

# Career Development



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*"Remember, when there is no wind, start rowing the boat."*

- Coach Lou Holtz

# If this presentation is successful you will learn to:



- Clarify/set career goals
- Utilize best practices in networking
- Plan effectively to reach goals
- Work more efficiently

# Goals



- **What is your mission / passion**
- **Yale Study (1973) – Differences between the goal setters and everyone else was stunning, the 3% who had written down their goals were earning, on average, ten times as much as the other 97%.**
- **SMART Goals – Specific, Measurable, Achievable, Relevant, Time-Bound**

# Goal Setting: 3 Steps



## 1. Identify your passion

1. Look Inside – set aside the obstacles of time, money, and obligation; clues in the hobbies you pursue, magazines, movies, and books; what excites you.
2. Look Outside – ask the people who know you best what they think your greatest strengths/weaknesses are – what do they admire about you.

## 2. Putting it on paper

### 1. Networking Action Plan:

1. Part 1 – development of goals that will fulfill your mission
2. Part 2 – connecting goals to the people, places, and things that will help you get the job done.

### 2. Start with 3-year goal, 1-year goal, and 3-month goal

## 3. Create a Personal “Board of Advisors”

*\*These ideas come from Keith Ferrazzi’s book, Never Eat Alone*

# Goals: Template Example



- **Career Goals**
  - 3 year goal:
  - 1 year goal:
  - 3 month goal:
- **Family Goals**
  - 3 year goal:
  - 1 year goal:
  - 3 month goal:
- **Community Goals**
  - 3 year goal:
  - 1 year goal:
  - 3 month goal:
- **Personal Goals**
  - 3 year goal:
  - 1 year goal:
  - 3 month goal:

*\*Good source for goal setting advice: [www.keithferrazzi.com](http://www.keithferrazzi.com); under free guides: "Set Your Goals for Success in 6 Steps"*

*\*Revisit goals every quarter, put the date/time on your calendar*

# NetWORK



- **Build it before you need it**
  - GIVE VALUE FIRST – look for ways to be helpful to EVERYONE
  - Action ideas: Join Alumni clubs, get involved in charities
- **Board of Directors**
  - Find several key mentors
  - Be a mentor
  - Don't overdo
- **Don't Schmooze**
  - Have something to say, and say it with passion
- **Do your homework**
- **Ask questions and LISTEN**
- **Have an objective for every networking event**
  - Example, "I am going to make one strong connection with someone that I want to build a long-term relationship with and I am going to have one action item based on providing them with something valuable after the event."
- **Follow-up continually**
- *Read the books on the list for more detailed network planning ideas*

*\*notes from Never Eat Alone, by Keith Ferrazzi*

# Trusted Advisor



- When building a “network” it is key to become a “trusted advisor”
- Common traits of a “trusted advisor”:
  - Consistent – dependable
  - Don’t try to force things on people
  - Think things through
  - Don’t panic
  - Help us think and separate logic from emotion
  - Relationship is more important than the current issue
  - Challenge assumptions
  - Act like a real person
  - Remember everything we ever said
- **3 Basic Skills a Trusted Advisor needs:**
  - Earning Trust
  - Giving advice effectively
  - Building relationships

*\*Source: The Trusted Advisor, by David Maister*



# Book List (Hint: Study Success)



- **Investing /Finance:**
  - [What Works on Wall Street: A Guide to the Best-Performing Investment Strategies of All Time](#), by James P. O'Shaughnessy
  - [The Intelligent Investor](#), Benjamin Graham
  - [The Little Book That Beats the Market](#), by Joel Greenblatt
  - [Pioneering Portfolio Management](#), by David Swensen
- **Management:**
  - [The Halo Effect..and the Eight Other Business Delusions That Deceive Managers](#), by Phil Rosenzweig
  - [Built to Last / Good to Great](#) by, Jim Collins
- **Marketing:**
  - [Differentiate or Die: Survival in our Era of Killer Competition](#), by Jack Trout
- **Development:**
  - Dale Carnegie books
  - [Wins, Losses, and Lessons](#), by Lou Holtz
  - [How to Make People Like You in 90 Seconds](#), by Nicholas Boothman
  - [The Magic of Thinking Big](#), by Dr. David Schwartz
  - [Never Eat Alone](#), by Keith Ferrazzi
  - [Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail](#), by Keith Ferrazzi
  - [The Trusted Advisor](#), by David Maister
  - [The Seven Habits of Highly Effective People](#), by Stephen Covey
  - [7 Powers of Questions](#), by Dorothy Leeds
- **Biographies:**
  - Warren Buffett
  - [The Education of an American Dreamer: How a Son of Greek Immigrants Learned His Way from a Nebraska Diner to Washington, Wall Street, and Beyond](#), Peter Peterson
- **Sales/Networking:**
  - [The Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships](#), by Jeffrey Gitomer
  - [The Little Red Book of Selling](#), by Jeffrey Gitomer
- **Inspiration:**
  - "You've got to find what you love", Commencement address by Steve Jobs, CEO of Apple Computer, delivered at Stanford University (June 12, 2005)
  - [Think and Grow Rich](#), by Napoleon Vincent Peale
  - Any book about "positive" thinking

# Books – Take Notes



- Highlight or underline key ideas
- Type up notes from book or article
- Have 3 “To Do” items from the book written down at the end of notes
- Send notes to 5 people that you think will find these notes helpful
- Keep a binder of books you read with notes (I refer back to mine constantly)
- Each month, preferably the 1<sup>st</sup> of the month, go over the “to do” items to ensure you have started to do them.
- Repeat

# Useful blogs/websites



- **Abnormalreturns.com** (investment industry)
- **Seekingalpha.com** (investment industry)
- **Keithferrazzi.com** (networking/relationship building)
- **Stephentully.com** (new blog for institutional global investors)
- **Buygitomer.com** (Sales/networking)

# General Advice



- Always be you
- Discipline is key
- Be uncomfortable, means you are learning
- Constantly “sharpen the saw”
- Read books – take notes – share notes with others
- Eliminate the word “impossible” from your vocabulary
- Get up an hour early and do some daily planning
- Leaders do more listening
- Encourage others to talk
- Action cures fear; do what you fear doing
- Be a “front seater”
- Smile big (great to do when you are most fearful)
- Look like the person you want to be
- Praise is powerful
- Defeat is a state of mind

# Email Advice



- Be careful – you can NEVER delete what you have sent.
- Every email you send is an impression of you – misspellings, poor grammar, etc.
- If you want to be certain that you get a response, ask a specific question within the message, near the end, relating to something the recipient considers important.
- Short / Sweet / to the Point
- Before you hit “send”, re-read what you have written
- 5.5 points to “e-success”:
  - Use innovative subject lines; i.e., “biggest competitor”, favorite team name, name of mutual friend, etc.
  - Use creative opening lines; “I was wondering how...”; “Your (biggest need) is solved...”
  - Mold the body of the message to the prospect
  - Be funny
  - Go for “Add-on” technology
  - Just “E” it – all email is a risk. You can learn all the lessons you need by doing it.
- “Out of Office” – don’t use it for clients

*\*Source: Little E-Book of Email, by Jeffrey Gitomer*

# Professional Development Plan (example)



- **Week 1 (of each month) Industry Development**
  - **Daily readings:**
    - × WSJ or Financial Times (morning)
    - × Abnormalreturns.com (10AM – 10 minutes)
    - × Economist (train home – 3-5 articles/week)
    - × Book (night, 10 pages minimum/night)
  - **Monday (rotate among):**
    - × Iisearches
    - × Money Market letter
    - × Pensions and Investments Magazine
    - × Institutional Investor Magazine
    - × CFA website – source for recent research
    - × Joe Carson – economist
    - × Gary Shilling – economist
    - × Jim Grant – economist
    - × High Tech Strategist
    - × PIMCO – monthly letter – Bill Gross
    - × Bridgewater
    - × GMO – Quarterly letter
    - × BGI research
    - × AB research
    - × GMO research
    - × Walter Scott research
    - × Foreign Policy Magazine ([www.foreignpolicy.com](http://www.foreignpolicy.com))
    - × Foreign Affairs Magazine
- **Week 2 (of each month) Firm Development**
- **Week 3 (of each month) Product Development**
- **Week 4 (of each month) Networking / Sales Development**

# Build Strategy (example) (once you determine goal)



- Objectives / Goals
- Strategy (to achieve objectives / goals)
- Tactics (what is your plan for the next 3 months)
- Re-visit every quarter

# Biography



- **Stephen L. Tully, Jr.**  
*Director, Client Services*  
*Cantillon Capital Management LLC*
- **At Cantillon Capital Management**  
Mr. Tully is Director, Client Services and lead's the firm's Institutional Business in North America. He is responsible for client service, business development, and consultant relations focused on corporate and public pension plans, endowments and foundations, and other institutional clients. Mr. Tully joined Cantillon in 2009.
- **Before joining Cantillon Capital Management**  
Mr. Tully was a Vice President and Director, Client Services at AllianceBernstein, responsible for institutional client servicing and business development in the Northeast, US. Mr. Tully joined the firm in 1999, as an associate for Sanford C. Bernstein's institutional business, working with a Senior Advisor in servicing and building institutional business with over \$25B in assets.
- **Before joining AllianceBernstein**  
Mr. Tully was a graduate assistant coach for the Bryant College Football team in 1998-1999, during their inaugural year. He was responsible for coaching the quarterbacks. Mr. Tully was also Head Women's Lacrosse Coach in 1999 and oversaw their first victory in school history. He interned at Dean Witter Morgan Stanley working with the top sales team in Providence, RI.
- **Education**  
Mr. Tully graduated with an MBA in Finance from the Fordham Graduate School of Business in 2006.  
He graduated with a B.S. in Business Administration, Concentration Finance from Bryant College in Smithfield, RI in 1998. During his time at Bryant he was a three-year captain of the lacrosse team, two year term as Student Senator, and Director of the 1998 Rhode Island Special Olympics.
- **Other Interests**  
Steve lives in Chatham, NJ with his wife and four children. In his free time, he enjoys running, golfing, surfing, coaching his children's sports teams, and spending time with his family.



# Disclosure



- *Everything in this presentation is a collection of ideas from various sources and people.*
- *Very little of the information is unique or original.*
- *The objective of the presentation is to share valuable ideas that have been shared with me.*