



Recession Proofing Your Oil & Gas Career

Strategies for Landing On Your Feet

Council Of Petroleum Accountants Societies
October 27, 2015



**60% fewer drilling rigs,
535% more
unemployment claims
in the last year.
The oil bust is real,
and it's here, now.**

Plummeting prices have Colorado's oil industry on edge. Is it time for the rest of us to start worrying? Probably.

COVER STORY, CATHY PROCTOR, PAGE 4

Denver Business Journal, October 9, 2015



What's Your Plan?



Four Keys to Recession Proofing Your Oil & Gas Career

Before You Begin Marketing Yourself:

1. Know Your Unique Value Proposition
2. Know Your Market
3. Boost Your UVP
4. *Then*, Broadcast Your UVP



Know Your UVP

Career Asset Gathering

- Gather Your Accomplishments & Metrics
 - *How have you helped save or make money?*
- Find What is Unique, Better or Different About Your Strengths & Contribution
- Get Your Story Straight
 - *Three to Six Career Success Stories: Situation, Action, Results (include metrics!)*



Know Your Market

- Identify the skills you have that are in demand
- Identify the target market that hires your skills
 - *Industry, Company Size, Values, Culture, Geography, and Products*
- Build a target company list
- 80 – 20 Rule: 80% of hires are made through networking and relationships



Boost Your UVP

- What skills can you add that make you a great hire today and for the future?
- Demonstrate that you are a lifelong learner
- Distinguish yourself from your peers
- Find courses, MOOCs, and certificate programs
- Tap into unique skills like writing for publication or presentation skills



Broadcast Your UVP

- What is Your Reputation Capital?
- Build Your Online Professional Presence
- Participate in LinkedIn Groups, Influencer Posts, Twitter, Business Facebook, and Others
- Become Visible: Professional Associations, Community Volunteer Work, Alumni Association, and Meetups (social and business)
- Be a Connector and Forge New Relationships



Your Career is a *Business*

As a Company of One You Must Have:

- Marketable, In-Demand Products
- Ability to Constantly Evolve & Grow
- Skills to Market Yourself Persuasively & *Continuously*
- Capability to Keep Your Customer Happy
- Courage to Resist Being the Low-Price Option!
- Resilience to Reinvent Yourself



Companies that Came Back

- **Apple:**
 - On the ropes in 1997; \$74 billion in revenue 4Q14
- **FedEx:**
 - \$5K turned into \$27K; \$45B FYE 2014
- **IBM:**
 - 1993 turnaround; 100th Anniversary in 2011; \$92.8 billion in revenue 2014



What is Your Plan?

- How Does Your Personal Brand Rate?
- Take Our Free *Personal Branding Scorecard*
- Prioritize Your Next Steps
- Allocate Time Weekly to Your Strategy
- Activate Your Personal Brand