

*Episode 08 : Career Advising and Leadership Skills with
Dr. Larry Cornett*

XPERTDALE PODCAST

Fulfill Your Mind With the Virtues of Life



Xpertdale

The Podcast

UMANG PANCHAL

KEY POINTS FROM EPISODE: 08

**Dr. Larry Cornett - Former Vice President at Yahoo, Inc.
Career & Leadership Advisor - Invincible Career, Brilliant Forge**

Dr. Larry Cornett graduated from Rice University with his Ph.D. in Psychology. He worked as a software designer at most renowned company IBM and then another multibillion-dollar company Apple computers then he became the Director of eBay and led multinational teams regarding research and development, business relationship, strategy, and framework and so on. In June 2006 he became the Vice President of Yahoo, Inc. He joined and helped many of the startups to grow even beyond their limits. But let me say that after working about 2 decades at Silicon valley he started many of the startups and currently he is actively working to help thousands of people by his huge amount of knowledge, guidance, skills and techniques by his advices on his blogs and website, named as Invincible Career and Brilliant forge. He also stood among the top writer in leadership in one of the most popular magazine called Medium magazine.

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- How to Get Your Dream Job at Your dream Company?



Big companies like Google, Amazon and many other companies, they receiving thousands of applications for the job opening. To stand out in this system and to get selected out of thousands of people is really difficult.



As per Dr. Larry, there are two different approaches one is start from a much shorter list of the companies that you think are best for your next career. And next who do I know that can introduce me to somebody in that company? Because it is all about the network, it is all about the warm introductions. He also added that, " That's how I got started I was lucky enough that my advisor had a graduate student that was working at IBM. So, he was able to make a warm introduction for me & said hey, I have one of my students here & he'd be interested in internship at IBM could you introduce him to the manager & get him an internship at IBM. "



Find out an inside champion somebody who can make an introduction to the company or people in that company. The person can be your professors if you're still in school advisors. In the working world's people you've worked with before. It's your boss as you've had before.

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- **What is Personal Branding ?**

The whole idea of personal/ professional branding is to get very clear about what is central to you? What are your core values? What do you believe in you stand for or what is your core expertise? Your knowledge your skills your experience and how do you want to package it up and be very consistent with the way you talk about that online.



Dr. Larry gave a perfect example from his experience, “ it's not just your resume. I tell people think of yourself like a product you know I referred to the product of you and just like you would market and advertise and talk about what is so special about this product why would I buy it instead of another product why would I buy a Tesla instead of a Ford? ”

The main thing is to describe yourself in one sentence and the key is do not use the job title in a company.



- **How can I do my Personal Branding?**

As per Dr. Larry, You can start with Twitter, which is the best medium to showcase your professional brand. Your Profile on Twitter, LinkedIn, Facebook, Instagram, and many other platforms or your personal blog, may be your Medium, that can impact on others and they can start to recognize the way you show yourself on it.

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You can share What is your talent, In which field you have expertise, What problems you solved, that kind of things and the consistence approach to everywhere, in that space, people get to know who you are what you stand for.



- **How can I get Promotion?**

- **For the Beginners:**

“ Early in your career what you want to be known for is being reliable. As long as you're reliable, you're consistent you can be counted by senior management by your high-quality work and how people like working with you.” - Dr. Cornett

In the early stages your career no one expects you to be super expert in a: your great work and consistency will provide benefit to progress in your Dr. Larry shared some of his experiences and that will provide insig information about the topic.



 **IDEA**



Networking is also important component of getting good impression with the people. By networking you can know more about company and also give them what can you do for them.

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- **For the People in Middle of their Career:**

Dr. Larry said that, “ Now people are expecting that you're starting to become an expert in a specific area, so you are becoming a bit of a domain expert at. ” While having five to six years of experience, you have some important tools that you have learnt throughout your career and that can be helpful you to showcase your talent.



By your knowledge and expertise on that particular topic or sigma illustrators, you can now solve the problems for the organization and that quality is important to get promotion.

Another important topic Dr. Larry said that while you will have such experience, at that point as you're moving up in your career you should start building relationships with other groups so you should start being friends with engineers and product managers and marketing people and sales people, it's starting to move up into the higher levels and so starting to get to know other senior leaders in the company and not being afraid of building those relationships because that's what's going to carry you to another company. He also shared some of his experience from IBM and Apple Computers about networking that you can listen on podcast.

- **For People at Senior Level**

At the senior level, your experience and collaboration are the key thing that can help you to grow at that level and also can help the organization.

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He added that, “So it's it becomes less about what you individually achieve and more about how you make the whole team successful. Are you coaching people? Are you mentoring people? you know it's really about the dynamics of the relationship and you're getting more done than a single person could do.”



- **How Can I get more opportunity if I am an Introvert at my job?**

On this particular topic Dr. Larry shared his experience because he was also introvert and during his professional journey. He faced some minor problems with his introvert nature but then he started to think about it and give us knowledge that, when you are at work you should follow this advices,

- a. Document Your tasks, activities, and work that you have done throughout the week and email or give report to your Manager.
- b. Arrange meetings with your Manger about your projects, your efforts, and can explain your ideas to solve problems.
- c. Provide quick updates of your ongoing works and its progress weekly.
- d. Share ideas and ask for your managers advice.

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Dr. Larry talked about Public speaking and Panel speaking and how it impacted on his life in order to grow more than just an employee of the company. If you are shy, just write something and publish it about yourself. You can do podcasting, can arrange talk with your peers and can help yourself.



- **How to achieve Leadership skills?**

Leadership is all about to guide others and help them to grow. But before than that first you have to learn much more than anyone else. Too many people wait too long to build a relationship with someone who can mentor them. It doesn't have to be your boss but anyone who can give you better knowledge and skills.

This important message from Dr. Larry can help your to reach the people from whom you can learn a lot, "Pay attention to the people at the company who are really talented at specific things that you might be struggling with and reach out to them. Set up a zoom chat like a coffee chat and say hey, would you mind spending 30 minutes with me? I'm having some challenges with this project I notice that you're really good at managing that I'd love your advice." He said that "I think it's a great way for younger people specially to learn from somebody who's been doing it for 10 to 15 years."



Dr. Larry said, leader inspires and that's really important that you have to find a way to communicate what is the vision? what is the mission? why is it important? why should the person you're working with your employee or whoever it is why should they care? How can you tie that mission in that vision to the work that they do so that they can see what it is that they're doing and why it's so important?

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- **Make Your Job Interesting Everyday**

One of the best way to not become monotonous is to thing about to think next move in your company, find out the role that would be more excited for you, or you can move to the different area to learn about it. By that way you are focusing on your growth and you will start to work that could be more challenging, more tough but great to learn.



Another important topic is to make a relationship with the people. Instead of doing just work you can start building relationship to the people at different area and then as you understand the organization, you will become more confident to talk about. Start talking, visit the different departments, arrange coffee or meeting with peers and learn from them. That can help to make a good relation and to learn more about company and that can help for your next move.



Dr. Larry added said that, “ I think it's always about learning more trying to find new opportunities and trying to figure out how can you grow your career but also do something to help the company too is this really. ’



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- How can I change my Career If I am in my Thirties or Forties?

This answer is the epic for the podcast session because Dr. Cornett advised us to ready with plans from A to D. And he said about it in deeply. How to execute the plans, and when to execute it. So, As per the talk,

Plan A - Current Career Plan

Plan B - Slight adjustment from current plan, but can fall into it quickly.

Plan C - More radically different than Plan-B.

Plan D - Which means if all plans will go very bad, I am OK with Plan D.



He said that he changed his career from corporate world to the Career advisor in his forties. And Dr. Larry give informative description about his plans and how he settled up to change his career. One of the Important factor that he described is about the Financial cushion. He said that, you want to make sure that you've been living within your means and that you've built up a cushion a financial cushion so you could be very aggressive in terms of putting money into your investments into your savings. By applying these methods you can change your career with confidence and without financial burden.



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- **How Can we get Financial Stability?**

One of the important way is Side hustle. It is the way that can provide you new ideas or you have new things to start new business, or to invest.

Just to spend some hours every night to learn something different, to learn about new business, about investment, about next move can provide useful information for the next move in your career because you are just one step away from losing your job. It doesn't matter how successful or at what position you are. Anything can happen to you anytime.



Another important thing is to share what you are doing and let people know what other things you can do. Now, by providing such information you can start consulting business from your experiences, skills, knowledge, and techniques. Dr. Larry said about his experience that how he started to write his blogs and on Medium magazine and it helped him while changing the career.

Now, in this situation, your strong professional brand can help you to move successfully without any depression and financial burden. Your blog, podcast, your skills, and other abilities are useful when you utilize it for your career move.



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- **How to Bounce Back from Corona Pandemic Condition?**

Dr. Cornett described that this corona pandemic is the wake-up call for the many people that anything can happen anytime, and you need to be prepared for it. By preparing your self and not depending upon just a single source of income can help you to withstand against the worst situation like economy destruction.



You need to learn new skills to make yourself more flexible to work In different places or conditions and that is the way you can survive . But the insight of this topic can help you to get ready and make your self confident about any situation in the world.

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