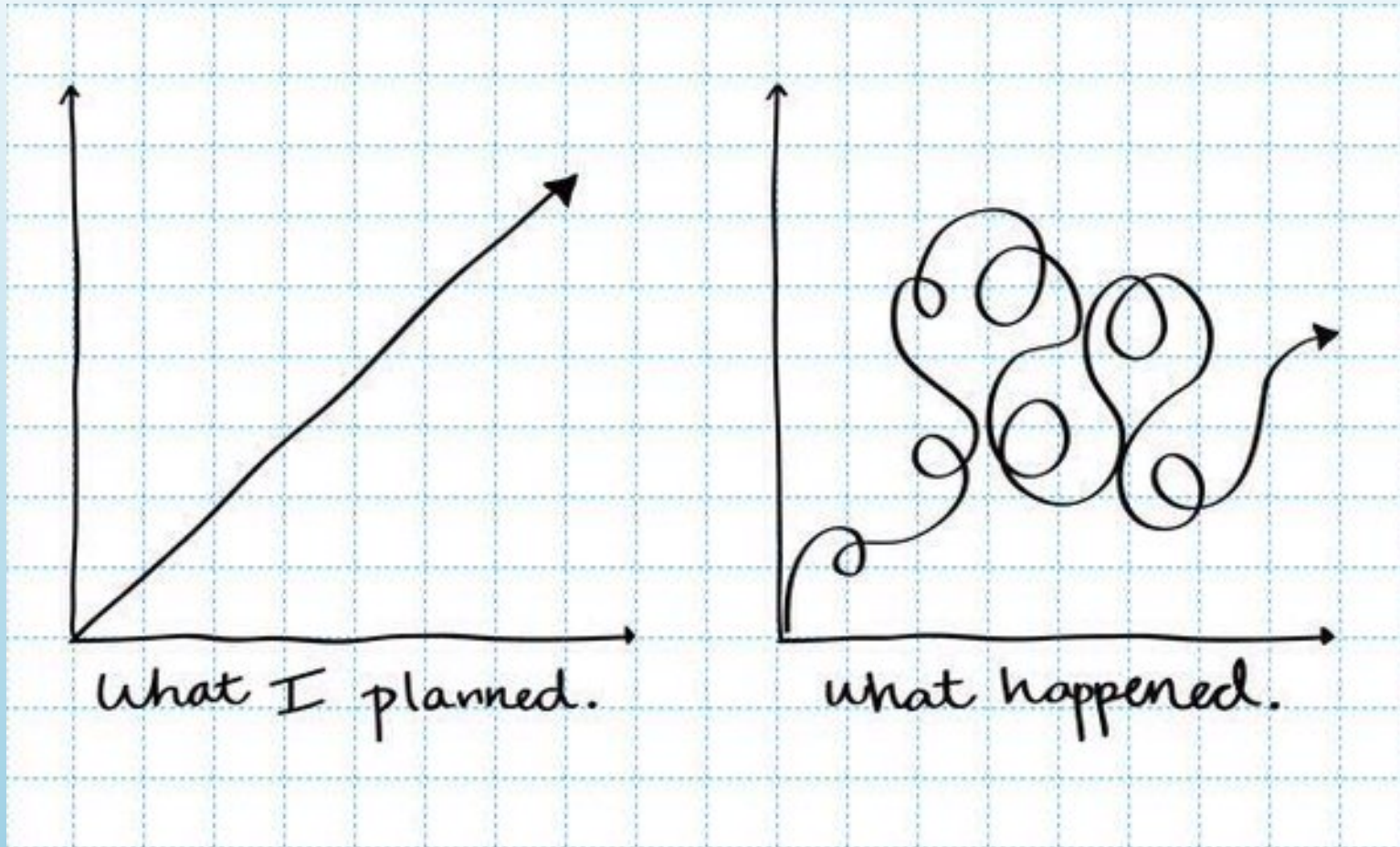


# Your Career & Tech Literacy

Stacie Seaman



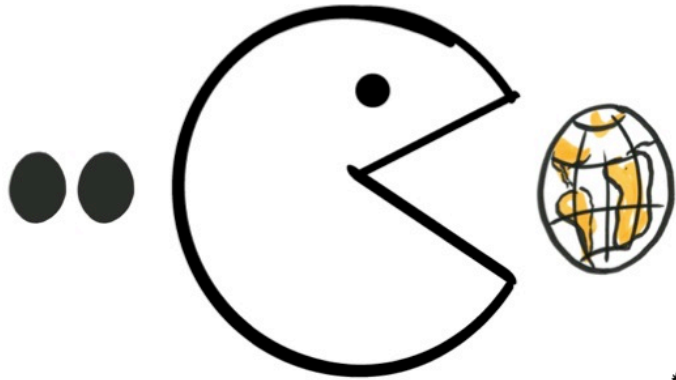


My Story

- Bachelor's in Psychology (1981) Northern Arizona University
- Bachelor's in Nursing (2001) University of Northern Colorado
- Registered Nurse – North Colorado Medical Center – Cardiology Unit
- IT Director - Banner Health Corporate
- COO of Software Engineering firm – Shrinking World Solutions
- Currently - Life Coach and Editor

My Story

Software is eating up the world\*



\* Marc Andreessen  
in Wall Street Journal  
5

## Industries Transformed by Software

- Music – iTunes
- Investing – Stock Exchange
- Media – Netflix, YouTube, DIY content
- Marketing – Social Media
- Banking – electronic, mobile, e-deposit
- Travel – online booking
- Newspapers – print closing down
- Retail – online surpassed block and mortar

Business = Software

- **Computer Information Systems**

- Dev Ops
- **REPORTS!!** (SQL Queries, Crystal Reports, Dashboards)  
Managers have an insatiable hunger for useful reports on their data.  
The ability to create these reports = job security.
- Cyber Security – intensifying arms race with hackers

- **Finance**

- 6 Trends That Will Shape The Financial Services Industry In 2021
  1. Modernizing dated core systems will be imperative
  2. Banking goes beyond cash with digital engagement
  3. Insurance becomes personal –
    - “Building this level of personalization for customers requires a technology infrastructure that enables real-time insights from vast amounts of streaming data from a variety of data sources.”
  4. Institutional and wholesale trading moves off trading floors
  5. Work-from-home must work across financial services
  6. Embedded innovation is the new status quo

<https://www.forbes.com/sites/googlecloud/2021/02/05/6-trends-that-will-shape-the-financial-services-industry-in-2021/?sh=742a347942b6>

# Your Career – CIS and Finance

- **Accounting**

- Predictions for the Accounting Industry for 2021 and Beyond

1. Clients expect accounting and tax professionals to be “holistic advisers”
2. Accountant is tech-savvy, mobile-friendly and comfortable using mobile platforms
3. Technology will generate a new revenue stream in audit protection services
4. Cloud solutions will become standard
5. Practice management software will be the central system of record for accounting practices
6. Firms will adapt as the future of work changes

<https://www.forbes.com/sites/forbestechcouncil/2021/02/03/predictions-for-the-accounting-industry-for-2021-and-beyond/?sh=75c55242301d>

Your Career – Accounting

- **Management**

- Top 10 Digital Transformation Trends for 2021

1. 5G will finally go mainstream
2. Customer Data Platforms (CDP) Explosion
3. Hybris Cloud Declared the Winning Enterprise Architecture
4. Cybersecurity gets a Jolt –
5. Privacy and Confidential Computing Gains Momentum
6. Headless Tech Disrupts Industries, Reshapes Commerce
7. Work From Home Outlasts Covid-19
8. Artificial Intelligence (AI) Democratized at Scale
9. Device Form Factors Become Interesting Again

- "A 238% rise in attacks on banks, and a 600% increase in attacks on cloud servers from January to April 2020 alone"

10. Quantum Computing Moves to Mainstream

<https://www.forbes.com/sites/danielnewman/2020/09/21/top-10-digital-transformation-trends-for-2021/?sh=3ffffe62c6f4>

# Your Career – Management

- **Marketing**

- 15 Top Marketing Trends

1. Digital Transformation Continuing
2. Consumers Going Numb to Digital Ads
3. Accelerated Adoption of Automation
4. Growing Focus on Meaning and Purpose
5. The Rise of Programmatic Advertising
6. More Selling on LinkedIn
7. Influencer Marketing Getting Even Bigger
8. The Death of Cookies
9. Growing Importance of Direct Mail
10. Sustained Focus on Building Brand Advocates
11. New Alternatives in Social Media
12. More Focus on Instagram Reels
13. Short Videos Remaining Popular
14. Live-Streaming Wars
15. The Rise of E-Commerce Purchasing Capabilities

<https://www.forbes.com/sites/forbesagencycouncil/2021/01/27/15-top-marketing-trends-to-keep-an-eye-on-in-2021/?sh=3ce0bc832a5e>

# Your Career – Marketing



- **Entrepreneurs**

- 8 Entrepreneurship Trends

1. Entrepreneurs Move into IoT
2. No-Code Web Apps become More Mainstream
3. Email Makes a Comeback
4. Micro-Influencers Come into the Spotlight
5. Content Becomes Omnichannel – podcasts, website, video...
6. Capital Flows into Climate Tech Startups
  - “Venture capital investments in the space went from \$418M in 2013 to \$16.3B in 2019.”
7. Increased Demand for Super-Specialized Skills
8. Entrepreneur Communities Flourish

<https://explodingtopics.com/blog/entrepreneurship-trends>

# Your Career – Entrepreneurs

# Essential Skill for Success = **Continuous Learner**

- The ability to continually develop and improve one's skills and knowledge in order to perform effectively and adapt to changes in the workplace.
- Earning a degree is a single, intense learning episode in your life. Never quit learning and you will be successful.



Your Career

## LinkedIn is used by 87% of Recruiters

- Keep your profile up to date.
- Your headline should use key search words for the job you want.
- Your current skills and objectives should be comprehensive.
- Highlight your recent experience.
- Recruiters have become the key player for your job search. Many receive a commission for each new hire so they are very motivated to find a job for you!



LinkedIn

## Indeed

- Indeed is an important tool for local job searches
- Make sure your profile says that you are available
- Job postings change frequently so check regularly (daily or at least weekly)
- Email notifications keep you aware of new job postings within your search parameters
- Recruiters use Indeed extensively and will contact you directly

Indeed.com



- **20 Seconds**
  - Average amount of time a hiring manager will look at your résumé
  - 1 Page!
  - Keep narrative to a minimum
  - Focus on skills
- Recruiters use key word scanning extensively
  - Know the most sought after key words for your job and use them in your résumé

Résumé Tips from a Hiring Manager

Thank You!

Stacie Seaman

