Crossing the Career Chasm

Sreeja Nair
What does Version 2.0 of your favorite Product look like?

If it can be built, it most likely is a Product
What does Version 2.0 of your Career look like?
Career as a Product: A Framework
Career as a Product: A Framework

Introduction
Phase: Key Takeaways

- Stay Curious
- Never Fly Solo
- Fail Forward
Career as a Product: A Framework
Career as a Product: A Framework

Value Proposition

High
Low

Augmentation 2a

Introduction 1

Branding 2b

Communication

IEEE UFFC-S Mentorship Workshop 2021
Technology Adoption Life Cycle

From ‘Crossing the Chasm’ by Geoffrey A. Moore
The Chasm (The limiters)

Inspired from ‘Crossing the Chasm’ by Geoffrey A. Moore
Career as a Product: A Framework

- Augmentation
- Introduction
- Product Innovation
- Branding
‘Crossing the Chasm’
Phase: Key Takeaways

➢ Be Visible
   ▪ who knows what you know is important

➢ Ask and You shall Receive

➢ Invest in Inside-Out Connections
If it can be built, it can be improved

Inspired from 'Crossing the Chasm' by Geoffrey A. Moore
Career as a Product: A Framework

Value Proposition

Low

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Introduction 1  Branding 2b

Augmentation 2a

Product Innovation 4

Communication

IEEE UFFC-S Mentorship Workshop 2021
If it can be built, it can be reinvented

Inspired from 'Crossing the Chasm' by Geoffrey A. Moore
‘Business Model Innovation’
Phase: Key Takeaways

➢ Set Specific Goals
➢ Throw the Rope to others
➢ Be in an Eternal Beta Phase
  We are all a Work In Progress
Summary

If it can be built, it most likely is a product

If it can be built, it can be improved

If it can be built, it can be reinvented
Thank You