

# SWISSED 14

## Marketing Yourself As An Engineer - Resource

### Business Reading:

- All Things Engineering - <http://www.engineering.com/>
- Systems Engineering - <http://incose.org/> or [https://www.youtube.com/watch?v=Eap9kmlz\\_6k](https://www.youtube.com/watch?v=Eap9kmlz_6k)
- Systems Engineering Blog - <http://blog.sei.cmu.edu/post.cfm/the-value-of-systems-engineering>
- Financial Times books and blogs - <http://www.ft.com/intl/management/business-books>
- Businessweek Management Blog - <http://www.businessweek.com/blogs/the-management-blog>
- 100 Management & Leadership Blogs - <http://www.hrworld.com/features/top-100-management-blogs-061008/>

### Presentations:

- PowerPoint - <http://www.customshow.com/best-powerpoint-alternatives-presentation-programs/>
- Zoom alternative - <http://prezi.com/index/0/> and how to videos <https://www.youtube.com/playlist?list=PL09A34EF19596B7BB>
- Slides - <http://www.slidegeeks.com/> or <http://office.microsoft.com/en-001/powerpoint/>
- Icon set - <http://www.presentermedia.com/>
- Skills - <https://www.youtube.com/watch?v=Xwa4c6xVpMg> or <https://www.youtube.com/watch?v=hT9GGmundag>
- Body language and presence - <https://www.youtube.com/watch?v=1ICuHhbHvMA>

### Conference Calls & Meetings:

- Useful resource site: <http://www.effectivemeetings.com/> - from handling difficult people to good planning and execution
- Chairing a conference call - <http://www.wikihow.com/Chair-a-Conference-Call>
- International conference calls - <http://www.womenonbusiness.com/women-four-tips-understood-international-conference-calls-english-second-language/>
- Tips and tricks - <http://www.quickanddirtytips.com/relationships/professional/conference-call-etiquette>
- PMO Podcast example: <http://podbay.fm/show/183040323/e/1191714300>



# SWISSED 14

## Marketing Yourself As An Engineer - Resource (cont`d)

### Career & Staff Management

- Career plan example - <http://fletcher.tufts.edu/Orientation-Fall/~media/72D94314F88D40FE9F16074758FFD7EB.pdf>
- Understand HR and how they think or work - <http://corehr.wordpress.com/hr-planning/70-2/> or <http://www.shrm.org/pages/default.aspx>
- Understanding business skill needs - <http://www.infoentrepreneurs.org/en/guides/skills-and-training-for-directors-and-owners/>
- Salary and employment advice - <http://www.salary.com/> or <http://www.glassdoor.com/index.htm>
- Company recruiter blog - <http://www.accenture.com/us-en/blogs/recruiters-blog/default.aspx>
- Career and management tools - [http://www.mindtools.com/pages/article/newTMM\\_92.htm](http://www.mindtools.com/pages/article/newTMM_92.htm)
- Interview questions and answer resource on YouTube - <https://www.youtube.com/watch?v=RQLY2xKLIDk>

### Personal Life

- Health Blogs - <http://greatist.com/health/must-read-health-fitness-blogs>
- Food and nutrition - <https://www.patrickholford.com/blog> or <http://www.nutrition.org.uk/>
- Financial investment understanding - <http://www.investopedia.com/>
- Family or living advice - [http://www.drphil.com/advice\\_main/](http://www.drphil.com/advice_main/) or <http://living.msn.com/family-parenting/> or <http://www.ageuk.org.uk/>
- Work life balance apps overview – <http://www.businessnewsdaily.com/2779-apps-work-life-balance.html> or <http://www.appolicious.com/curated-apps/7949-best-apps-for-work-life-balance>

### Social Media

- Understanding the topic and trends - <http://www.socialmediatoday.com/> or <http://www.entrepreneur.com/socialmedia/index.html>
- LinkedIn vision for the next 10 years - <https://www.youtube.com/watch?v=jm15S1QmOTw>
- Best practice video - <https://www.youtube.com/watch?v=iqaFuAsTjjo>
- Policies and governance - <http://socialmediagovernance.com/policies/> or <http://www.forbes.com/sites/jeannemeister/2013/02/07/to-do-update-companys-social-media-policy-asap/>

