geeked!



Who's Getting Hired

- Internal candidates
- Industry experts (PMP, Business Objects, Clarity)
- Market Hires
- Contractors (e.g. Contract to hire, offshore)
- Diversity Candidates
 - UNCF
 - BDPA
 - Black MBAs
 - NSBE
 - HACE
- Entrepreneurs (Diversity Suppliers)



Critical Skills Focus

“The only way to get ahead and stay ahead in this challenging job market is to constantly distinguish yourself from the competition by demonstrating great performance and maintaining highly marketable skills.”

Milt Haynes



Critical Skills Focus

- WEB Logic, WebSphere & J2EE
- Database Technologies (Oracle9i, DB2)
- XML
- Linux
- .NET
- C-Sharp
- Network Security and Firewalls, CISSP
- Java (jCert), J2EE, Optimal J
- Citrix thin client



Critical Skills Focus

- Web Development & Programming (C/C++, ASP, JavaScript, Perl, CGI, VB)
- Asynchronous JavaScript and XML (AJAX)
- PHP Hypertext Processor, Ruby on Rails
- Messaging (Lotus Domino, MS Exchange)
- Really Simple Syndication (RSS)
- Gartner's Hype Cycle for Emerging Technologies



Critical Skills Focus

- Cisco CCNA, CCNP, CCSP
- CompTIA A+, N+, S+
- Microsoft MCP, MCSA, MCSE, MCSD, MCDBA
- Compliance (Sarbanes-Oxley, HIPAA)
- Global Project Management (PMP, Six Sigma, IRMC, ITIL, CMMI)



Critical Skills Focus

- ERP (SAP, Oracle, PeopleSoft, Baan, JD Edwards, Lawson)
- CRM: Microsoft CRM, e-Synergy, SalesForce.com, NetSuite CRM+, ADAPTcrm, Oncontact V, SAP Business One CRM, PeopleSoft CRM, Siebel OnDemand CRM
- Project Portfolio Management (PPM)
Tools: CA Clarity, MSPS/PPS
- Application Portfolio Management



Critical Skills Focus

- Governance/Decision, Organization/Structure
- Enterprise Architecture (SOA, Data, Applications, Infrastructure, Data Security)
- Mergers and Acquisitions
- Sourcing, Off shoring
- Core Infrastructure/Consolidation (Core IT Services)
- Information Technology Asset Management (ITAM)
- Business Intelligence (BI), Hyperion, Cognos, Informatica
- Business Process Engineering (BPE)
- Business Continuity Planning (BCP) and Crisis Management



Get Coached!

- Can't Find a Job? Here's Why...
 - Under qualified (skill set mismatch)
 - Unprepared
 - Under developed
 - Project a poor image
 - Don't interview well
 - Not ready for the corporate culture
 - Can't compete
 - Reluctant to relocate



Feedback

- Can't Find a Job? Here's Why...
 - You're not as marketable as you think
 - You place too much faith in the Internet
 - You haven't established your brand
 - You're a lousy planner
 - You don't follow up
 - and...



Critical Skills Focus

Compuware Pyramid Attributes

- Secure
- Ethical and Moral
- In Agreement with Economic Purpose
- Team Player
- Optimistic, Positive, Other Oriented
- Energetic Achiever
- Bright



Career Coaching

Assisting the BDPA Job Seeker

- o How to “Get in the Game”
- o Conducting the Employability Assessment
- o Setting Realistic Expectations
- o Finding the Best Career Objective
- o Developing Your Unique Selling Proposition (USP)
- o Passing a Background Check
- o Generating Leads



Career Coaching

Assisting the BDPA Job Seeker

- o Matching Algorithm Exercise
- o Writing a Killer Cover Letter
- o Working the BDPA Referral
- o Reporting Status
- o Interviewing Tips
- o Negotiating Offers
- o Congratulations!
- o Planning Your First 100 Days



Think BIG!



What's your USP?

Faster than a speeding bullet.

More powerful than a locomotive.

Able to leap tall buildings in a single bound.

Look! Up in the sky!
It's a bird. It's a plane. It's Superman!

P. I. E.

There are three elements important to players who want to fine tune their skills and move up in their profession. They must:

- **Perform** exceptionally well (10%)
- Cultivate proper **image** (30%)
- Manage their **exposure** so the right people will know them (60%)

Understand that your performance must be top-notch, because you can be replaced, but also understand that there's a lot more to career advancement than doing an outstanding job.

From "Empowering Yourself: The Organization Game Revealed" by Harvey Coleman



Profiles

- BDPA Chicago CAC Member Companies
- Best Companies for Blacks in Technology
- Martin Davis
- Don Thompson
- Michael Gaines
- Bob Blackwell
- Flashpoint Academy
- Google



BDPA Chicago

Corporate Advisory Council Members



Abbott Laboratories

Allstate Insurance

Bank of America

Computer Resource Solutions

Daugherty Business Solutions

Dunn Solutions Group

Exelon

Hewitt Associates

HSBC-North America

IBM

McDonald's Corporation

Microsoft

Penick and Associates

UBS

U.S. Cellular



Best Companies for Blacks in Technology Awards Program

- Survey period starts in the 1st Quarter of each year
- Survey has 13 pages and 41 questions
- Best Companies for Blacks in Technology Award Winners announced in August
- Epsilon (“Star of the Highest Magnitude”) Award presented to the Top Company for Blacks in Technology at the Annual National Conference



Best Companies for Blacks in Technology Awards Criteria

Rating Categories

Demographics

Diversity Programs (Training, Affinity Groups)

Tenure, Promotions, and Terminations

Career Path Programs

Minority Vendor Programs

Community Outreach



Best Companies for Blacks in Technology Awards Program

2007 Winners

1. Allstate Insurance
2. Compuware
3. Eli Lilly
4. HCSC
5. HSBC North America
6. IBM (Epsilon Award Winner)
7. Lockheed Martin
8. Merck and Co.
9. Wal-Mart
10. Wellpoint



Martin Davis

**Corporate Chief Information Officer
Executive Vice President**



WACHOVIA

As Wachovia's Corporate CIO, Davis provides the strategic direction for the company's IT environment. In this role, he is responsible for all software applications used across the Wachovia enterprise and is accountable for the people and processes within the business unit CIO organization. He is a graduate of the Young Executives Institute and the Executive Leadership Program, both at the University of North Carolina–Chapel Hill. Davis is a native of Roanoke, Va.



Michael Gaines

President & CEO
Computer Resource Solutions

Information Technology Consulting and Professional Staffing

Computer Resource Solutions provides Information Technology Consulting and Professional Staffing services to Fortune 500+ companies in a wide variety of industries. Computer Resource Solutions' ability to deliver tangible benefits to our clients requires the delivery of the right solution through highly skilled consultants with cross-functional experience.

www.crscorp.com



Bob Blackwell

Chairman
Blackwell Consulting Services

Robert (Bob) D. Blackwell, Sr. is chairman of Blackwell Consulting Services. A well-known leader in management and information technology, Bob's computer industry expertise spans more than 35 years. He is known in the industry for being a visionary and dynamic leader.

In 1992, after working for more than 25 years with International Business Machines (IBM), Bob founded Blackwell. Today the company is a national full service, full life-cycle management and information technology consulting firm, serving the Global 1000 and middle market enterprises. With nearly 300 consultants, and an estimated revenue of \$36 million in 2004, Blackwell has grown to become one of the largest minority-owned management and IT firms in the U.S.

www.bcsinc.com



David Segura

Chief Executive Officer
VisionIT

“For the past 12 years as founder and CEO of VisionIT, Inc., David H. Segura has established himself and his company of more than 1,500 IT personnel as a national expert in IT staffing, vendor management and IT outsourcing solutions providing services to many Fortune 500 and large government agency clients.

As a 2008 Ernst and Young Entrepreneur of the Year award recipient as well as an Inc 500 firm, Segura’s VisionIT has widely been recognized as one of the nation’s fastest growing privately-held companies.

Segura’s passion for corporate diversity and minority business development has earned him a solid reputation as a staunch advocate and champion of diversity in the national business community. Throughout his career, Segura has forged strong business partnerships with notable Fortune 500 companies, while helping other minority-owned businesses do the same.”

www.visionitinc.com



Teen Millionaire Ashley Qualls

whateverlife.com

Ashley Qualls doesn't sound like a typical high school student. Maybe that's because the 17-year-old is the CEO of a million-dollar business.

Ashley is the head of whateverlife.com, a website she started when she was just 14 — with eight dollars borrowed from her mother. Now, just three years later, the website grosses more than \$1 million a year, providing Ashley and her working class family a sense of security they had never really known.



Get Engaged!



Critical Success Factors

- Managing Expectations
- Making the BDPA Connection
- Keeping Marketable
- Building a Best in Class Resume
- Leveraging Business vs. Technology
- Staying Interested in Education
- Playing Politics in Corporate America



Recommendations: Where to Go From Here?

- Choose which domain of expertise best suits you. Learning and relationships will fuel growth.
- Figure out what appeals to you. Look at industry segments, business processes, service delivery models and company size.
- Look outside the world of business IT for new challenges and emerging roles.
- Network! Tap into professional, personal and social networks.
- Keep an objective eye on your career path:
Are you doing what you want to do?



Recommendations: Where to Go From Here?

- “Publish or perish”
 - Publish Your Own Professional Website, Blog, Podcast, Discussion Group
- Learn how to sell yourself
- Gain new technical skills
- Develop your soft skills and professional image
- Prove yourself by volunteering and managing a successful project from start to finish
- Build relationships, references and referrals
- Dodge the offshore bullet by building business skills and customer facing work experience



Recommendations: Where to Go From Here?

- Know your gifts
- Find your niche
- Develop your business model (SWOT)
- Build your following
- Position yourself to find investors
 - Ask and you shall receive
 - Learn business development and CRM
 - Help me help you
- Sell your wares
- Manage your finances
- Grow your business
- Help others



Recommendations: Where to Go From Here?

- Master the politics of the business inner circle
- Practice life-long learning techniques
- Exercise Impression Management
- Link your accomplishments to the performance criteria that matters
- Find out what the customer wants and focus on that
- Get coached, get geeked, get engaged
- Follow-up, follow through and persist until you succeed

Q & A



Back-up Slides



Recommended Reading

- “Beyond Performance: What Employees Really Need to Know to Climb the Success Ladder” by Roland D. Nolen
- “Cracking the Corporate Code: From Survival to Mastery” by Price M. Cobbs and Judith L. Turnock
- “Dig Your Well Before You’re Thirsty” by Harvey Mackay
- “Due North! Strengthen Your Leadership Assets” by Jylla Moore Foster
- “Emotional Intelligence: Why It Can Matter More than IQ” by Daniel Goleman“
- Empowering Yourself: The Organization Game Revealed” by Harvey Coleman
- “How to Be a Star At Work: 9 Breakthrough Strategies You Need to Succeed” by Robert E. Kelley
- “People Skills” by Robert Bolton

Recommended Reading

- “The New Rules of Marketing & PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing & Online Media to Reach Buyers Directly” by David Meerman Scott
- “The Seven Habits of Highly Effective People” by Stephen R. Covey
- “The 8th Habit: From Effectiveness to Greatness” by Stephen R. Covey
- “The Secret Handshake: Mastering the Politics of the Business Inner Circle” by Kathleen Kelley Reardon, Ph.D.
- “Political Savvy: Systematic Approaches to Leadership Behind-the-Scenes” by Joel R. DeLuca, Ph.D.
- “Power and Politics in Project Management” by Jeffrey K. Pinto, PhD.
- “Execution: The Discipline of Getting Things Done” by Ram Charan
- “The Greatest Salesman in the World” by Og Mandino



Recommended Reading

- “The First 90 Days: Critical Success Strategies for New Leaders at All Levels” by Michael Watkins
- “Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life” by Spencer Johnson, Kenneth H. Blanchard
- Globalization and Offshoring of Software: A report of the ACM Job Migration Task Force
- “Choose to Lead: Advice, Tools, and Strategies from Women for Women” by Narmen F. Hunter and Deborah C. Chima
- “The Tipping Point: How Little Things Can Make a Big Difference” by Malcolm Gladwell
- “The World Is Flat: A Brief History of the Twenty-First Century” by Thomas L. Friedman
- From Good to Great: Why Some Companies Make the Leap and Other Don’t” by Jim Collins



Contact Information

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