



The Hired Anyway Course by Annie Margarita Yang

MODULE 1.4 TRANSCRIPT

All right, now in this video, we're going to map out the career path that someone who is successful in your industry, someone who has the job title you want, typically followed to get there.

The best way to do this is honestly to just work backwards from where they are now, right?

I find that doing the research this way is so much better than simply asking someone in the industry, because they might not actually know the answer.

A lot of people showcase their experiences and job titles, basically their entire career history, on LinkedIn. When you look at enough profiles, it gives you a pretty good idea of the track they normally follow to get there.

Because you're not always going to have a manager or a boss in the company you work for who's vouching for you to move up the career ladder. Typically, if you're really good at your job, they want you to stay there. If you do move up, then the next person replacing you isn't going to do the job as well.

So there's kind of a conflict of interest there, and they might not necessarily give you the best advice for your career.

What I find is that it's really best to do your own research.

So let's get started.

Fun fact, I actually just got fired from my job a week and a half ago as an accounting manager. But I did have a part-time job before I got fired as a CFO, and I didn't even do a job search to get that job. That one kind of just landed in my lap.

So I'm just going to do a search for "Chief Financial Officer" because what if I actually had to do a job search? I think doing this research now would actually come in handy for the future.



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I'll just use myself as a guinea pig here.

So you type in the search bar the title that you want, and then go to "**All Filters.**" Let's see, yeah, keywords, title: "**Chief Financial Officer.**"

Then click "**Show results.**"

Great. Now, what you want to do is open maybe about 20 of these profiles in a new tab. To open them quickly, you hold down Control on your keyboard and click the ones you want to open.

This is very taxing on my computer right now, so I'm just going to open five, look at those tabs, and then open a few more. Now I'm going to jot down the career path.

Let's see, started as a legal manager, to manager of accounting.

Keep in mind, people often hide their entry-level jobs, so you can't always rely on that. But if you look at enough profiles, you might see people who list their career history all the way back to their first job.

Another thing I like to note is the kind of degree they got. So this person got a **BS in Accounting and Finance from Bentley University.**

Jake:

You can see he started off as a bookkeeper, so he was at the bottom. Audit, controller.

Another thing, look at how long it took them to get there. This guy started as a bookkeeper in 2009, and it took him 14 years, 14 years, to move up the ladder before becoming a Chief Financial Officer.

This guy got his bachelor's in Accountancy from Bentley as well. Well, he's got a lot, oh my gosh. Let me just write it down.

- MBA from Cornell, Management,
- The Moore McKim School of Business, Northeastern.

I think this is irrelevant.



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Hunter:

Work History:

This person listed “associate,” and didn’t say if it’s just a normal associate or a senior associate.

Then, next thing you know, this person’s a director, then chief, then director again.

This person goes up and down, up and down, it looks like. Went up, then went down, okay, I’m not sure what happened there. Back up again, “Chief Financial Officer.”

“Chief Financial Officer” again.

Education History:

Accounting, Wake Forest University.

Eric:

Work History:

Senior Auditor, Audit Manager, Corporate Controller, VP of Finance and Operations, Corporate Controller, Chief Financial Officer.

Education History:

Accounting and Finance, Northeastern.

Fengru:

Work History:

Accounting Manager, Controller, then became an Accounting Manager again. Controller, Director of Finance and Accounting, and then Chief Financial Officer.

Education History:

Northeastern doesn’t state what degree, maybe it’s Accounting, maybe not. Okay, Accounting, let’s be more accurate here.



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This person didn't state what their degree was in, so it doesn't count. For all you know, this person didn't do Accounting, and that's why they deliberately left the degree off.

But here, she did get an MA in Economics.

So probably she decided, let's see, 2009 to 2010, hmm, look at the years. Oh, this person went back to school for something. We don't know what that something is, but they actually got their MA in Economics.

All right, well, you can see it looks like a lot of these folks do not go all the way down to their first job.

If you have trouble with this, then let's say this person, well, this person's already at the bottom, bookkeeper. But if you don't have enough data to work with, what you can do is take this accounting manager position and then work backwards from accounting manager to find out the answer.

Because here, you only see part of the map. You don't get the whole map.

So one way to expand the map is to open it further.

Let's see, senior accountant. This person, yeah, see? Accounting Manager, and then one before that, Senior Accountant, then Staff Accountant.

I know for a fact Staff Accountant is entry-level. So either Senior Accountant, Staff Accountant, or Staff Auditor is really the entry level.

I think as you get higher up, people don't like to really showcase their beginnings.

And let me pull up his map. He wanted to be a hotel manager.

So let's open the map for **Hotel Manager**.

Let's take a look.

So I made this career map. I ended up opening 20 LinkedIn profiles to get a good look at what it would take to become a hotel manager.



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And you can see a whole variety of paths to get there, but everyone ends up in the same place.

Let's see, one, two, three, four, five, six. This person got there in just six jobs.

This person, one, two, three, four, four jobs, but probably didn't start out as a manager. So you want to really look at the people who started at the bottom.

This person started as a waiter at a restaurant. So one, two, three, four, five, six, seven, eight, nine, ten, ten jobs.

So it could take six to ten jobs before you can get to becoming a hotel manager.

Something I noticed when I was doing these maps is that some people don't necessarily go up in their careers. Sometimes they move sideways. When you have enough of this data, you'll see some people make a lateral move for one reason or another.

Ideally, to get to where you want to be efficiently, you want to go up. You want to just stretch a little bit beyond where you are now.

That's why, for instance, when I was doing the research for Chief Financial Officer, you can see that some people were accounting managers, and then they were accounting managers again.

They didn't necessarily move up; they just moved to a different company with the same job title.

Probably for better pay, a salary bump from what they were making before. Maybe even less, who knows? Maybe they were laid off, I don't know.

But ideally, if you were to take charge of your career and chart it out, this is what you would do. You would make this map so you actually have real-world research to make a sound decision.

And then the other thing is, for this hotel management position, the person who asked me to help him chart out the path, I also noted down the education for every single person whose profile I opened.



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He was claiming that to be a hotel manager, you could never, ever, not even once, be a hotel manager without a bachelor's degree in hospitality. And that simply isn't the case.

Because when I opened those profiles, sure, there were people who had fancy master's degrees in business, right? But there were also people who had bachelor's in psychology, totally unrelated.

We had sociology, food, and nutrition. Not everyone had that classic bachelor's in hotel and catering management directly related to the job title. I think we even saw someone who had a bachelor's in geology.

It's interesting, isn't it? How the things you study in school don't necessarily translate directly into your ultimate job or career path.

And another thing, okay fine, yes, a lot of these people do have bachelor's degrees. But the person I was talking to didn't have a bachelor's degree. He only had his associates. So he was missing two years of schooling. But that's no reason not to go after the position of hotel manager.

Let's say it's a ten-year journey. If it takes five different jobs to move up and each one takes about two years, that's ten years total.

Let's say you stay at each for two years, so you don't job-hop too much. Maybe some promotions happen within the same hotel, so it doesn't even feel like job hopping.

His complaint was basically about the degree. First of all, he was working as a front desk manager, so he still had maybe four more positions to go before getting that far up.

So he has roughly eight years to finish two more years of schooling to get a bachelor's degree. You can do that part-time in the evenings after work, and take one or two courses per semester. You don't have to go full-time to get that degree.

But another thing I realized when doing this research is that maybe you don't necessarily need a bachelor's degree, because there were also a handful of people, and I was researching in New York since this person was based there, who didn't have a bachelor's degree at all but were working as hotel managers.



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What they had instead was a certificate.

Let me open up the link. Cornell offers a certificate program in Hospitality Management.

For a lot of people, that's all they had. They didn't have a bachelor's degree; they just got the certificate.

The cost of the certificate is only **\$2,600**.

So it's not like paying tuition for a bachelor's degree for a year. It's just \$2,600.

And what's the time commitment here? Not four years, it's three months, with three to five hours of study per week.

And these are actual professors who teach at Cornell, so you're getting a quality education.

This is one of the reasons I want you to chart out the career paths of people who have succeeded, who have the job title you want, because maybe some of them were smarter about how they did it.

Maybe they did it cheaper. Maybe they did it faster.

And you want to learn from the people who were strategic and didn't pay as much, because ultimately, I don't want you to spend that much money on your education.

I want you to get a high-quality education, but I don't want you to spend a hundred grand or two hundred grand. That amount of money could buy you a house, right? Or several cars.

So that's it on how to map out your career path in full detail.

I'll see you in the next video.