

# **Speech 3 Transcript: Your opportunity—Ten steps to career success**

## **Slide 1: Cover**

Welcome to the speech, “Your opportunity--Ten steps to career success.” This is the 3rd speech in the DB2 on Campus lecture series. My name is Raul Chong, and I am the DB2 on Campus Program Manager. The audience I'm expecting for this presentation is university students. Of course, everybody else is welcomed.

## **Slide 2: Agenda**

This is the brief agenda for today. There will be a brief introduction, and then I'll talk about the ten steps to career success. And finally a short section on how to contact us.

## **Slide 3: Agenda (Introduction)**

So let's start with the introduction. For the introduction, I would like to talk about some key points for career success.

- The first one is visibility. What does this mean? Well, you may be the smartest person in the world, the best programmer in the world, however, if nobody knows about this, you will not get a good job, or you would not get challenging positions. So you need to become visible in today's world.
- The second key point is to have multiple skills, not only technical skills. So you may have a brilliant idea, but if you cannot communicate this idea, or if you cannot present this idea to other people, you will not be able to advance in your career either.
- The third key point is to prove that you have the skill. What does this mean? Well, nowadays, anybody can put anything in their resume. If I was an employer, and I get 10,000 resumes, I just cannot take a look at all these 10,000 resumes. I have to be selective. One of the things I can do to select the good candidates is to Google the candidate's name. So I will go to Google, write the candidate's name and see what I find. If I find articles, books, tutorials about this person, then it is very likely that I will call this person for an interview. So by writing articles, or writing books, or things like that, you are proving that you have the skill that an employer is looking for, and therefore at the same time you are becoming visible, and therefore, this helps you to advance in your career.
- The 4th key point is to differentiate yourself. This ties to the other points that I talked about. It is not good enough to have good marks. You have to have other things that are extra, like becoming a DB2 Student Ambassador, like being part of a DB2 users group, like having articles, tutorials, or books.

## **Slide 4: Agenda (Ten steps to career success)**

I will talk more about these things in the “10 ten steps to career success.”

## **Slide 5: Your opportunity: 10 steps to career success!**

So let's move on to this section for the ten steps to career success. Here I'm listing the 10 steps and I will cover them one by one very quickly.

### **Slide 6: Step 1: Visit the DB2 Express-C Hope Page**

Step number one: The first is to visit frequently the DB2 Express-C home page, which is [www.ibm.com/db2/express](http://www.ibm.com/db2/express). This is the way the web page looks like right now. As you can see there are several tabs. However, if you click on the Student's tab, you will find information about a feature-DB2 Student Ambassador. It is in these web pages where I put, or where I distinguish very good students because of the things they have done for DB2.

Here is an example of a student I featured in June of 2006, and by January of 2007, when I met this student for the second time, he had already found a job, and he found it not because he applied for the position, but the company called him because they saw his picture on this web site. This IBM web site, in a sense is saying that this student is a good student. So in a sense, this is proving to the company that this student is a good student and has good skills. So this is how this web site can help you to become visible. And this web site can help you to prove that you have good skills.

### **Slide 7: Step 1: Differentiate yourself!**

On this next slide, I show students in China looking for a job. This is a job fair. Today the world is becoming global. It's a global market, so that means you're not competing just between the students in your country, you may be competing against students all over the world. So you have to differentiate yourself. One way to do that is to become a DB2 Student Ambassador.

### **Slide 8: Step 2: Download & Install DB2 Express-C**

Step number two: download and install DB2 Express-C. If you click on this icon from the main DB2 Express-C web site you will go to the downloads tab where you can download all the images either for DB2 Express-C, and also some clients, and the IBM Data Studio, which is used for application development.

### **Slide 9: Step 3: Learn DB2 Express-C (Hope Page)**

Step number three: learn DB2 Express-C. I would suggest that you start by reading the free book *Getting Started with DB2 Express-C*, which can be found from link on the main DB2 Express-C web site. It's on the right hand side and you can also go directly to that link for the DB2 Express-C book from the link that is provided in this slide.

### **Slide 10: Step 3: Learn DB2 Express-C (Links)**

Here you have more free resources, free tutorials, books, and even DB2 games to learn more about DB2.

### **Slide 11: Step 4: Participate in the Forum**

Step number four: participate in the DB2 Express-C forum. If you click on this icon from the main DB2 Express-C web site, you will go to the forum. This is another way to showcase your skills, to become visible. In here you can contribute a lot to the forum and the community will start recognizing your contributions. So, who knows, if somebody is an employer and he is looking to this forum for help on a given problem and you happen to help this employer and you keep helping other employers or other members of the community they may be contacting you maybe for a job in their company.

**Slide 12: Step 5: Add DB2 to your resume, blog about it, post your resume on the Web!**

Step number five: adding DB2 to your resume or curriculum vitae and blog about it. So for example, I have a colleague of mine who started blogging about Ruby on Rails. He did this about two years ago and now he works as a colleague of mine. He got a job at IBM Canada, at the Toronto Lab, because my manager at the time was looking for somebody who had Ruby on Rails programming skills, and who liked databases. So that's how this person got this position—because he blogged about what he loved.

So now that you know more about DB2 or as you start, or as you finish the e-learning courses that are part of this DB2 on Campus series, you can start blogging about DB2 you can say things that you have learned about DB2; and if you do it in a very professional manner, it may be helping you in your career. In addition to this, I recommend you to post your resume on the web and add DB2 to your resume and try to find a job in DB2 or other areas that you're interested in. In my opinion it is not good to finish your career, to graduate and have no job experience. If you graduate and have no job experience, it will be hard for you to find a job after you graduate.

**Slide 13: Step 6: Write cool applications with DB2 Express-C**

Step number six: write good applications with DB2 Express-C. For example, this is a company from Brazil who created an online game using DB2 on Linux. So if you write a very cool application, like this one, I certainly would like to hear from you, and I would certainly like to feature your application in the DB2 Express-C web site. That would be the best way, probably, to showcase your skill to other people.

**Slide 14: Step 7: Become a Business Partner with IBM**

Step number seven: become a business partner with IBM. This is in the case where you're not only a student, but you have your own company. So you can get more help from IBM by becoming a partner of IBM. We have these partner tabs in the DB2 Express-C web site where we can feature your company.

**Slide 15: Step 8: Write articles, tutorials, books (1)**

Step number eight: write articles, tutorials, white papers, and books. You know, if you go to a bookstore, wherever you are, it is likely you will find many books on Oracle, many books on SQL Server, many books on My SQL, but maybe one or two books on DB2. So what does this mean for you? It is your opportunity, your opportunity to be the first person to write a book on DB2. How can you start? Well maybe you can start by writing an article. How can you start writing an article? Go to the forum. If you find different questions which have not been answered, then you just found a topic for your article. So then you do some research on that, you publish your article, and you repeat this process. So maybe now you have 10, 15 articles that you have finished. You can compile all these articles, and create a book. Based on the feedback that you receive on the articles, you can know ahead of time, whether your book will be successful or not. That's a process that I follow.

**Slide 16: Step 8: Write articles, tutorials, books (2)**

And, well, to create this book, it's not that I want to talk about myself, even though I'm doing that, but it's actually to talk about you. You can follow these steps that I follow to create your

own book. Now thanks to the internet, you can go to [www.lulu.com](http://www.lulu.com), for example, which allows you to self-publish your books. You don't even have to contact a publisher to publish your book. You can just go to lulu.com and you will be able to submit a Word document of your book. They will convert it into a book, they will put a cover, and they will be able to post your book on amazon.com or Barnes and Noble and they can also provide you with an ISBN number. So I recommend you to take a look at this web site at lulu.com to see how you can publish your book on the web. You can also co-author the book if you find that it is too much work.

### **Slide 17: Step 9: Local Replication of DB2 on Campus Program**

Step number nine: become a DB2 Student Ambassador. I talk about the DB2 Student Ambassador program in speech number one. So I emphasize again, this would be a good way to differentiate yourself and to become visible.

### **Slide 18: Step 10: Establish a DB2 User's group in your university**

Step number ten: establish a DB2 users group in your university. Again this is one way to become visible to differentiate yourself. So if you cannot be a DB2 Student Ambassador, at least you can be a member of the DB2 users group and this is just an informal group. There are no strict rules about how to run this group.

### **Slide 19: Agenda**

So those were the ten steps to career success. I hope you found them useful.

### **Slide 20: Contact us**

If you need to contact us, you can write to [db2univ@ca.ibm.com](mailto:db2univ@ca.ibm.com) for DB2 on Campus related issues. Then you can also visit [channelDB2.com](http://channelDB2.com) to take a look at videos and podcasts. There's a blog aggregator called [planetDB2.com](http://planetDB2.com) and if you need to send an e-mail, you can also do it through [facebook.com](http://facebook.com).

### **Slide 21: The DB2 on Campus Lecture series**

This is just a list of DB2 on Campus lecture series for speeches, and for e-learning courses.

### **Slide 22: The DB2 Express-C Web site**

And again, here is the DB2 Express-C web site. This is the only web site you really need to remember. From here you can download the free software DB2 Express-C and other software. You can also download the free book, which is *Getting Started with DB2 Express-C* you can gain access to the DB2 Express-C forum and you can learn more about the DB2 on Campus program by clicking on the Students tab.

### **Slide 23: In summary**

So in summary, we talked about some key points for career success, which were visibility having multiple skills, not just technical skills proving that you have those skills and differentiating yourself. Then I covered the ten steps to career success, which focus on those key points. And finally, a small section on how to contact us.

**Slide 24: Thank you! What's Next?**

So I thank you very much for listening to this presentation and as to what is next, I would suggest you to check out Lesson 1 of the DB2 on Campus lecture series, which is called "Installation and DB2 Editions." Thank you and good bye.