



# quality matters

ASQ Section 1301

May 2007

Volume 8 , Issue 8

[www.asq1301.org](http://www.asq1301.org)

## ANNUAL SECTION 1301 BUSINESS MEETING

**Join us on Thursday,  
May 17th**

**TIME:**

6:00 p.m. to 8:00 p.m.

**LOCATION:**

Hayward's Bar-B-Que  
11051 Antioch Road  
Shawnee Mission, KS  
66210  
913-451-8080

**COST:**

There is no cost for the meeting, however each attendant should pay for his/her own meal from Hayward's Menu

**RESERVATIONS:**

Please contact Heather McCain for reservations at (913) 440-2236 or HeatherMcC@aol.com

**TOPICS:**

**SECTION RESULTS  
06-07**

**BUDGET FOR 07-08  
STRATEGIC PLANS  
AND GOALS FOR THE  
FUTURE**

If you are interested in helping Section 1301 grow and provide more services for our members you are invited to attend.

**SUMMER ASQ SOCIAL EVENT:  
"DIRTY ROTTEN SCOUNDRELS"**

More information at  
[KCStarlight.com](http://KCStarlight.com)

WHEN: Wednesday June 27th at 6:15 p.m.

No, it's not a show about the Section 1301 Board, but an opportunity to join your ASQ friends for an evening at the theater. "Scoundrels" follows two con artists as they take on the lifestyles of the rich and shameless—and end up with a lot more than they bargained for. In addition to this Tony-nominated Broadway comedy, you'll enjoy dinner at the Applause Club and a backstage tour. Cost is \$47 per person, not including \$5 parking. It will be a fun way to get to know some of your Quality peers and could make a fantastic date night! Reserve tickets in advance by May 1st with Heather. Heather McC@aol.com or (913) 440-2236

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Greg McKain  
ASQ 1301  
Placement Chair

# Career Corner Career Corner

## Career Transition – Ten Milestones (Part 2) <sup>(1)</sup>

There are **Ten Milestones** designed to help you structure your search, keep it on track and maintain the productivity level you need to complete your search successfully. We will address the ten milestones in a three part series of articles. Last week we reviewed the three milestones in Part 1. This week we will explore the next three milestones in Part 2. Listed below are the milestones grouped in the three parts.

### Part 1

- Milestone 1: Survey Your Professional Environment
- Milestone 2: Determine Your Professional Objective
- Milestone 3: Create Your Communications Strategy and Resume

### Part 2

- Milestone 4: Define Your Target Market
- Milestone 5: Gather Marketplace Information
- Milestone 6: Get Your Message Out

### Part 3:

- Milestone 7: Talk with Hiring Managers
- Milestone 8: Consider Other Methods of Search
- Milestone 9: Interview, Cultivate Offers and Negotiate
- Milestone 10: Transition Into a New Position

As mentioned in previous articles, your local Kansas City Area Job Clubs can help in providing the support and resources for keeping your job search productivity at a high level. A list of local Job Clubs with key contact information can be viewed by visiting on-line at [www.asq1301.org](http://www.asq1301.org) and clicking on the “Jobs” page. There you will find an area to click for the Jobs Clubs just above the listing of job opportunities.

### **Milestone 4: Define Your Target Market (*Focus and Target*)**

A search is most effective when you have clearly defined who you are trying to reach. Target the organizations that are most likely to need your services and meet your personal criteria. A clear, logical and practical definition of your target market allows you to focus your search on specific organizations and ensures that you waste little time finding appropriate new employment. A goal of 40 to 50 companies – that’s what it takes to get started.

The elements of a marketing plan will help you focus on your target markets.

- Professional objective with preferred functions.
- Positioning statement with competency list.
- Target market specifying:
  - Geographic location
  - Industry or type of organization
  - Size of organization
  - Organizational culture
- Create and evaluate target market.

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### **Milestone 5: Gather Marketplace Information (*Find an Inside Source*)**

Information is the heart of your search. You need to have a continuing flow of current information about target organizations from people (preferably insiders) who are knowledgeable about those organizations. Knowing what is happening in your targeted marketplace and identifying the kinds of activities your target organizations are involved in helps you identify the right people to talk with: the people who have the power to offer you your next position.

Treat this milestone as you would any research project. You need to gather information from print, online sources, and people to:

- Prioritize and pursue your top targets.
- Be effective in search conversations and develop the best questions to ask.
- Share information with your network of acquaintances.
- Take action on the information and tailor your communications strategy, marketing plan, networking activities, interviewing, and salary negotiations.

### **Milestone 6: Get Your Message Out (*Talk to Everyone*)**

All job search experts agree that people talking to people is how jobs are found and selections made. Informal conversations are often the most important activity. You need to talk to at least 20 to 30 people a week to be effective. Let them know who you are and what you can do. The most beneficial method is talking to people in your profession and industry, insiders at your target organizations, colleagues and friends.

The key to this milestone is to expand your network of contacts. Everyone has a network whether they realize it or not. Your network is comprised of all the people you come in contact with. Each contact has the potential of leading you to someone else. Therefore, when expanding your network of contacts, practice the **SMART** approach:

- S**ummarize your message
- M**arketing plan
- A**sk questions
- R**eferrals
- T**rade information

<sup>(1)</sup> Reference to this article is provided by excerpts from Lee Hecht Harrison *Career Resource Network*. Permission granted. For more information visit their website: [www.LHH.com](http://www.LHH.com)



## **KU Continuing Education presents a free preview of management short courses for engineers and other professionals — Earn up to 3 free PDHs**

### **Management Short Courses Showcase**

Thursday, May 24, 2007

Regnier Hall, Edwards Campus

12600 Quivira Road

Overland Park, KS 66213

Web site: <http://www.continuinged.ku.edu/programs/showcase/>

KU Continuing Education and the Department of Engineering Management will introduce 12 management short courses during an evening showcase on Thursday, May 24, on the KU Edwards Campus. Register now!

# 2006-07 Section Officer & Committee List

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## American Society for Quality

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### Schedule of Events

- May 1– Deadline for Starlight Reservation
- May 17- Annual Business Meeting, see page 1 for details
- May 24-KU Continuing Education Short Courses
- Upcoming Events

June 2– CQE/CQA/CSQE/  
CQIA/CCT/CQPA Examination

**Dirty Rotten Scoundrels  
Wednesday June 27**

## May 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 <i>Reservations</i>	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17 <i>Business Meeting</i>	18	19
20	21	22	23	24 <i>KU Courses</i>	25	26
27	28	29	30	31		