Building Your Career:
Finding Your Industry Cluster and Contacts

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Getting Organized

• Who are our Program Coordinators?

• Is everyone sitting with their peer group?
  • HINT: if you don’t have a peer group ... find one to sit with!
  • Stay in touch using your favorite social media app ...or to be professional and team oriented: https://slack.com/get-started

• Do you have a question? Anything you do not understand or are unsure about?
  • Did you post it on Facebook? Did you drop by office hours or Thursday mentoring sessions?
Industry Clusters

• We need peer groups to coordinate a “Meet & Greet” for each of these Industry Clusters (and define new ones). Email Mana or Sawsan!!

• Data Science / AI
  • Aedo.ai (Construction Industry – relevant to Civil Engineering as well)
  • Startups and Consulting firms
  • Kanata Business Association

• Security (including Privacy and Bitcoin)

• Networks and Cloud Computing DevOps
  • CENGN, Cisco, Kanata

• City of Ottawa (Mobile, Data Science, Civil)

• Biomedical
  • www.create-best.com
What is a career?

• A series of projects in which new skills are learned, experience is gained in roles that develop your authority in your area of expertise

• Projects are done in teams

• Projects have a context and must integrate with or interface to systems (processes, technology, information, organizations, legal)

• Projects have a business purpose and generate value

• Projects have a focus
How do I find an industry partner … to hire me?

• Do you know what your target industry cluster is?
  • Do you know what websites, conferences, trade journals/magazines the cluster uses to network?
  • Do you know **who in your network** and who at uOttawa is connected with the cluster?
  • Do you know how you can be active in your target industry cluster?

• Do you know what organizations / companies you are targeting?
  • Better yet do you know which organizations are targeting YOU!?
  • How do they communicate with you? (web presence, events, LinkedIn, Job postings, head hunters career center)
  • What **roles / jobs / projects** are available at a target organization? How can you research this?

• Do you know what skills and experience they are looking for?
  • How can you acquire them?
  • How do you **communicate to your target organization**? (web presence, your network, your references, your promoters, resume, interview)

• Why should they hire **you**?
  • What is **your pitch**? Why are you the right person for the job/project? What is your **value** (to them)?
How do I find a Supervisor (mentor, promoter, reference?)

- **Do you know how to meet the right professors?**
  - Courses and Research and their students (program seminars where thesis students present!)
  - Program Associations and Program Coordinators
  - Engineering Events (CEED, Orientation, Bulletin); Ottawa Industry Events
  - **Do your research!** (faculty web pages, google, google scholar)

- **Do you know how to communicate with professors?**
  - In person (when, where) or by email (how should such an email be worded)
  - Do you know how to **efficiently** ask for and get an appointment scheduled?

- **Do you know what professors are interested in?**
  - Do you know what industry clusters, organizations / companies the professor is interested in?
  - Do you know what **skills and experience** they are looking for?
  - Do you have the skills and experience they are looking for?

- **Why should they hire you?**
  - What is **your pitch**? Why are you the right person for the job/project? What is your **value** (to them)?
Assignment

• Attempt to answer the questions on the previous slides on your own, and with your peer group
  • Come up with a team plan to determine the answers (and validate them for your peer group)
  • You don’t need to be formal this week .. But definitely identify tasks that will provide answers and assign each task to one person.
  • Eventually (for your projects and careers) you will need to be more sophisticated:
    • https://www.thebalancecareers.com/what-needs-to-be-in-a-project-plan-1669741
    • You can use excel or google sheets ... if you want to get fancy and be group oriented some people like airtable (new app):
      • https://vimeo.com/showcase/3513053
      • https://airtable.com/

• Start looking at your web presence and resume
  • Use the example resume as a template

• By next Thursday
  • Share your personal career plan with your peer group
  • Build a team plan for the semester and make sure your program coordinator sends it to Mana or Sawsan!!