



PMICentralMassReport

So Why Should We Hire You?

If you are currently in a job search chances are you've been asked that question already. Undoubtedly, it is the most feared interview question, but one of the most common. It pays to be ready to answer it. helps to understand that the question is an invitation for you to sell yourself. This is a good thing. No one is going to hire you until they have been sold on you. This is your chance to state your value to the prospective employer. The best way to answer this question is to prepare for it like a sales person. There are three steps to selling yourself with confidence.

1. Know your product "YOU."

Every successful salesperson knows their product inside and out. They understand the benefits of each product feature. In like manner, you must be able to articulate your transferable skills. First, take inventory of your skills. Make sure the skills you focus on are in demand for the position you seek. Next, take stock of the times of crisis when you've used those skills to solve problems. Finally, ask yourself what your employer got out of your successes on the job. Did you save time or money, increase revenue, improve service or increase productivity? Your success stories carry more weight when you can quantify the results. These success stories make up your selling points.

2. Know the challenges of the position.

Before you can tell them why they should hire you, you must understand their current challenges. After all, you couldn't sell a car unless you knew and understood how it was to be used. Until you know what challenges go with the position you won't know which of your selling

points to talk about. To learn about their challenges you must ask them.

In the beginning of the interview ask your interviewer, "What challenges do you see as most significant for this position in the first six months?" Take careful note of his/her response. You will learn the "hot button" issues that you must sell you.

3. Match your skills to their challenges.

Here is where you get to sell yourself. Once you understand the critical skills they need for the job you simply share with them your success stories of when you have faced similar problems and how you solved them. Be sure to include the all-important benefit your company received. Start off your value statements with phrases like:

"I found a significant savings opportunity when..."

"My team gained efficiency when I discovered how to..."

"My boss achieved his quarterly objective when I..."

Remember, even if you don't get asked "why should we hire you" it is the underlying question and the point of the whole interview. Job interviews are your chance to sell your skills, talents and expertise. Before your next interview practice good salesmanship and prepare to sell yourself like a pro.

Deborah Walker, Certified Career Management Coach

Read more career tips and see sample resumes at:

www.AlphaAdvantage.com

PMI CentralMass Report

Volume 10 Issue 3 / July 2010

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President's Note:

The past two years have presented great challenges to our economic well-being and professional development. The sharp downturn in housing markets which undermined the solvency of financial institutions and markets, led the US economy into recession and the highest rate of unemployment in contemporary memory. The good news: recently the economy has demonstrated signs of a recovery in process and new employment opportunities are coming available.

In service to our membership, the Central Mass Chapter of PMI has sought to strengthen our individual member's marketability to both gain employment for those who are unemployed and optimize each member's employment situation.

PMI Central Mass is pleased to partner with Sapphire Technologies to provide our members with a career development series. The series is available free of cost to PMI Central Mass members and consists of a Kick-Off Meeting, which was held July 13, 2010 and monthly meeting series at Sapphire Technology Offices in Milford or Worcester. The Kick Off Event offered an overview of current trends in the market, resume review, job seeking skills, and career development advice.

The monthly meeting series offers valuable insights into today's employment scene, as well as the opportunity to sharpen your employment search skills. Sapphire offers personal as well as group services:

- Mock interviews
- Resume workshops
- One-on-one career development advice
- Guest Speakers and round table discussions

The first monthly meeting is scheduled for September 23, 2010 from 6:00 – 8:30 p.m., 100 Medway Street, Milford, MA. Pre-registration for the event is

required. Again this is a service provided at no cost to you!

Sapphire Technologies has created a portal especially for PMI Central Mass members. You may access the portal to view jobs by industry or category, etc. and register for the monthly meeting series.

To access the PMI Central Mass—Sapphire Technology portal and register for the first monthly meeting scheduled for September 23, 2010 6:00 p.m. in Medford:

1. Go to: www.pmicmass.com
2. Login to the member's page (PMI number required)
3. Select Sapphire's website for Central Mass Chapter Members
4. Register online

Reminder: Our jobs@pmicmass.com has had recent success with a member identifying a job opportunity and another member being hired into the position! Be sure you are on the list for job postings and please forward along a job notice when possible.

About Sapphire Technologies

Sapphire Technologies is the country's leading provider of innovative IT staffing solutions. With a core of IT staff augmentation, Sapphire Technologies is ranked the 4th Largest IT staffing company in the United States, and has helped connect top talent with top companies around the globe since 1984.

One of Sapphire's core areas of expertise is placing Project Managers. In 2009, they placed 444 candidates in this position and 168 already in 2010. Sapphire Technologies work with many clients in Central Massachusetts and have a strong pulse on local market trends.



PMI Central Mass "Central to Success"

The Central Mass Chapter of PMI is a professional association serving the Central Massachusetts area promoting the practice of project management.

For more information and how to become a member or attend an event, visit our web site: www.pmicmass.org.

Debra Wallace, President
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The Board of Directors

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Leaders Wanted!

PMI Central Mass Chapter is seeking candidates for the elected positions on the Board of Directors. We need your help to continue to offer the speakers and events that reflect your interests.

Participation in the leadership team offers you significant value:

- Earn up to 10 PDUs per year for your participation (PDUs vary based on length of service and Board/committee position)
- Participate in PMI global and regional conferences
- Use the experience as a resume 'enhancer' and/or project management experience to fulfill the PMI requirements to sit for the PMP, CAPM, and PgMP exams
- Stay connected with the Project Management community for your personal and professional growth

We are looking for volunteers for the positions of Vice President, Recording Secretary, and Treasurer. Complete job descriptions and qualifications are available on the PMI Central Mass Chapter website at: www.pmicmass.com/bod_jobs.htm

Chapter Vice President, Recording Secretary, and Treasurer positions will be elected at the October chapter meeting (October 12, 2010). Term of office for these positions is as follows:

Vice President (3 year commitment)

Chapter VP	November 1, 2010 through October 31, 2011
Chapter President	November 1, 2011 through October 31, 2012
Past President	November 1, 2012 through October 31, 2013

Recording Secretary (2 year commitment)

Term of office:	November 1, 2010 through October 31, 2012
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Treasurer (1 year commitment)

Term of office:	November 1, 2010 through October 31, 2011
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Members interested in serving in any of these positions must submit a complete Nomination form (including up-to-date resume) to the Nominating Committee by **September 14, 2010**. Nomination forms may be submitted electronically to the Nominating Committee at: nominations@pmicmass.com

For submissions or for additional information, please contact any of the Nominating Committee members:

Steve Forde (steve.forde@pmicmass.com)
Alicia Ernst (alicia.ernst@pmicmass.com)
Barbara Karten (karten_barbara@pmicmass.com)

Candidates and interested parties are invited to attend any of our Chapter Board meetings in anticipation of submitting an application for an elected board position.

Not sure about taking a Board position? We are also looking for Project Managers to manage our special events. Or consider volunteering to work with one of the Board members for a one-time project or sign up for a quarter to see how it works.

Spotlight on Volunteer: Meet Linda Wason



Tell Us About Yourself

I was raised in Southington, Connecticut and my parents always encouraged me to work hard, be honest, and help others. By the age of 15, not only had I earned my lifeguard certificate and was teaching swimming summers at the girl scout camp, but I'd been to every state in the US except Alaska, and I've been traveling, training and organizing activities for groups ever since.

Bentley was a great university for me to attend, because it continued to strengthen the core values that my parents instilled. Ethics and hands on marketing courses, combined with a heavy concentration in accounting and finance have provided me with the tools to successfully manage budgets and marketing programs regardless of the industry. My experience falls into two phases: project management in the advertising services industry and marketing and process improvement in the consumer, non-profit and manufacturing industries.

Whether I'm organizing corporate events, reunions, or trips for family and friends, I love the research and planning, and find it rewarding to successfully coordinate activities that bring positive results and add value. To me, opportunities to help increase business or create memorable and rewarding experiences are equally gratifying. Since my entire career has focused on working with organizations to manage projects that increase sales or awareness, it seemed natural for me to use these experiences while in transition to help non-profit groups increase opportunities and become more successful.

What PMI Central Mass activities are you currently involved in?

I began attending PMI Meetings after I received my Project Management Certification from WPI, and one of the reasons I agreed to help PMI Central Mass with the Worcester initiative was because not only would it add value to current chapter members, but potentially help increase the membership due to the location in an area closer to my home. A Committee was formed, and I was named Project Manager for the initiative, and I drew upon many of my contacts for the first meeting. Eric Dunphy, principal at Vital, who graciously hosted the meeting at no cost, I met through WAGS, a senior networking group. Kanaan Alhassani, is a dynamic instructor that created a great course experience for WPI's Project Management Certification program that I completed last year, agreed to be our first speaker at no charge. And, I purchased the food and other items from the local Price Chopper as I've had great experiences with them helping the Sutton Middle School PTO programs where I was a board member and editor, as well as activities that I've coordinated for the Salvation Army as a Community Relations Co-Chair.

The first meeting was a success, not only did we surpass our attendee target but the feedback we received from those in attendance indicated that this was a long awaited additional benefit for current and future PMI Central Mass members. So, with the approval of the board, we are in the process of creating a host / sponsor agreement for use at these meetings, free-standing PMI banners for use at the various venues, and firming up the details for the next 3 quarterly "Wednesday's in Worcester" meetings.

What do you enjoy most about your PMI volunteer work?

The Chapter does a great job of coordinating programs that help increase the skill of those that attend meetings, and to be a part of helping to grow the chapter, and let more people know about their programs to help them increase their successes is a very rewarding opportunity. I know its very cliché, but I am continually looking for "Win - Win" opportunities, and this truly fits the bill. It helps me keep my skills honed, I'm helping others, and meeting new people that will help me continue to create new "Win - Win" situations.

What advice do you have for new Project Managers?

Join a PMI Group, because not only are the programs educational, but the opportunity to network with other PM's and hear of their experiences is a great way to learn new approaches, and help be a more successful PM.

What keeps you busy when you are not volunteering?

I have 2 children and a husband, so we're continually traveling to soccer games, attending plays and various other school functions, not to mention traveling north for skiing in the winter, to beaches in the summer, and various family events throughout New England. Also, while in transition, I've been landing temporary contract work helping companies with projects such as customizing CRM and Job Cost software, with sales and marketing initiatives, and stream-line processes for training, sales, and event coordination.

Book Review: The Checklist Manifesto

The Checklist Manifesto – How to Get Things Right by Atul Gawande

It's often the little things that have a big impact; a small investment often yields a big return.

Atul Gawande, in his book entitled 'The Checklist Manifesto – How to Get Things Right' explores the value of the 'checklist' in keeping things on track. His examples fit the PMBoK definition of a project; they include airplane flights, building construction, surgery, among others.

Airlines have used checklists for managing air flight takeoff and emergencies since 1935; it was put in place to manage the complexity of piloting the new Boeing model 299 (later renamed the B-737). Gawande cites the value of the Gantt chart and corresponding communication checklist in the project management of a construction project (32 story, 700,000 square foot office and apartment complex with a footprint of 2 acres and an architectural design never before implemented). And he further differentiates between the product focused tasks and the project communication tasks. Sound familiar?

Gawande focuses on the value of a checklist in the medical field; specifically in the operating room. In a worldwide eight city/hospital pilot study (funded by the World Health Organization), he found that a one

page 19 question checklist resulted in a 36% decrease in major complications, 47% decrease in deaths, and 50% decrease in infections.

As might be expected, there is resistance to change and many 'reasons' why it is impractical to use a checklist in the medical/surgical environment. Gawande discusses the real world approaches used to mitigate this resistance. And, 93% of the folks who participated in the study reported that they would want the checklist in use if they were having an operation.

The checklist has value for any project of complexity. Structured properly, it will prompt for things likely forgotten in an emergency (as opposed to a laundry list of everything that must be done). And, key to its effectiveness is a focus/emphasis on the 'soft' stuff – on teaming. We need to introduce ourselves to the rest of the team.

The book is an easy read, and it offers simple but very effective strategies for our project management efforts.

Did you know you can collect PDU's for reading a PM related book?? See http://www.pmi.org/PDF/pdc_pmphandbook.pdf page 36 in the handbook

Submitted by: Barbara Karten, PMP,

© Barbara Karten, Practical Project Management

Call for Volunteers

Consider volunteering this year to your local Central Mass Chapter of PMI. Volunteering is not only a great way to get involved with the Chapter, and meet other Project Management Professionals, but also a great way to earn your PDUs. Volunteering for a full year earns 5 PDUs, six months earns 3 PDUs and three months earns 1 PDU.

Please contact the Director of Volunteers if you have an interest in serving our Chapter.

The following volunteer positions are currently open:

Project Manager for Chapter Survey – Coordinates all activities involved in the annual Member Satisfaction Survey. Works with the Director of Membership.

Project Manager for Worcester Initiative – Coordinates all activities involved in running a Chapter Meeting at host site in Worcester. Works with the Worcester Initiative Committee.

Project Manager for Special Events – PMs are needed to run events outside of the monthly Chapter Meetings. These events include professional development, PMP prep courses and events outside of the normal meeting venue.

Second Annual Chapter Satisfaction Survey

PMI Central Mass will be conducting its annual satisfaction survey in September. Please look for it in your e-mail. If you would like to help us conduct this survey this year (for PDUs, for pleasure, for experience, to get involved), please contact Debra Winslow, Director of Membership or one of the board members.

Fall PMP Exam Prep Study Group

With such enthusiastic response to our two previous PMP Exam Prep Study groups this year, PMI Central Mass is adding a fall session. This 35 contact hour study group will begin on Wednesday, September 15, 2010 and run for ten consecutive Wednesday evenings from 6PM to 9:30. There will be an opportunity for one makeup class. Classes will be held at Woodmeister, One Woodmeister Way in Holden, MA.

Our focus with these classes is to facilitate the learning of the materials needed to sit for PMP Certification. Our experience is that an effective way to do this is for students to take turns presenting knowledge areas to the group. Divided into small teams, students will have the opportunity to gain deeper insight into how the knowledge area tools function by teaching one area to their classmates. Three facilitators from Practical PM support their efforts.

Practical PM consists of Barbara Karten, Dick Kennedy and Mike Nollett. Their decades of experience in

many areas of project management and its instruction make Practical PM an effective teaching team. Students' evaluations from previous courses consistently endorse the course as well as its leaders!

Prospective students should be able to qualify to sit for the PMP exam within six months of completing the study group. The study group is for experienced project managers who want to elevate their professional credentials to the respected status of PMP. It's important to know that not everyone who does project management work has the title of project manager. Business analysts, engineers and many others do project management work, and can often qualify to sit for the exam.

In these times of economic uncertainty, holding a PMP certification is widely recognized as representing a competent individual who maintains a high ethical standard. For more information on the fall PMP Exam Prep Study Group, please check our website or email dirofevents@pmicmass.org.



"Effective Negotiation: Does It Require Aptitude or Attitude"

Join us at an upcoming PMI event
August 10th, 4:00 - 8:30pm
at the Doubletree Hotel in Westford

Presented by:

Ms. Heather Meeker Green

4 PDU's



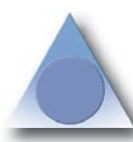
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PMICMASS.ORG Enhanced

PMICMASS.ORG now has a Members Area with a robust Career Development section. Over the next several months, the Members Area will be enriched with additional content. If you have a content suggestion please send your idea to webmaster@pmicmass.org.

Career Development:

- Central Mass PMI Sapphire Technologies portal.
- Search jobs by industry or job category.
- Register to attend one or more of Sapphire's monthly career development seminars
- Review interview questions from hiring managers
- Read resume writing advice
- Sign up for jobs@pmicmass.com.

Speaker Presentations: Review highlights of a past chapter meeting presentation

Book reviews: Read a good book lately? Check out the book review for a good book!

How to get to the Members Area?

You can access the Members Area from the home page www.pmicmass.org by entering the following information in the Members Area login

- User name: your last name
- Password: your PMI member identification number (printed on your member identification card)

If you have trouble accessing the Members Area, please contact the webmaster@pmicmass.org. Help us to serve you~ your feedback is welcome and valued!

**Highlight Your Calendars
Tuesday, August 10, 2010**

Effective Negotiation

Does it require Aptitude or Attitude?

Presented by Heather Meeker Green.

Sponsored by Accordence.

Being skillful at negotiation is one of the most important tools we can have as project managers. Whether we're negotiating with clients, vendors, our teams, company management or our spouses because we're working late... again. It's essential to have the competence to negotiate creative solutions that respect the needs of both parties. Most of these skills do not come naturally. And our success in every area of our lives is directly tied to this ability.

The workshop uses the ICON™ framework consisting of "Interests, Criteria, Options and No-agreement Alternatives". We'll learn to focus on the interests of the parties, rather than the positions. How do we engage in successful negotiations which increase value for all, and enhance relationships? What do we do when we can not come to an agreement?

Tuesday, August 10, 2010

4:00 PM to 8:30 PM

4 PDU workshop

Member registration \$70 / Non-member registration \$85

Check pmicmass.org for more information

Upcoming Events

2010

- AUG 10 SPECIAL CHAPTER MEETING
Effective Negotiation
Presented by Heather Meeker Green. Sponsored by Accordence.
See information on page 7 and additional information on pmicmass.org
- SEP 14 CHAPTER MEETING
The Importance of Communication in Managing a Global Project
Presented by Mary Piecewicz.
- SEP 15 PMP EXAM PREP
See information on page 6.
- SEP 29 WORCESTER CHAPTER MEETING
Conflicts with Different Styles of Communication
Presented by Star Dargin. Hosted by College of the Holy Cross.
- OCT 12 CHAPTER MEETING
Chapter Elections will be held at this meeting
- NOV 9 CHAPTER MEETING
- DEC 14 CHAPTER MEETING

2011

- JAN 11 CHAPTER MEETING
- JAN 19 WORCESTER CHAPTER MEETING
Process Improvement: Six Sigma—What is it and what does it mean?
Presented by Jim Leonard. Hosted by Worcester Polytechnic Institute.
- MAR 16 WORCESTER CHAPTER MEETING
Risk Management: Enhanced performance
Presented by Lisa DiTullio. Hosted by College of the Holy Cross.