



Going Geek is the New Chic

Presented by Milt Haynes
UNCF NAC Leadership Conference
Birmingham, AL
February 14, 2008



“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!

Milt Haynes



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

BDPA Mission



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



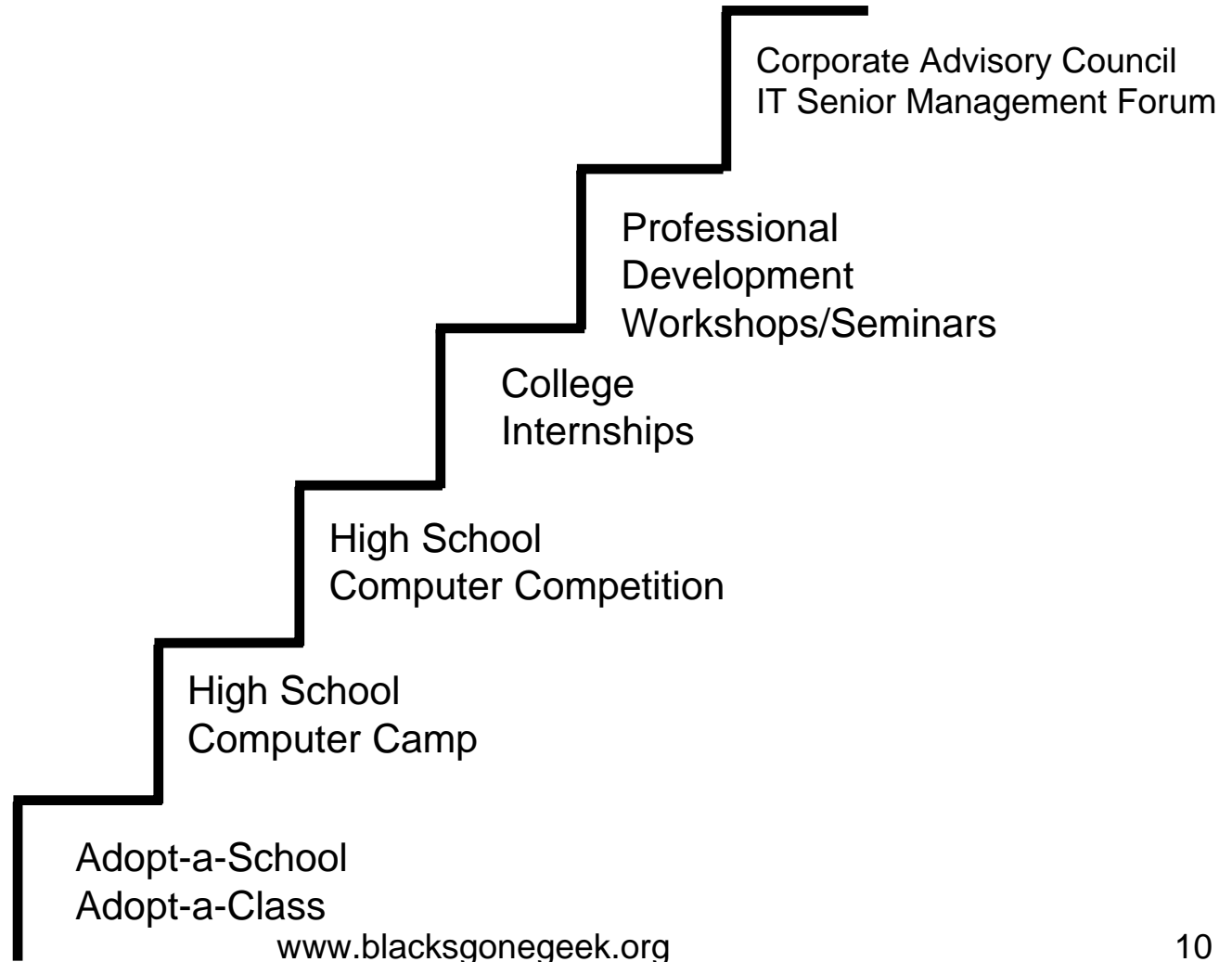
BDPA Stakeholders

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



Education Life Cycle

From the Classroom to the Boardroom





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

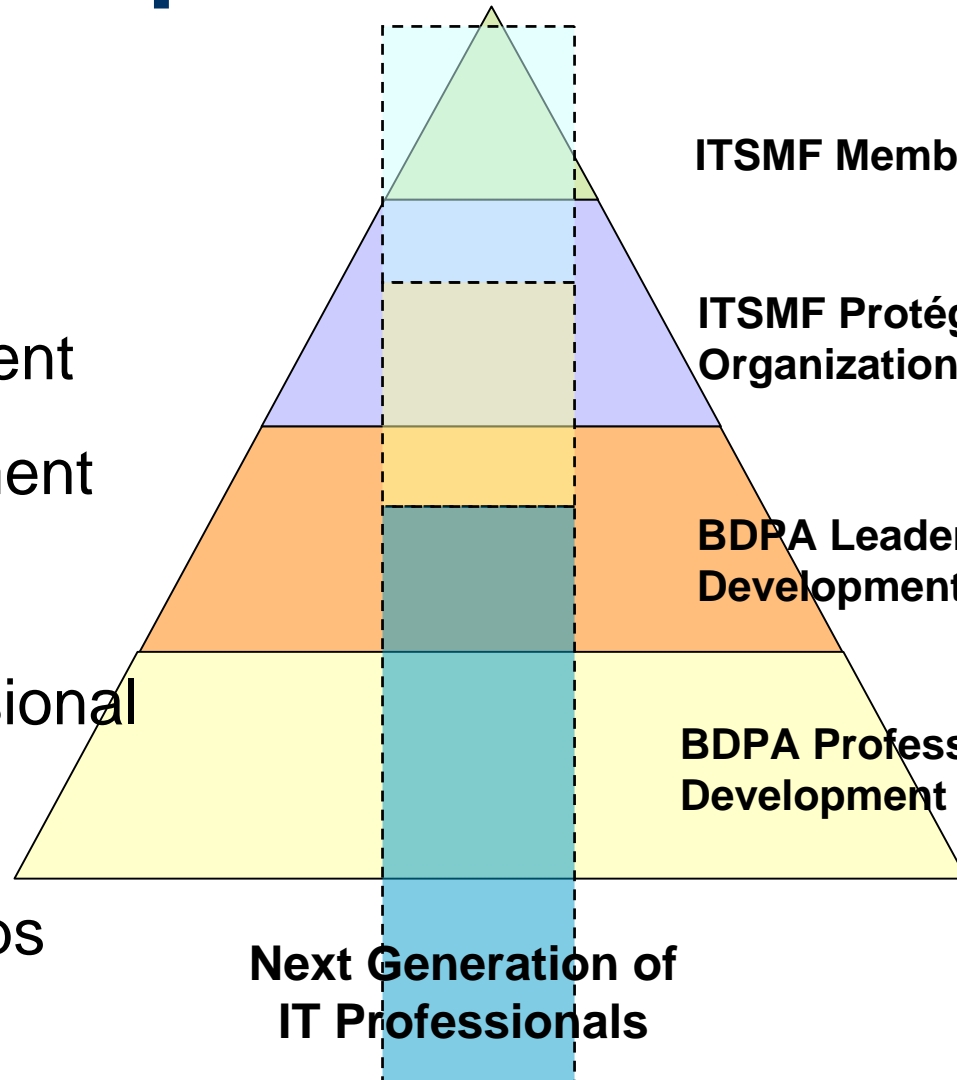
Student Internships

ITSMF Membership

ITSMF Protégé/Alumni
Organization

BDPA Leadership
Development

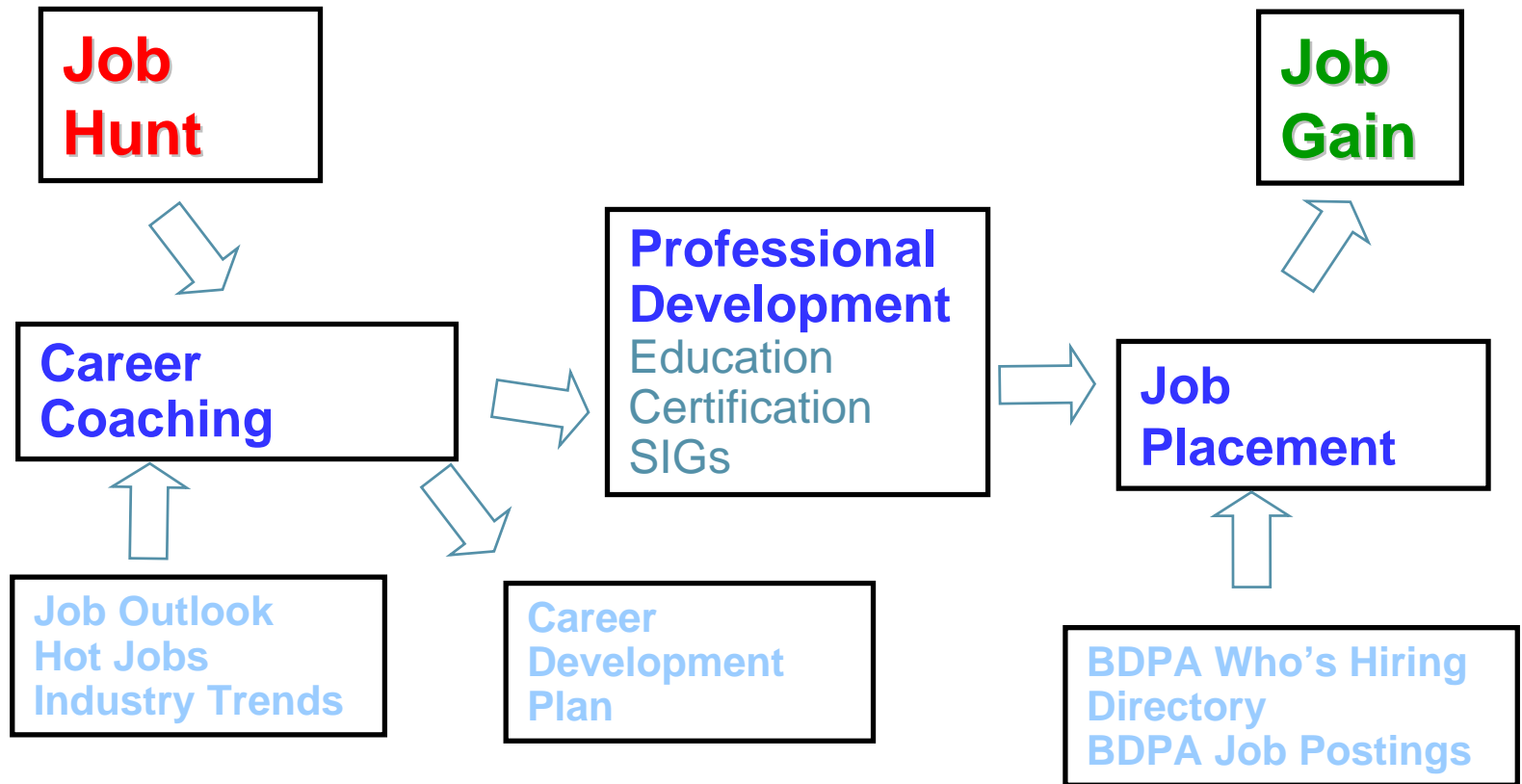
BDPA Professional
Development



Next Generation of
IT Professionals

BDPA Who's Hiring Initiative

From **Job Hunt** To **Job Gain**





Critical Success Factors

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



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



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, MCSA, MCSD, MCDBA
- Compliance (Sarbanes-Oxley, HIPAA)
- Global Project Management (PMP, Six Sigma, IRMC, ITIL, CMMI)



Critical Skills Focus

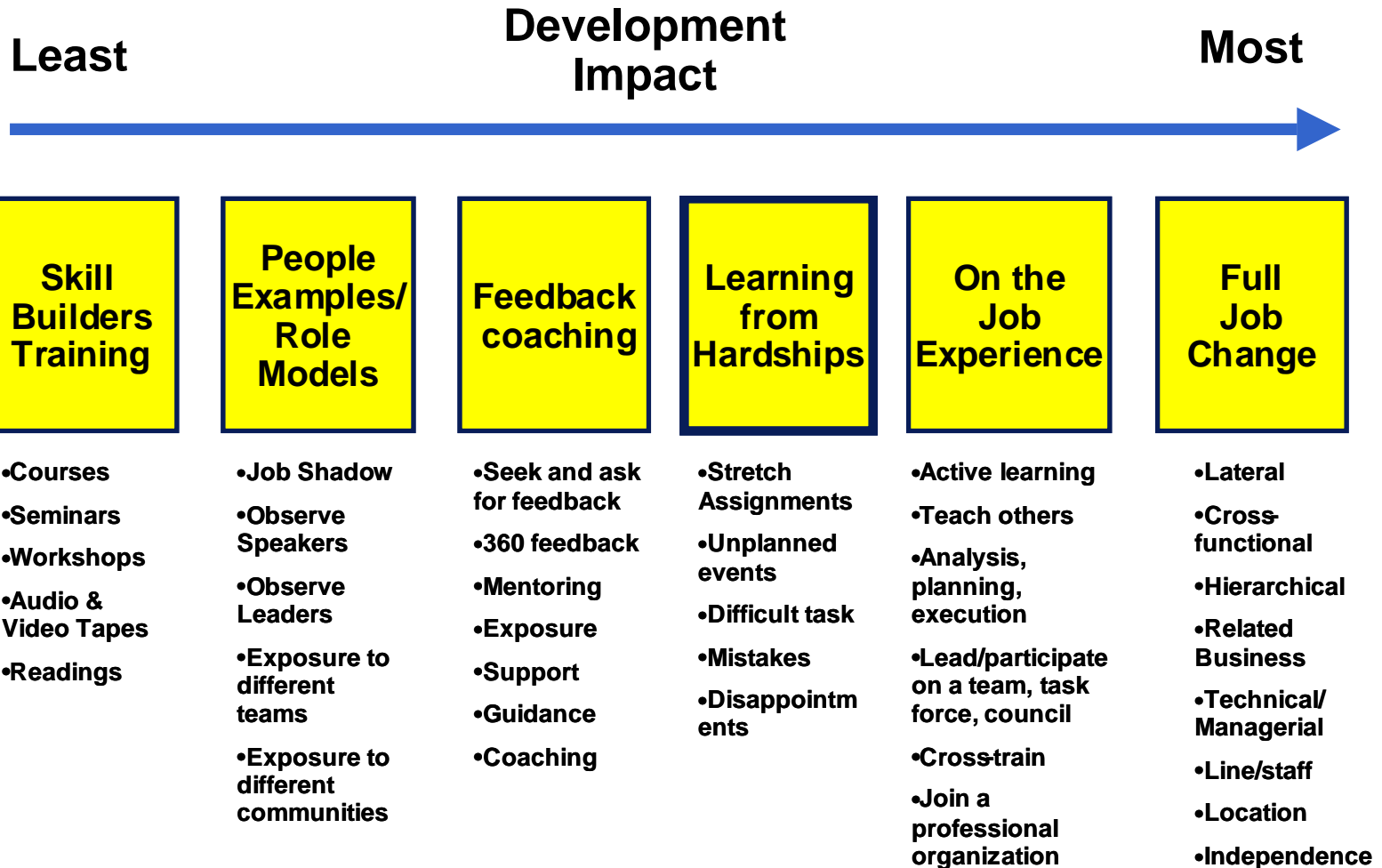
- ERP (SAP, Oracle, PeopleSoft, Baan, JD Edwards, Lawson)
- CRM: Microsoft CRM, e-Synergy, SalesForce.com, NetSuite CRM+, ADAPTcrm, Oncontact V, SAP Business One CRM, PeopleSoft CRM, Siebel OnDemand CRM
- Project Portfolio Management (PPM)
Tools: CA Clarity, MSPS/PPS
- Application Portfolio Management



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)
- Business Process Engineering (BPE)
- Business Continuity Planning (BCP) and Crisis Management

Development Spectrum





Corporate America

- Free Training
- Research Resources
- Established Brand
- Red Tape, bureaucracy
- Steady Income
- Internal Networking
- Intellectual Property
- Hard to Move Up

Entrepreneur

- Start at the top
- Brand: Are you legit?
- Low pay to great potential
- Lean & mean
- Need VC money
- Protect competitive advantage
- CRM

Academia

- Less pressure
- Publish or perish
- Very Competitive
- Need PhD
- Time to build network
- Research encouraged

Non-Profit Organization

- Learn by doing
- Brand: History
- Professional and Personal development
- Learn to motivate
- Freedom to experiment
- Classroom to the Boardroom
- No pay
- Build strategic relationships



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



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



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...



Feedback

- 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



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



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.



Don Thompson

President McDonald's USA

Don Thompson is President of McDonald's USA, with the responsibility for strategic direction and overall business results of 13,700 restaurants in the U.S.

Mr. Thompson began his career with the McDonald's corporation in 1990 as an electrical engineer. He has held a variety of key leadership positions within the company including Executive Vice President, Chief Operating Officer and Division President.



Michael Gaines

President & CEO

www.crscorp.com

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.



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.



Counting the Google Millionaires

In the 1990s, we loved to tally up the number of Microsoft millionaires. Now, it's Google's turn. The New York Times cites estimates that there are 1,000 Google employees whose stock grants and options are worth more than \$5 million. So there are more than 1,000 Google millionaires, including Google's former masseuse, Bonnie Brown.

And anyone who joined a year ago is worth, on average, \$276,000. According to the story, the average options grant to an employee who started a year ago was for 685 shares, plus an additional 230 shares in outright stock. At the current price of \$662, that comes to \$276,000 (assuming full vesting of the shares). Google currently has 16,000 employees, of which roughly 6,500 were added in the past year alone. So 9,500 are worth at least \$276,000. Plus, they still get free massages.



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.



Recommendations: Where Do You 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 Do You 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 Do You 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 Do You 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