

Your Network Is Your Net Worth

Large companies like Allstate Insurance Company have the luxury of capturing top talent in their industry. As the Director, Customer Relationship Marketing for the Allstate Insurance Company Brian McClellan planned and managed the department technology project portfolio, leading a team of 25 employees until October 2011.

Brian quickly created a winning job search strategy. With many years of insurance industry experience his goal was to stay in the same industry. He developed an “elevator speech” to introduce himself based on matching his strengths to job opportunities. He also polished his resume and practiced his interviewing skills. Brian then developed a project portfolio to demonstrate his value to future employers. Brian also “reached out to my references informing them they might be getting a call.” To prepare for interviews Brian researched each person he would meet, and developed specific questions, since companies seek candidates who are curious and interested in their company.

Brian learned about the Workforce Investment Act (WIA) program and worked with Business and Career Services, Inc. to become eligible for the program in July 2012. After researching different training providers, Brian was approved for Project Management, Microsoft Project, and Business Analysis Fundamentals classes. He quickly finished his first class and began networking even more intensively by focusing on the companies where he really wanted to work. His contacts provided recommendations, job references, job leads, contacts, lunch, coffee, “afternoon on the golf course,” coaching, feedback and encouragement! Brian reached out to a previous colleague, a 2nd VP at Prudential, to help research key interviewer. Brian continued to plan ahead saying, “I'm looking to gain additional insight on this company, their culture, and for opportunities of how I can provide value.”

Even before he finished training, Brian landed a position at Prudential Financial as Director, Marketing Operations leading their print and fulfillment operations and special projects. “Prudential Financial has been one of my target firms during my job search and in fact I had interviewed with them a year ago. Patience and persistence has paid off!” Brian beamed. He transferred to another state immediately and will commute to finish his training and certification exam.

Brian summed up the experience this way: “I learned a lot about people and how they respond, or in some instances how they don't respond. The biggest thing I learned over the 12 months is ‘Your Network Is Your Net Worth’!” He is grateful to Business and Career Services, Inc. for the job search guidance and grant support.