

CAREER JUMPSTART

How to launch your career in
Asset Management



Blackwater Search
ETFs | Digital Assets

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CHAPTER 01

Introduction

My message to you

Introduction

I worked in Financial Services in London for nearly 20 years of my life. You could say I have been around the block a few times and picked up a few tricks along the way.

I wrote this eBook with the intention of passing on the knowledge and experience I have gathered over that time with those who are still on their journey. Whether you are a summer intern, just started your first job or have been working for a while but not making the progress you were expecting, then read on as this eBook is for you.

Building a career takes planning and thought, but unfortunately most of us just leave it to chance and tend to get carried along by the circumstances that play out in our lives. My message to you is don't let that happen with your career.

Being strategic in how you plan your career can help you avoid ending in a dead-end job or going down too many rabbit holes. Making too many mistakes early on and jumping around jobs can make your CV look messy and is not how you want to get your career going.

This eBook was written to help you avoid those mistakes, it's the "what not to do's" as well as the "what to do's" that count most. I have split the eBook into key building block sections. None of it is rocket science but if you follow these simple steps, then I guarantee you will be in a better position in terms of developing your career than you were at the beginning.

I am also accompanying this book with a formal coaching program so if you like what you read and feel more coaching is for you, then just visit my website, Blackwatersearch.com to find out more.

Ok, let's get into it.



CHAPTER 02

CV Writing

Write a CV that stands out
from the crowd

Your CV is a marketing document

Everyone in their career will need a CV, regardless of what stage you are at in your career. A CV is a living, breathing document that will be updated many times over the course of your career.

Therefore, you would think that producing one was simple enough, but the truth is people are terrible at writing CVs. This is a real shame as it's such a key document and very often your success or failure is based on this simple document.

FIVE MISTAKES PEOPLE MAKE WHEN WRITING A CV

1. They write it from their own point of view, rather than from the point of view of the person reading it
2. They think the purpose of a CV is to reflect their work experience rather than it being a marketing document
3. They don't try and differentiate themselves enough
4. They focus on their tasks and responsibilities and not on their achievements
5. They don't use the right keywords

SO, WHAT ARE WE TRYING TO ACHIEVE?

Understand that a CV is a **MARKETING** document – you want the reader to think you are awesome.

Recognise that you are being hired to **SOLVE A PROBLEM** for the employer

- show what you can do for the employer
- show how will you benefit him/her and the organization
- show how you can help improve profits (a Superstar) and/or reduce costs and just make things run better (a Hero).

Put yourself in the shoes of the reader – whoever is reading your CV is probably going to skim over it so **KEEP IT SIMPLE**. No need to write an autobiography with lots of long paragraphs.

Focus on your **ACHIEVEMENTS AND BENEFITS**

What did you succeed in doing in your prior roles and how did those achievements benefit the organisation?

Understand that firms now use A.I. tools to screen CVs, so you must have the right **KEYWORDS**. 75% of CVs are rejected because they don't have certain keywords.

Think accomplishments

HOW DO YOU CREATE A KILLER CV?

- Keep it brief – 2 pages max
- Summarise your career history - show the facts
- State your accomplishments – try and quantify them as much as possible
- Highlight the benefits of your accomplishments
- Make it applicable to the role you are applying for – to coin a phrase, keywords are key

ACCOMPLISHMENTS & BENEFITS ARE THE HOLY GRAIL

Your CV needs to capture all significant accomplishments you have had. Try to quantify them with specific accomplishments using numerical percentages and/or volumes wherever possible. Employers are concerned with two things: first, what you accomplished; and second, but just as important, how you accomplished them.

PLAN YOUR CV

Drafting a high quality CV takes time and thought, so don't try and crank it out in 30 mins. Instead plan each section. Go through your past roles and think what you achieved.

Identify your specific talents and how these skills can benefit the new employer based on your past experiences, accomplishments and/or training.

Choose the most compelling reasons someone should hire you in preference to someone else and how your past accomplishments (and how you accomplished them) would make you stand head and shoulders above someone else.

Use the exercise guide below to help with your thought process.



Questions to ask yourself

- ☐ What special problems were you hired to solve?
- ☐ Were there any areas where you were unusually creative?
- ☐ Did you receive a promotion?
- ☐ Did you help to increase sales, productivity, efficiency, or any other achievement?
- ☐ Did you save money for the company?
- ☐ Did you help to establish any new goals or objectives for your company?
- ☐ Did you suggest any new or additional programs?
- ☐ Did you establish any new systems or changes?
- ☐ Did you recognize any problem that had been overlooked?
- ☐ Did you train anyone?
- ☐ Did you redefine the nature or scope of your job?
- ☐ Did you undertake a project that was not part of your original responsibility because you wanted to solve the problem?
- ☐ Did you do anything to make your job easier?





CHAPTER 03

LinkedIn Profile

LinkedIn is a marketing tool

LinkedIn profile

Like your CV, your LinkedIn profile is a marketing tool and needs to be treated as such. Do not underestimate the power of LinkedIn and how important it is nowadays.

Be sure that any potential employer is going to check your profile on LinkedIn, not to mention the scores of recruiters who spend their entire day looking at profiles on LinkedIn.

So, with that in mind, what do you need to do to create a profile that stands out and gets noticed?

- ❑ Make it easy for firms / recruiters to find you
- ❑ Have a clear professional photo
- ❑ Have a strapline description that attracts attention
- ❑ The “About You” section should focus on how you can solve other people’s pain points and how you can add value
- ❑ Don’t be afraid to post content and comment on other people’s posts
- ❑ Make sure your LinkedIn profile aligns with your CV – potential hiring managers will look at your LinkedIn profile

11 Steps to having a red-hot LinkedIn profile

1. Profile Photo

Please have one and make sure it is professional looking and not a picture of you with your dog, a selfie, group photos or cartoons.

2. Contact Details

Fill this in as much as possible

3. Location and Industry

Fill it in. The more specific you are, the easier it is to find you

4. Headline

This is key and helps you stand out. Most people simply put their job title but be more creative than that.

- Use all of the real estate possible (120 character limit)
- What makes you different or unique? Why should somebody be interested in you?

5. About

- Use all of the real estate possible (2,000 character limit)
- Write in a narrative format, tell a story that paints a picture you want to convey
Have a clear Mission Statement, highlight your differentiators
Inject your personality into what you write
- Focus on how you can solve other people’s pain points and how you can add value
-

Be sure to stand out

6. Current and Past Experience

- Remember: make sure this section aligns with your CV
- Write in a narrative format
- Make sure the work experience is relevant to your audience
- You don't need to add every position you've ever had
- State what you've accomplished and what the benefits were to the organisation you worked for.
- Use keywords

7. Education

- Keep this up-to-date

8. Skills & Endorsements

- Make sure your top 3 skills are the ones you want people to endorse you for

Give endorsements for skills and you shall

- receive

Have at least 8-10 skills on your profile

-

9. Recommendations

- Recommendations are like endorsements, the more you have, the more confidence potential employers will have in you

Ask for recommendations – the more the

- better

Give recommendations – what goes around

- comes around, remember

10. Interests

- Follow pages that truly interest you
- Join industry-specific groups (great networking opportunity) - the more groups you are in, the higher you rank

Follow groups, companies and influencers

- Follow people who give you industry insights, advice, honest perspectives and discuss topics you're passionate about

11. Other

- Get into the habit of updating it at least once a month
- It helps to keep your profile fresh and ensures that your profile ranks high in search engine rankings



CHAPTER 04

Applying For A Job

Be aware of the pitfalls

Beware the machines

When applying for roles nowadays there are a few things to be aware of.

If applying direct to a company, you can be pretty sure that your CV is going to be analysed by an A.I. tool first, whose job is to scan the document for keywords. So, make damn sure that your CV has a very good sprinkling of keywords related to the job description.

When applying on job boards for roles posted by recruitment agencies, there is a chance that it's a bogus role i.e. no role exists and the motivation of the recruiter is just to get your details, so they can add it to their database. I know that sounds pretty sad but that is how it is unfortunately, so better you are aware than ignorant to the practice.

In both of these cases, the chances of you never hearing back from anyone are pretty high, which can be very soul destroying especially if you have applied for a lot of roles. In such scenarios, it's really important that you don't let it get you down, as honestly, it's not about you, it's the system.

SO HOW DO YOU GET IT RIGHT?

FIND A CONTACT WITHIN THE FIRM

Wherever possible, get your CV into the hands of someone in the company that you are applying to. I hear you saying "yeah but I don't know anyone in the company", but frankly that's no excuse.

LinkedIn is your friend here. Spend some time researching people in the company, and most probably you will be able to track down people in the specific team. When you find them, just reach out and ask them to help you, no need to be shy. You will be surprised how helpful people can be when they see you have applied some initiative and enthusiasm.

WORK WITH A DECENT RECRUITER

Another option is to find a decent recruiter who can help you. Easier said than done, but it is possible. Find someone who is credible and really knows the industry in which you want to work, someone who is willing to give you some time and can help make some introductions for you.

Don't deal with multiple recruiters, that's the worst thing you can do. Think of a good recruiter as your personal agent. You don't see sports people or actors having multiple agents so why should you be any different.

If you find a good recruiter and develop good rapport with them, then they can end up being a lifetime friend and an extremely useful contact for you. So, it's worth the effort.

Think outside the box

BE CREATIVE

We've all seen or heard stories of a guy standing outside a subway station with a billboard asking people for a job in whatever field they are interested in. Doing that takes some serious guts and resilience. But I bet you those guys end up getting a job as someone always passes by who is seriously impressed by their ingenuity.

The perfect role is not going to find you – you need to find it, so start thinking outside the box and develop some creativity. You may be surprised by where it gets you.

BE FOCUSED

One of the worst things you can do is not have a clear sense of purpose for what you are looking for and end up applying for roles all over the place. FOCUS is your priority.

The same applies for dealing with recruiters. Don't go talking to a bunch of them, and worst still, send your CV to all of them, as you will lose control. What happens in this case is you will get multiple recruiters sending your CV for the same role, which is a big NO NO as then you totally lose your brand credibility with the potential employer.

So many people fall into this trap. Don't be one of those people.





CHAPTER 05

Interview Preparation

The do's and don'ts of interviewing

Put your best foot forward

So, you've managed to get that sacred interview. Awesome! Now you just need to ensure that you don't blow it.

When it comes to interviewing, there are a few simple do's and don'ts to follow.

DO'S

SHOW ENTHUSIASM

Without doubt, the single most important attribute to show is to come across as very enthusiastic, showing lots of energy, keen to make a difference and add value.

DO YOUR HOMEWORK

Research the company and the people you are meeting. Be able to demonstrate that you have done this. It will make such a difference as most people never do it.

BE THOUGHTFUL

Be able to demonstrate why you want to work at that company - if they ask you why you want to work here, be sure to have an answer.

Whenever you are making a point, always have a real-life example you can refer to to reinforce your point.

GET A FEEL FOR THE CULTURE

Understand / ask questions about the culture of the firm. Most people never focus on this whereas the reality is that it's the most important factor. The culture of the firm needs to suit your personality.

DEMONSTRATE YOUR COMMUNICATION SKILLS

Demonstrating your communication skills and ability to influence people is key - be able to show with examples.

ASK LOTS OF QUESTIONS

Be sure to ask lots of questions - interview them as much as they interview you. Show your curious nature.

UNDERSTAND HUMAN PSYCHOLOGY

Likability - people want to work with those they like, so make sure you build rapport. People like those who are like them so look for common ground with the interviewer. Psychology studies shows us that focusing on making a really good first impression and a really good last impression are what matters most.

People tend to remember the beginning and the end of conversations and forget the middle.

DON'TS

COME ACROSS AS FLAT AND UNINTERESTED

Pay attention to your body language and the tone of your voice. Don't come across like someone who wants to be somewhere else.

HAVE NO UNDERSTANDING OF THE ROLE OR THE COMPANY

This will show you have not done any research and doesn't exactly differentiate you from the rest of the candidates.

HAVE NO QUESTIONS TO ASK

Nothing is worse than interviewing a candidate who has no questions to ask.

Culture is king

IGNORE THE CULTURE

So many candidates get sucked into focusing on the company, the job title, the money, and pay little to no attention to the culture and whether this company is a suitable fit to their personality.

Trust me, if the culture doesn't fit you then nothing else matters as you will end up being miserable. I would go so far to say that this is the most important factor to focus on when interviewing with a company.

Ignore it at your peril.





CHAPTER 06

Networking

Don't be afraid to put yourself
out there

Who you know, not what you know

WHAT IS NETWORKING

Workplace networking involves the ongoing development of long-term relationships with colleagues, clients and competitors, establishing bonds and maintaining a respected professional reputation. It involves putting yourself out there, meeting with and learning about people within your industry, and creating a list of business connections.

These will be contacts whom you can assist and who can potentially help you in return. It is absolutely a two-way street and not the right occasion for a “I can do this on my own” mentality.

WHY IS NETWORKING IMPORTANT TO YOUR SUCCESS

Gone are the days of the baby boomer years when people considered staying with one firm their entire career as a badge of loyalty and pride. Today, it is critical to change roles and move to different companies as a way of increasing your knowledge and expertise. There's a financial incentive to do so: It also helps propel your salary higher.

If you are in the workforce already, you most likely have a good idea of what networking means and how to do it. But it is not necessarily easy for all personalities and you may actually be

neglecting some strategies that could be helpful. There is always something to learn.

Starting conversations with complete strangers can bring up downright panic for some people. Have you ever been to an event where you knew no one in the room?

HOW TO NETWORK

At conferences / events

1. Remind yourself that others are also in your shoes. I love to look around a room and find someone who is standing alone and may be nervous to break into a circle of people. I walk over and introduce myself and talk about the event itself – what brought them to the event, are you enjoying it, what did you think of the last panel session, etc.

2. Come prepared with open-ended questions that help avoid any awkward silences or the dreaded small talk. For example, read the Financial Times, the Wall Street Journal or Bloomberg news to catch yourself up on any current hot topics that are relevant to the event you are attending.

Try to stick with subjects that are non-partisan avoiding any potential heated topics like politics, religion, etc. If you are not on the same page and have polarising beliefs, that can certainly be a conversation killer.

3. Make sure you bring your business cards so that you can exchange contact details and have a closure for your conversation. Some people still use them and in some cultures, they never faded from fashion.

4. If you made a connection, follow-up the next day with a LinkedIn invitation and message.

Expand your horizon

□ In the office

Networking in the office is the most obvious and easiest place to create relationships. When starting a new job, make a point to introduce yourself to as many people as possible even if they do not have a direct connection to your role.

These people should become a part of your LinkedIn network. Why? They may leave and move to a firm that you have always wanted to work at – the best way to land a job is by colleague referral.

SO, WHAT IS IN IT FOR ME?

There is actually a lot in it for you and the sooner you start, the better. The benefits will eventually reveal themselves and the top ones are below:

□ The Reward of Helping Others

When you expand your network outside of your comfort zone and talk to people from different area of the business, you may come across someone who looks to you for advice and guidance.

Research shows that even if the rewards aren't immediately apparent, contributing to the success of others in the workplace pays off in the long run. What's more, helping out a professional connection means that they'll be more likely to return the favour down the road whether that is making introductions, providing good feedback on a peer review, or just simply looking to help lighten your workload.

Expand Your Market Knowledge

□ Albert Einstein is known for saying, "Once you stop learning, you start dying". And how true. We are bombarded with information all day long through emails, texts from friends, news, Instagram posts, Tik Tok videos – all of these competes for our attention and time.

One of the benefits from LinkedIn in relation to Networking is that you hand select business contacts that you choose to stay connected with. There is a general understanding that LinkedIn is "business only" so you will mainly see posts that relate to your business web. It is a great way to learn about what your contacts find interesting and worth sharing. So, you are not only learning something new but you are getting access to what intrigues your contacts.

□ Connections who can introduce you to other Key Industry Contacts

When your contacts get to know you, they may voluntarily suggest other people that you should reach out to within your industry. If not, ask something like, who else should I be speaking with?

□ Increase Your Chances of Finding a Job

Here is the most obvious benefit that most people associate with LinkedIn. Remember LinkedIn as a Marketing tool and what you are marketing is yourself, your skills, your knowledge and what sets you apart.

Don't be the invisible man

Make sure that whatever is visible to others is something that you are comfortable sharing with the public. Most importantly, don't let time slide before you have to reach out to a contact for help. One of the mistakes I have made is losing contact with senior executives in past roles and then needed their help down the road.

Most people don't really like someone reaching out to them asking for help when they have been silent for years on end. Constantly keep a list of key stakeholders in your mind and reach out to them every so often, it doesn't have to be monthly but it should be at least

once or twice a year depending on the situation.

Ability to Influence Others

□ Throughout your career, you will come across areas within your industry that you may find "needing improvement".

Often, this can tie into your passions which, when combined, lead you to the positive rewards of self-empowerment by affecting real change. Whether it be something as simple as improving a process within your team or getting involved in or even starting volunteer programs, there are plenty of options to make an impact.

Improves Your Resources

I've seen many instances where people stay within their comfort zone and only socialise within their clique, losing out on the opportunity to learn more.

When you network with new people outside of your circle, you will be surprised to find out how much idea-sharing and knowledge you can obtain. It even builds self-confidence within the workplace.

Increases Your Visibility

For those familiar with the annual bonus and review process that is based on the dreaded "bell curve," you should definitely pay attention here. As someone who has been on both ends of being the recipient of a review and also providing reviews, one common denominator with management

comments is “what did they do and how did they contribute to the firm’s bottom line?”

This is where networking internally can reap rewards. Take for example two employees who are considered to be on the same pay grade and level within a large department. Both are completing their tasks, do a great job, and have good relationships with their immediate boss. But one of the two only chats with their close friends at work and will say hello when passing others in meetings or the elevator but never takes the time to know other people.

On the other hand, the second employee in this scenario talks to others in different departments about ideas, how to improve things, even just small talk. They will on occasion ask different people out for a quick coffee or to lunch. This is the person who will most likely receive a better review and a bigger bonus because they are visible to management and show teamwork and company involvement. The invisible person will not get that extra credit for keeping their head in the sand.





CHAPTER 07

Personal Branding

Bulletproof your profile for the future

A career is old technology

Personal branding is everything for a successful career and probably the thing which most people completely forget about or pay little attention to. Underestimate personal branding at your peril.

Think of every famous person you know. Are they famous by accident or has their story and image been carefully curated over time? YES of course it has, nothing happens by accident.

Therefore, it is super important that you pay careful attention to ensuring that your personal brand stands out so that you get noticed.

You also need to recognise that now more than ever you may have more than one career in your life. I've heard the expression being used that a "career is old technology" and the employees of the future will pivot from one career to another.

That's why having a strong personal brand is so important and that is what will define you and set you apart from the competition.

SO HOW DO YOU DO THAT?

Identify your value proposition – what do you stand for? who are you? what value do you bring that employers will be interested in? If you don't know what you stand for and if you can't articulate this, then how can you expect others to get it.

Recognise that those who stand out are more likely to progress in their career. But how do I do that, you may ask? The best way to be visible is by having something to say

- Join an organisation
- Make a speech
- Write an article
- Put yourself out there

That may sound scary and "putting yourself out there" is a vulnerable place to be you may think, but the simple truth is just do it.

More people will be impressed by your actions than those who will want to ridicule you. Trust me, the positives will greatly outweigh the negatives.

Start developing your social media profile

Write a blog, write posts on LinkedIn, start a podcast, post video. Content is king and a great way to get noticed and build your personal brand. Not only that but producing content can position you as an authority in your field, which, if you are looking for a new job, is gold dust.

However, you must be consistent

There is no point writing a blog once and then forgetting about it, it needs to be done on a regular, consistent basis. The more people see your content, the more they will get to know and like you.

You are who Google says you are

Get comfortable with public speaking

Seek out opportunities to hone that skillset. Warren Buffet has said that the single most important skillset anyone can acquire is mastering the art of public speaking. Why does he say that? Because it's all about putting yourself out there and having something to say. So, if its good enough for Warren, it should be good enough for you.

You are who Google says you are

Have a positive social media profile. The more visible you are, the more Google will like you.

Be generous with your time

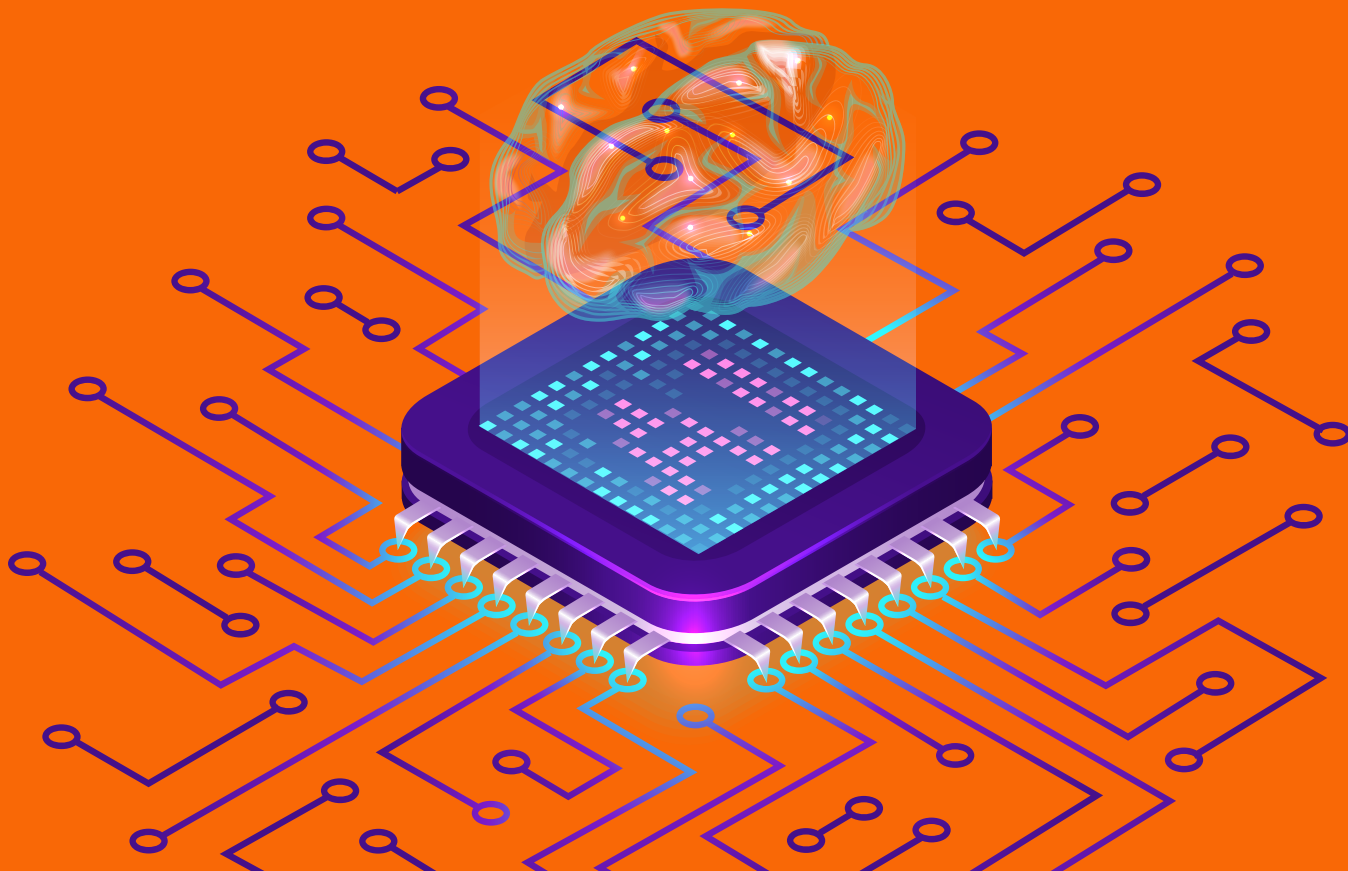
Look to help people without expecting anything in return. If you have a mindset whereby you always look to give first, then you will receive much back in return.

Being known as a great person is something we all aspire to be so why not set about making it happen now. What goes around comes around, if you look to play the long game.

Be authentic

Don't be a bullshitter and don't fake it, just be yourself. There is nothing worse than coming across someone you know who is being fake. We diminish all trust and respect for such people. People appreciate honesty and sincerity, so keep it real.





CHAPTER 08

Mindset

The cornerstone to making
everything else work

Be prepared for failure and ready for success

There is no doubt that building a successful career is not easy and there will be many hurdles you will have to deal with along the way. In fact, for those at the start of their career, you are already dealing with one of the first hurdles - how do I get a job with no experience?

How you approach such setbacks is what will define you in your life and career. Therefore, having the right attitude and mindset will be critical to your success.

Mindset is all about how you perceive life and how you deal with it. A positive mindset is being able to frame things in the right way, being able to view things for how they are and having a realisation that there is an upside to everything in life.

Everyone in their career will have to deal with a sense of failure at some point, be it missing out on a job, not getting a promotion or not getting due credit for something you did. How you deal with such scenarios will define how quickly you can bounce back.

Think of failure as the ultimate feedback loop. Your intentions may have been right, but maybe your plan was flawed. Just go back to your plan and redesign it and then go again. To quote Thomas Edison "Many of life's failures are people who didn't realize how close they were to success when giving up."

How to create a positive mindset

- Be objective
- Choose to see the good in situations
- Put things in perspective
- Revert to the present moment
- Focus on what you can control

Remember that you are in control of your own destiny. So many people end up being passengers in life, getting swept along by the tides of life. Recognising that you are responsible for your actions and taking ownership of that is a powerful concept and a sure catalyst for positive action.

Be persistent

Many people give up when faced with rejection, choosing to accept defeat rather than try again. As the saying goes, "a winner never quits, and a quitter never wins". Always keep going, never give up.

There is no secret to success. Success is simply having a well thought out plan, coupled with intelligently applied hard work and dedication.

Lastly, getting back to Thomas Edison again. The man who is credited with inventing the lightbulb famously failed with 10,000 experiments before he finally got it right. But he didn't see those 10,000 experiments as failures, instead he said "I have not failed 10,000 times, I've successfully found 10,000 ways that will not work.". Now that was a guy with a positive mindset.



CHAPTER 09

Conclusion

Time to bring it all together

Key takeaways

So, there you have it. Some simple steps which hopefully can get you on the road to developing a successful and fruitful career.

FOR A QUICK RECAP

CV WRITING

- **Your CV is a marketing document** - It is not a short history about your career, but a tool to promote how great you are

Think accomplishments - You need to

- highlight what you have achieved and how this can benefit your new employer

LINKEDIN PROFILE

- **LinedIn is a marketing tool** - be sure to have a profile that stands out

APPLYING FOR A JOB

- **Beware the machines** - Understand the process of applying for a job and who are involved. Having the right keywords are vital

Think outside the box - Be creative

- when searching for a job but be extremely focused in your approach

INTERVIEW PREPARATION

- **Put your best foot forward** - focus on what you should do as well as what you should not do
- **Culture is king** - make sure the culture of a firm fits with your personality

NETWORKING

Who you know, not what you know - Your career success will be dependent on the strength of your network

Expand your horizon - Learn to appreciate the benefits that networking can provide you

Don't be the invisible man - Those who are most visible are most successful

PERSONAL BRANDING

A career is old technology - recognise that you may have multiple careers in your life

You are who Google says you are - put yourself out there to get noticed

MINDSET

Be prepared for failure and ready for success - having the right mindset is key to a successful career never mind a successful life. Without the right attitude, you will always be on the wrong side of life.

Be persistent – you never know how close you might be to success so never give up

No secret to success - Success is simply having a well thought out plan, coupled with intelligently applied hard work and dedication.

Good luck and I wish you every success!

Would coaching benefit you?

I truly believe everyone should have a career coach / mentor / adviser if they are serious about developing their career.

High performing people, be they in business, sport, or other fields always have coaches to help them improve and get to the next level.
So why don't you?

If you want to improve and would like to find out more about my coaching programme, send me an email or visit my website.



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