

Your Career @ IBM

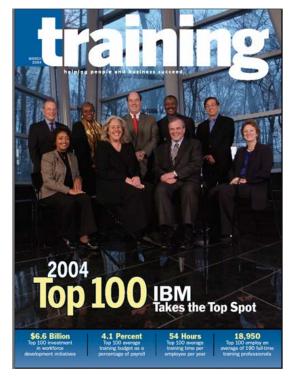
Certified Professions and Beyond...

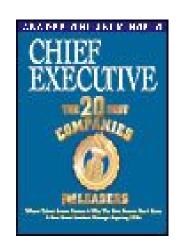
Bill.Hahn@us.ibm.com





IBM is a Leader in Developing Our Greatest Asset...YOU!!!





IBM ranked #1 in *Training Magazine's* 2004 Training Top 100



IBM recognized with 2003

American Society of Training and

Development' BEST award

CEO Magazine rated IBM Top Company for Developing Leaders

IBM

Microsoft

GE

Home Depot

Dell

FedEx

Pfizer

Colgate-Palmolive

Philip Morris US

Johnson Controls

BP Amoco

Honeywell

SYSCO

Centex

Intel

Citigroup

Target

Southwest Airlines

Verizon

Sun

IBM

Johnson & Johnson

GE

Colgate-Palmolive

Dell

United Parcel Service

Medtronic

Proctor & Gamble

PepsiCo

Southwest Airlines

Whirlpool

Microsoft

Cisco

Wells Fargo

FedEx

Pitney Bowes

State Farm Insurance

General Mills

Intel

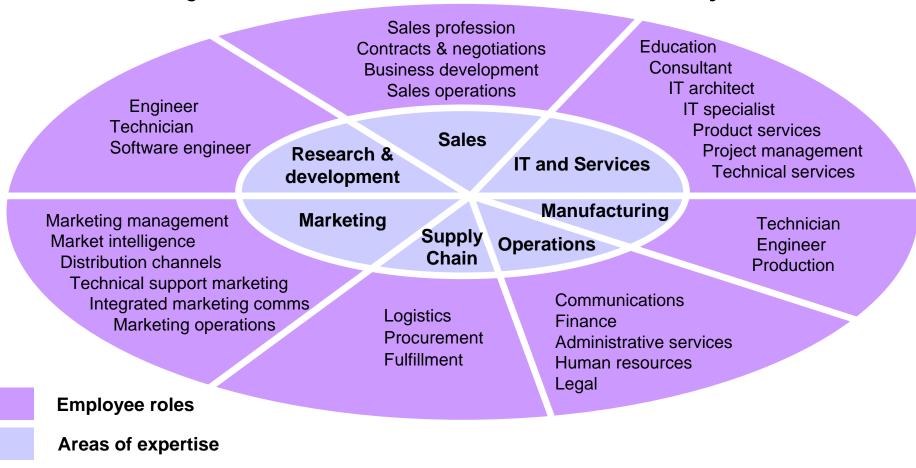
Merck





IBM Means Opportunity

- Numerous job options within professions and in various work locations to competitively pursue based on business need and your contribution and skills
- Ability to view all jobs available via online tools
- Opportunity to take advantage of IBM Learning offerings, and in some instances external offerings, as well as Tuition Reimbursement for University coursework



Career Path, Roles, Certification and Beyond...

IBM Technical Positions and Career Path

Product Development

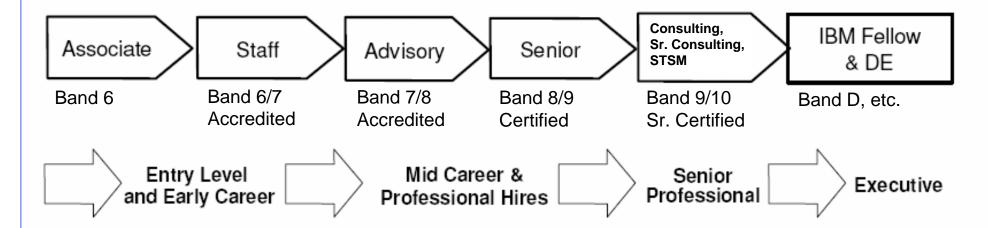
- Application Programmer
- Distribution/Logistics
- Hardware Engineer
- Manufacturing Engineer
- Project Management
- Software Engineer
- Senior Technical Staff Member

Global Services / Sales & Distribution

- IT Architect
- IT Consultant
- IT Specialist
- IT Support and Services
- Technical Support Marketing
- Certified/Senior Certified IT Professional

<u>Research</u>

Research Staff Member





IBM Technical and Professional Career Growth

Example IBM Employee (Jobs across <u>Sales/Marketing</u>, <u>Services and Development Labs!!!)</u>

1987-91	Systems Engineer (B 6/7) Mainframes, Midrange, RISC	Chicago	
1992-3	Systems Engineer (B 7) PCs, Lans, WANs, Networking	Chicago	
1994	Lab Staff – Client/Server (B 8) Raleigh, NC SW Product Development Labs		
1995	I/T Specialist – Client/Server (B 8) SW Services and Training	International (EU, Asia, NA)	
1996	ITS – (B 8) Software Sales	North America	
1998-00	ITS – WebSphere SW Sales (B 9)	Midwest	
2001	ITS – WebSphere SW Sales (B 10)	Midwest	
2002	Sales Rep - WebSphere	Midwest	
2003-5	ITS – Cross-Brand SW Dev Tools	Midwest	
2006	ITA - Cross-Brand All Software	Chicago/Wisconsin only	

- IBM provides numerous job options within and across professions.
- Opportunities can span many different business units and geographies.



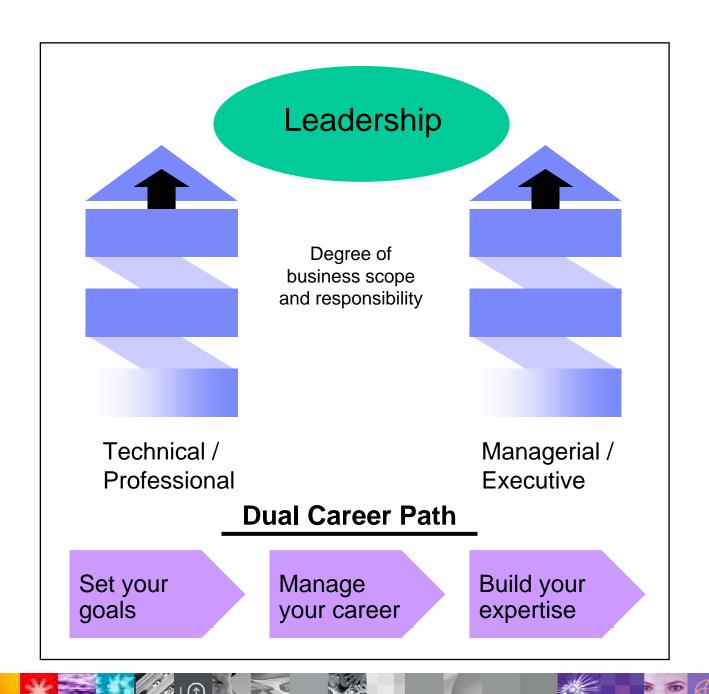
Example Employees #2 and #3

Hardware Engineer	Vermont
_	
Technology Group	
Associate Tech Support Marketing Specialist -	New York
Systems Group	
Technical Support	New York
Marketing Specialist	
-	
Server Group	
Assignment 1	
Assignment 2	
Consulting Sales California Specialist -	
S&D	
Sales Specialist Connecticut Manager –	
	Technology Group Associate Tech Support Marketing Specialist - Systems Group Technical Support Marketing Specialist - Server Group • Assignment 1 • Assignment 2 Consulting Sales Specialist - S&D Sales Specialist

Job #1	SW Engineer –	United	
	Software Group	Kingdom	
Job #2	Staff SW Engineer – United		
	Software Group	Kingdom	
Job #3	Advisory IT	United	
	Arch/Spec-Global	Kingdom	
	Services		
	Assignment 1		
	Assignment 2		
Job #4	Senior SW Engineer -	United	
	Software Group	Kingdom	
	Assignment 1		
	Assignment 2		
Job #5	Senior Technical Staff	United	
	Member	Kingdom	
	Software Group		



Dual Career Ladder and Your Career Growth





Career Progression & Development

Opportunities at IBM allow individuals to grow in different areas (How Jobs are Defined)

- Skills: focuses on experience, management, analytical and creative problem solving skills, and specific professional, technical, functional skills needed to meet the requirements of the position
- Contribution/Leadership: focuses on the nature and level of vision, leadership and influence associated with a position



Impact/Scope: focuses on relevant business measurements and accountability in terms of value add, quality and the use of resources by impacting client satisfaction, executing business strategy and driving revenue growth



Technical Leadership

- Discuss with your manager how you can take on leadership and/or technical opportunities
 - Discuss the IBM Foundational & Leadership Competencies with your manager
 - Identify your strengths
 - Identify the areas you need to develop
 - Discuss potential key projects or assignments that will allow you to make a contribution to IBM while building technical and/or leadership expertise
 - Document and review your progress with your manager



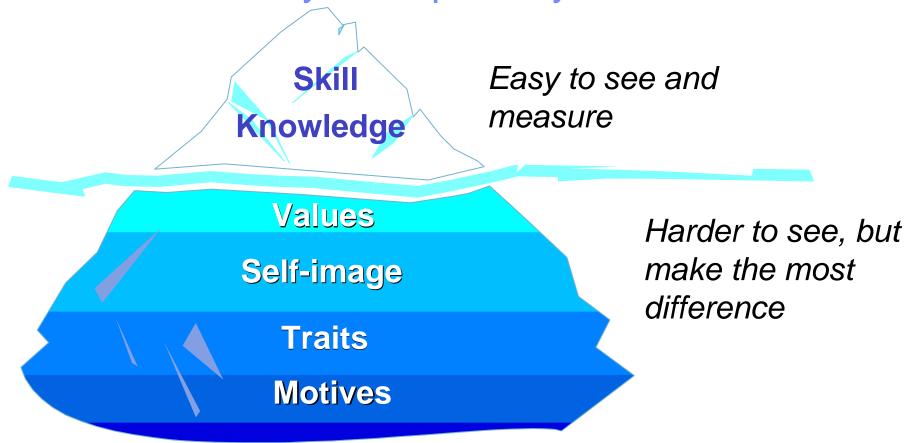
COMPETENCIES

From foundation to leadership





What Do We Mean by "Competency"?



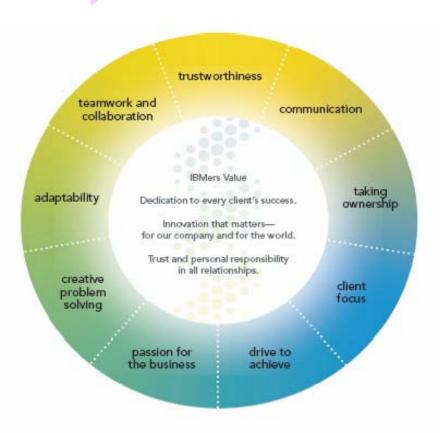
Any demonstrated characteristic or behavior of a person that differentiates outstanding from more typical performance in a given job, role, organization or culture. Outstanding performers demonstrate competencies more often, in more situations and with better results



The IBM Competencies provide a framework for your development to help you in achieving success for you and IBM.. **IBM Leadership Competencies**

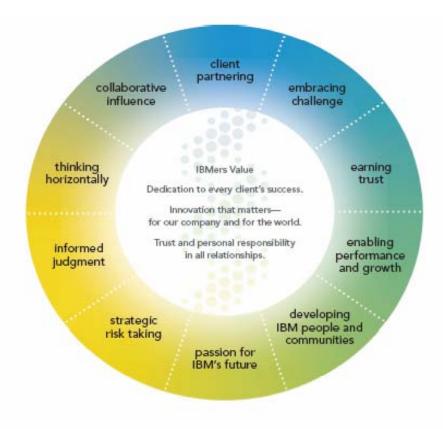
IBM Foundational Competencies

Foundational



IBM FOUNDATIONAL COMPETENCIES

Leadership Competencies



IBM LEADERSHIP COMPETENCIES



The IBM Foundational Competencies

- Sets the stage for career development in IBM
- Nine core competencies critical for all Band 1 10 non-manager employees, regardless of job type/geography:
 - Support the IBM values
 - Include behaviors necessary for achieving success at IBM
 - Foundation of excellence across IBM

- Adaptability
- Client Focus
- Creative Problem Solving
- Communication
- Drive to Achieve

- Passion for the Business
- Taking Ownership
- Teamwork and Collaboration
- Trustworthiness



YOUR GOALS

Planning and resources





Your Vision and Your Goals

In order to get to where you want to be, you need to understand your own goals and create a plan to get there*:

- What are your strengths?
- Where do you need to develop in relation to your goals?
- How do you perform?
- What are your values?
- Where do you fit best?
- What should you contribute?
- What is your affinity for jobs requiring strong relationship skills?
- What are your work / life balance goals ?
- Where do you see yourself 10 and 20 years in the future ?

*Adapted from: **Managing Oneself** by Peter F. Drucker HBR OnPoint © 2002 President and Fellows of Harvard College. All Rights Reserved.



Your Career @ IBM

- There is a great deal of information available on w3.ibm.com at to assist you in understanding your current and other career paths in IBM Info for career
- The Career Index links you to information regarding the various professions within IBM including Career Index
 - An overview of the profession
 - Characteristics of the profession
 - Skill Development activities
 - Certification information
 - Contacts
- The virtual career coach provides access to tools that help you build self-insight while serving as a great resource for other career planning needs

 Virtual Career



Individual Development Plans (IDP)

- Process or Dynamic Management? It's both...
- Individual Development Plan (IDP) Process
 - Your IDP is your "blueprint for growth"
 - Document specific development actions for growing your career and executing on your PBC's
 - Layout your short term objectives and long term goals
 - Your IDP is supported by your manager's input and guidance
- Dynamic Management
 - Business needs and your career are dynamic, so your career development plans should also be dynamic and fluid
 - You should initiate IDP reviews with your manager on a regular basis
- You Own The Management & Results of Your IDP
 - Create and regularly review/update your IDP
 - IDP Web Application (Worldwide Tool):





The 12/3 Rule, Job Posting, & Internal Movement

- You have the ability to advance and grow within IBM
 - If you have been in your position for at least 12 months, have a satisfactory performance rating, and you want to pursue other openings in IBM, your manager must make you available within 3 months (unless a critical business need exists)
- IBM On-Line Job Posting Tools
 - Help you easily search and apply for opportunities once you and your manager have agreed on availability date
 - Regular band 10 and below, non-executive positions are posted
 - Lateral or hierarchical movements within a department may be excluded
- IBM's Multi Business Unit Structure along with 12/3 Rule and current on line job posting tools support you in growing professionally with experiences in varied business units, functions, and locations without ever leaving IBM



Certification and The Professions

There are four technical professions: Consultant,
Project Management, IT Architect & IT Specialist.



Get Your Credentials

- Certification is specific to each profession
 - Consultant
 - Project Manager
 - IT Architect (ITA)
 - IT Specialist (ITS)
- Certification is peer recognition of your accomplishments.
- Certification is a networking opportunity.
- Certification ensures a level of expertise a degree of skill and an expectation of consistency.

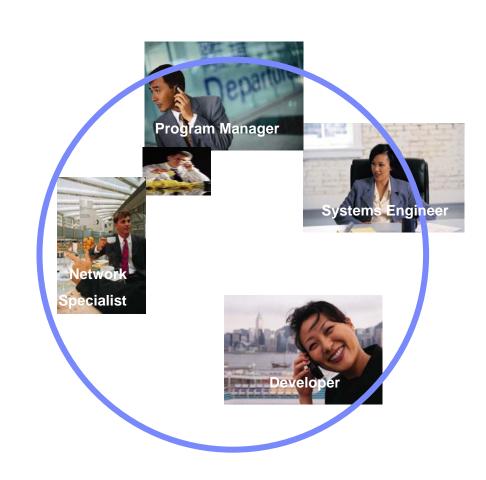


What credential do you have to validate your accomplishments?



Professions and Job Roles are different.

- Profession
 - A body of qualified persons in an occupation.
 - Profession is career focused.
- Job Role
 - •A regular activity as one's occupation, or profession.
 - A job role is business focused.
- A job role or components of a job role may fall outside the profession.





There are four technical professions.

Consultant

•Facilitates organizational change and/or provides subject matter expertise on technical, functional and business topics during development or implementation.

http://w3-3.ibm.com/hr/careerplanner/cacnst001.html

IT Specialist

- IT Specialist are involved in the development, installation, connection and implementation of computer systems and applications.
- http://w3-1.ibm.com/hr/us/your_career/en-us/caits001.html

IT Architect

- IT Architects have proven competencies across a variety of disciplines, and the ability to synthesize, and apply their IT expertise to solving complex business problems.
- http://w3-1.ibm.com/hr/us/your_career/en-us/caita001.html

Project Management

- •A Project Manager is the person who leads and is accountable for the results and success of the project.
- http://w3-03.ibm.com/transform/project/home_0301.html



Each Profession has disciplines and or specialties.



Consultant **ADVISE**

DISCIPLINES

Application Management Services
Business Process Design
Business Strategy
IT Infrastructure Consulting
Packaged Solution Integration



IT Architect

CREATE

DISCIPLINES

Enterprise architecture
Application architecture
Information architecture
Infrastructure architecture
Integration architecture
Operations architecture



IT Specialist

DEVELOP

DISCIPLINES

Connectivity*

System Infrastructure*

Business Applications*

System Management*

*There are 3-10 specialties for each of the IT Specialist Disciplines.



Project Management

MANAGE

SPECIALITIES

e-business Solutions

Hardware Development

IT Infrastructure

Learning Solutions

Managed Operations

Quality Assurance (IGS)

Software Development

Systems Integration

Government



IT Specialist Highlights



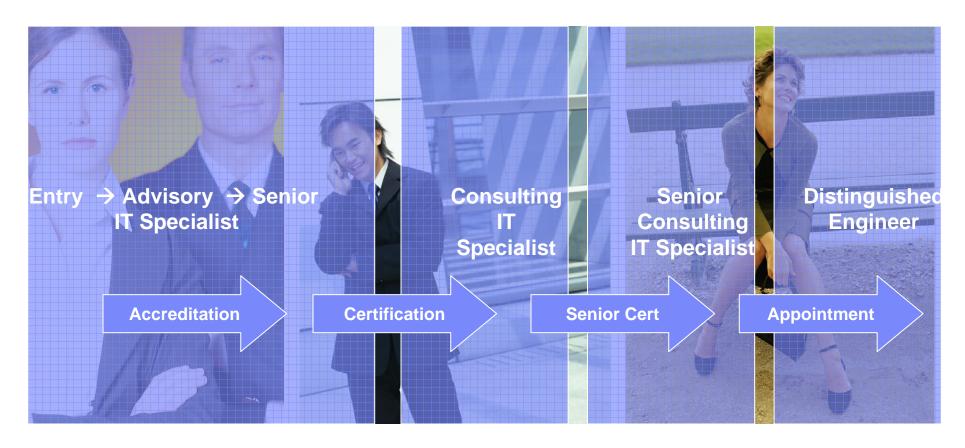


IT Specialists

- Focus on the detail of getting things done
- Have more depth than breadth
- Develop and implement solutions
- Focus is hands-on and getting it done



IT Specialist Career Path



- Accreditation Early Career Check Points
- <u>Certification</u> Peer Recognition of Professional Capabilities
- Senior Certification Business Unit Recognition of Leadership
- <u>Distinguished Engineer</u> Executive Recognition of Technical and Business Leadership



The four IT Specialist disciplines are directly related to the development, installation, connection, and implementation of computer systems and applications.









Build IT

Business Applications

Install IT

Systems Infrastructure

Connect IT

Connectivity

Manage IT

Systems Management



Contacts



Who are IT Specialists?

IT Specialist are the core of On Demand. IT Specialists develop proof of concepts, design, develop, build, test and implement systems. IT Specialists are the hands on professionals. Professionals who are IT Specialist have in-depth understanding of products, offering and services within their specialty. Members of this profession perform services for a fee, provide technical support for product sales or support IBM's internal infrastructure.

Worldwide Profession Executive	Phil Stauskas
Worldwide Profession Leader	Sheila Thorne
Americas Profession Leaders	Judy Barkal
Asia Pacific Profession Leader	Masayuki Fujita
IOT NE	Line Marie Sundet
IOT SW	Jean-Pierre Augais





IT Architect Highlights





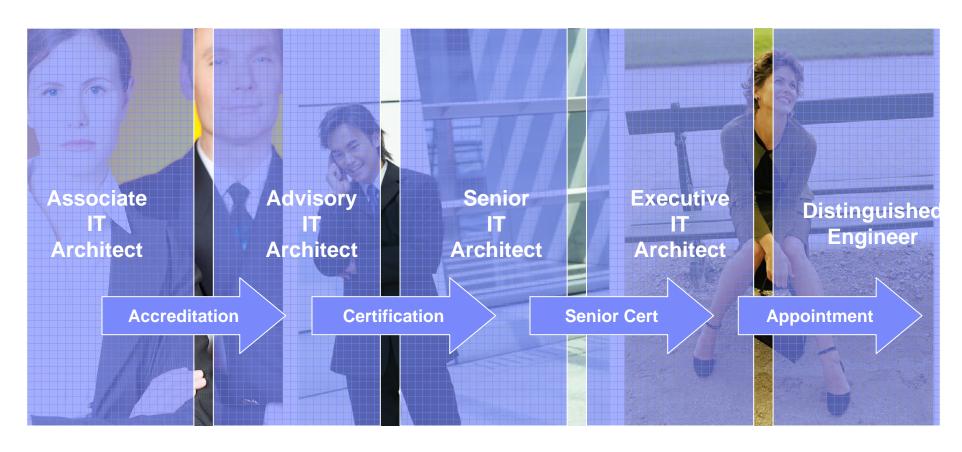
IT Architects

- Have extensive broad skills and experience in multiple systems, platforms, operations, infrastructure and application aspects and design techniques.
- Are able to identify, evaluate and select the elements of the solution which best meet the client's business needs.
- Use their skills, experience, intellectual capital, and an integrated set of design methodologies to define the appropriate solution.





IT Architect Career Path



- Accreditation First Career Check point
- <u>Certification</u> Peer Recognition of Professional Capabilities
- Senior Certification Business Unit Recognition of Leadership
- <u>Distinguished Engineer</u> Executive Recognition of Technical and Business Leadership



There are six IT Architect disciplines.

Application Architecture

Focus on the functional aspects of solutions and solution components, the elements that address business automation, workflow, processes, tools, control systems, and user interfaces.

Enterprise Architecture

Focus on defining the relationships, flows and implementation of business (processes/activities/functions, information), applications, data and technology in the enterprise and the transitional process necessary for implementing technology in response to changing business needs.

Integration Architecture

Focus on the design of solutions which enable nodes, applications, networks, and systems to work together within an enterprise or among enterprises. These solutions may use different technologies, vendors, platforms, and styles of computing.

Information Architecture

Focus on the elements required to structure the data aspects of solutions and on the design, building, testing, installation, operation and maintenance of the information in the solution proposed.

Infrastructure Architecture

Focus on infrastructures including servers, storage, workstations, middleware, non-application software, networks, and the physical facilities that support the applications and business processes required by the client. Included in the focus areas is the critical evaluation and selection of the software and hardware components of the infrastructure.

Operations Architecture

Focus on systems to manage the infrastructure and applications used by the client. This discipline focuses on defining plans, strategies and architectures for the installation, operation, migration and management of complex information systems.



Contacts



What is an IT Architect?

The IT Architect defines - architects -- solutions to client business problems through the reasoned application of information technology. Those solutions are manifested as <u>architectures</u> and can include systems, applications and process components. They may also involve the application and integration of a broad variety of products, technologies and services, various systems and applications architectures, and diverse hardware and software components.



Worldwide Profession Executive

Worldwide Profession Leader Michael Sylvia

Cristina Woodbridge

Americas Profession Leader
Asia Pacific Profession Leader
Europe, Middle East, Africa

Profession Leader

Richard Couillard

Henry Kam Hing Auw

Karin Duermeyer







How do I do to start the certification package?

- First, get a Certification Mentor
- Request the Certification Lotus Notes Tool
 - IT Architect: http://w3-1.ibm.com/hr/us/your_career/en-us/caita016.html
 - IT Specialist: http://w3-1.ibm.com/hr/us/your_career/en-us/caits020.html
- Listen/Attend Package Prep Calls
 - IT Architect http://w3-1.ibm.com/hr/us/your_career/en-us/caita007.html
 - IT Specialist: http://w3-1.ibm.com/hr/us/your_career/en-us/caits012.html
- Know Your Board Dates
 - IT Architect: http://w3-1.ibm.com/hr/us/your_career/en-us/caita007.html
 - IT Specialist: http://w3-1.ibm.com/hr/us/your_career/en-us/caits013.html





What kind of time will package preparation take?

Month One	Week One	Get a Mentor Select Discipline and Specialty Do a Gap Analysis - Validate Certification Criteria can be Met Determine Target Board Date Request Tool
Month Two	Week Two	Attend Package Prep Call (or Listen to Replay) Complete Skills, Experience and Giveback Sections
Month Three	Week Three	Complete Project Profiles Have Package Reviewed; Incorporate Feedback Alert Management Team of Submission (Ensure Timely Sign Off)
After Submission	After Submission	Rework Package if Requested Select Interview Type - In Person or Phone Set Up Mock Interviews Attend Candidate Prep Call



How do I prepare the package?

- The package should be "Customer Deliverable" quality.
- Run Spellcheck/Grammar checks.
- Limit the quantity of pages see guidelines in the nomination guide.
- Have people review your package.
- Be aware of deadlines.
- Fill in all required fields.
- Right click for help in all sections.





What do I include in the Project Profiles?

 The project profiles document your technical expertise, leadership, project management and negotiation all in a smooth narrative format. The profiles should demonstrate some challenge and complexity.

- The profile needs to describe the methodology used, the work products produced and the results.
- The solution should be successfully implemented or
 - It was not implemented because of factors beyond your control
 - It is in the process of being implemented
- Current project experience is required
 (2 must have been performed within last 5 years).
- Can be work done for IBM or another company
- Each solution should be unique and varied.





Anything Else?

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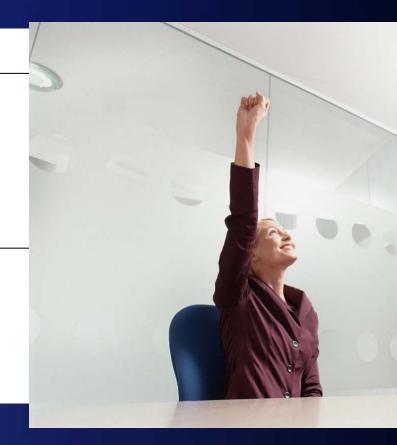
Tihs is becase the huamn mnid deos not raed Ervey Iteter by istlef, but the wrod as a wlohe.

Amzanig huh? yaeh and I awlyas thought slpeling was ipmorantt!





Next Step Resources for Certification and Expertise Building





Certification helps build your expertise and reputation

- Professional Certification
 - Sales
 - Project Management
 - Consultants
 - IT Specialists
 - IT Architects

- SW Product Certification
 - Information Management
 - WebSphere
 - Lotus
 - Tivoli
 - Rational
 - Etc...

IBM Professional Certification Program website contains information on certification in a variety of product categories Professional Certification

The Check List website lays out the steps needed to obtain a certification

Checklist



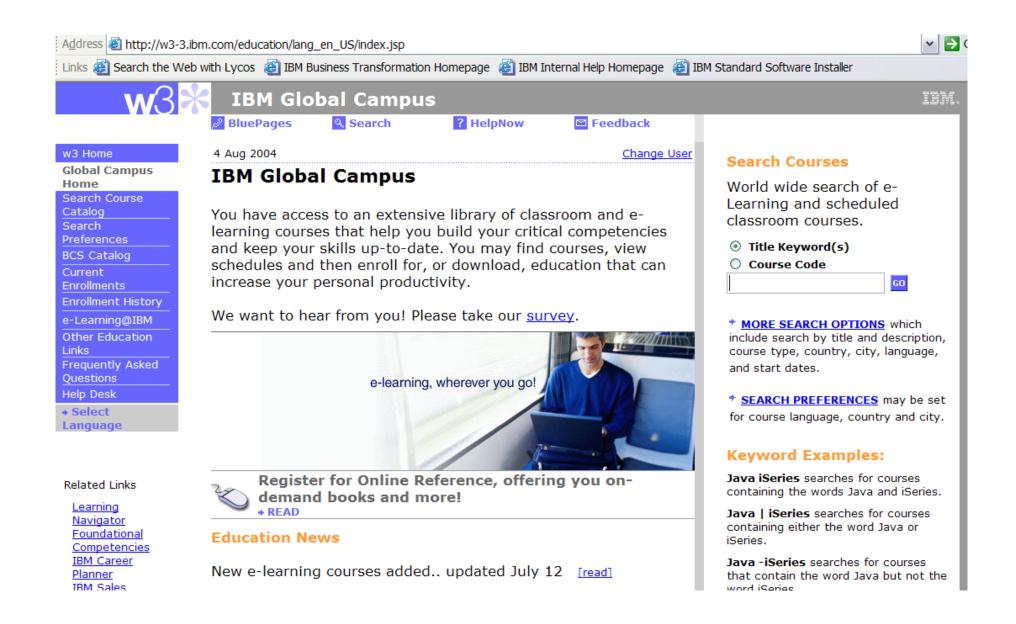
Blended Learning at IBM

- Learning can be achieved through classroom courses & workshops, but it's not the only way people learn. Studies show that 80% of the way people learn is on-the-job via key experiences. Additionally:
 - The Learning@IBM Portlet is a good place to start Learning@IBM
 - IBM Global Campus is the IBM Learning Management system that houses the majority of learning (classroom and e-learning) that is available to IBM'ers





Learning, IBM Global Campus, & Your Plan





Blended Learning at IBM (continued)

- Learning can be achieved through classroom courses & workshops, but it's not the only way people learn. Studies show that 80% of the way people learn is on-the-job via key experiences. Additionally:
 - Mentoring relationships leverage experience of others

Mentoring Website

The Workforce Diversity web pages are your source for constituency-focused opportunities

Workforce Diversity

 The Pathfinder's Guide to the IBM Technical Community is an excellent, 'insiders' look into the company to help new technical IBMers feel more at home.

Printable pdf version

Online version

- University Programs (Tuition Reimbursement etc.)
- Customer/User Conferences & briefings, technical papers, workshops and strategy documents provide specific and focused content

The Unofficial Guide to IBM, Your Career and Certification http://w3.btv.ibm.com/~cohn/HHG.pdf



The Pathfinder's Guide

An unofficial introduction to the IBM Technical Community

Welcome to The Pathfinder's Guide to the IBM Technical Community. This unofficial guide was created by volunteers, about 40 IBMers just like you, working in their "spare" time. The result is a broad range of information

that we wish someone had given us earlier in our careers. Our goal is to give you the "lay of the land" of IBM's technical community. We've pulled together useful references, tools and lessons learned which we hope will help you chart your own path.

Please Note: While we've tried to get all of our facts straight, it's important to keep in mind that this is not an *official* IBM document. As we will point out later in the guide, you can get the official scoop on IBM plans and policies from the w3.ibm.com/hr¹ site. We hope you can bear with us and overlook a few imperfections of this evolving guide so we can start sharing with you what we've learned.

The guide is organized into five chapters as follows:

Chapter 1 "Where Am I...exactly?"

This is the "cliff notes" summary of IBM. Discover some pros and cons of BIG IBM and get a peek at some really cool technology.

Chapter 2 "How do I fit in?"

This chapter helps you get off on the right foot in your organization and gives you some tips and tools for finding people and information.

Chapter 3 Managing Your Technical Career

This is the no-frills discussion about career options, moving to more senior positions, and why you might want to find a mentor.

Chapter 4 Sharpening Your Skills

This chapter focuses on developing valuable technical and communication skills, helps you find education programs internally and externally, and gives you some tips about finding time for learning.

Chapter 5 Making a Name for Yourself

This chapter removes many of the mysteries about patents and publishing, gives you ideas about how to be more visible and highlights some of IBM's award programs.





MENTORING

Building a career network





Do I Need a Mentor?

Benefits of Mentoring

- Helps you gain an understanding of IBM
- Builds strong networks within the company and our organization
- Facilitates vital integration of new professionals into IBM
- Can be a <u>skills</u> oriented, <u>career</u> oriented, or <u>certification</u> oriented relationship
- Active mentoring is a pre-requisite for future technical leader appointments

Don't wait wait for someone to set you up with a mentor

- The mentoring website contains many mentoring resources designed to help you get the most out of your mentoring relationship(s):

 Mentoring Website
- Team mentoring, in which one mentor meets regularly with a group, is a new approach you might look for in your area or initiate:

 Team Mentoring

 Team Mentoring
- The IBM Mentor Network or other country specific mentoring tool IBM Mentor Network
- Effective Mentorship web lecture
- Shadowing is another form of mentoring in which, for a brief time, you can observe someone else at work to understand what is involved in their job
- Consider having more than one mentor as multiple perspectives may be helpful to you at times



Summary - Your Career @ IBM

- Certification is part of career management
 - Determine your career objectives
 - Develop and market yourself (Technically and Professionally)
 - Understand opportunities and the professions
- Get a Mentor
 - Select your credentialing activity
 - Select your profession/discipline/specialty
- The development tools available to assist you in planning your career are numerous and multi-faceted

