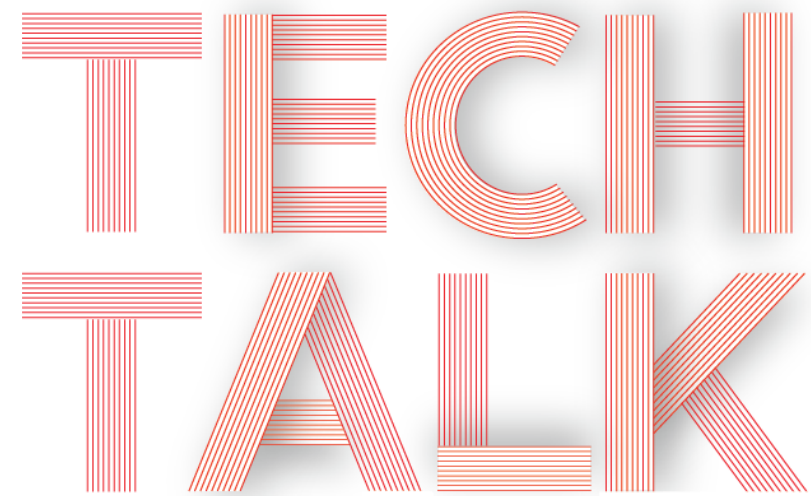


# How to Get Noticed and Hired as a Software Engineer

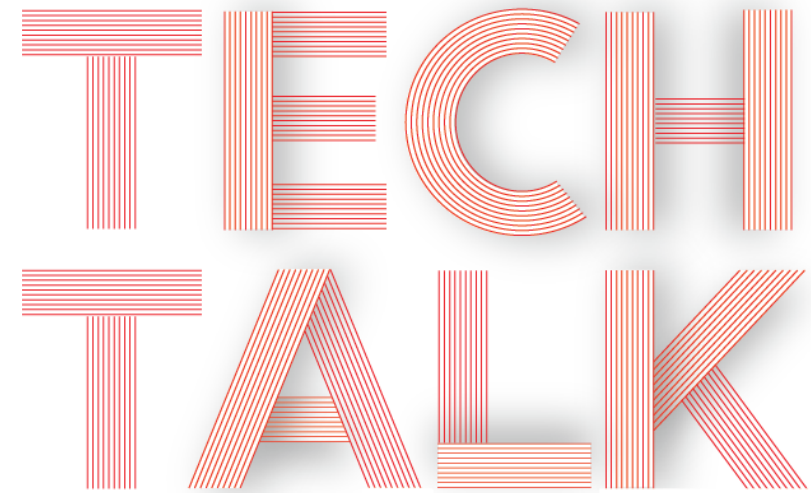
- Who's This Idiot?
  - Chip Anderson
  - President, StockCharts.com, Inc
- Worked at Microsoft from 1987 to 1997
  - Worked on Windows 1, 2, and 3.0
  - Worked on Visual Studio
  - Helped lots of Fortune 500 companies transition to Client/Server computing
- Founded StockCharts in 1999
  - Website provides high-quality financial charts for online investors
  - 40,000+ paying subscribers
  - 24 employees - Offices on Willows Road
  - 100+ servers running Java servlets
- Adjunct Professor, LWTech
  - CSD228: C#
  - CSD299: Programming Project (of Doom!)

**CHIP ANDERSON**



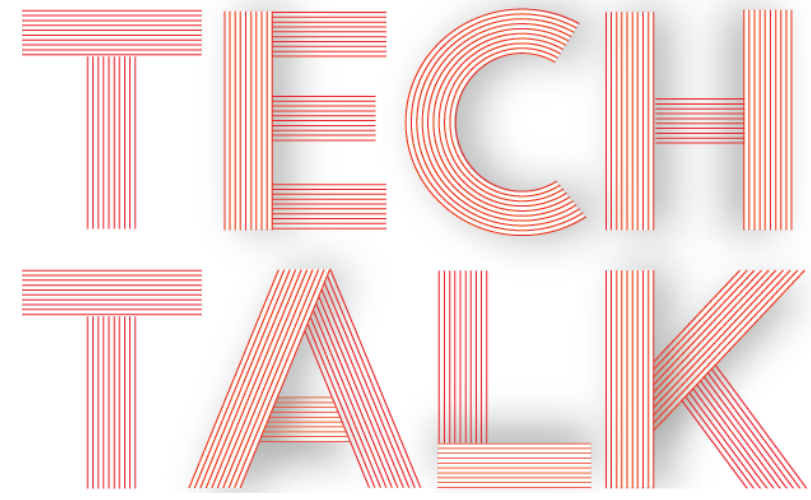
# How to Get Noticed and Hired as a Software Engineer

- The Game
  - ↓== You are here
    - ??
    - ??
    - ?????
    - GRADUATION!!!! #woot
    - ????
    - ??
    - ??
    - ?????
    - ?????
    - HIRED!!!! #WOOT
    - ??
    - ??
  - ↓== \$150K+ per year



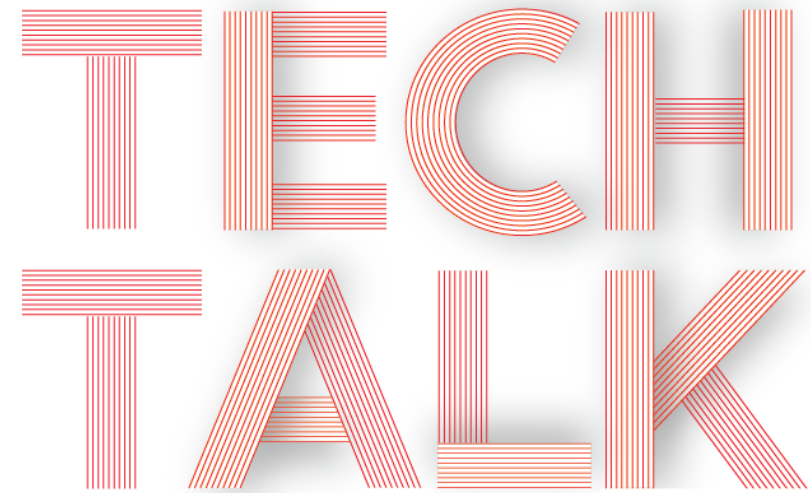
# How to Get Noticed and Hired as a Software Engineer

- Reality Check
  - The Good News
    - Lots of jobs - Seattle is the 2nd most tech heavy job market in the country
    - If all else fails, you can invent your own company!
  - The Bad News
    - Nobody owes you a job!
    - Tons of competition for these jobs
    - Not all employers value LWTech as much as they should :-{
    - Getting your dream job requires WORK and TIME
  - The Good News
    - The work is WORTH IT!
    - I can show you the steps...
    - LWTech instructors really do care about your success!



# How to Get Noticed and Hired as a Software Engineer

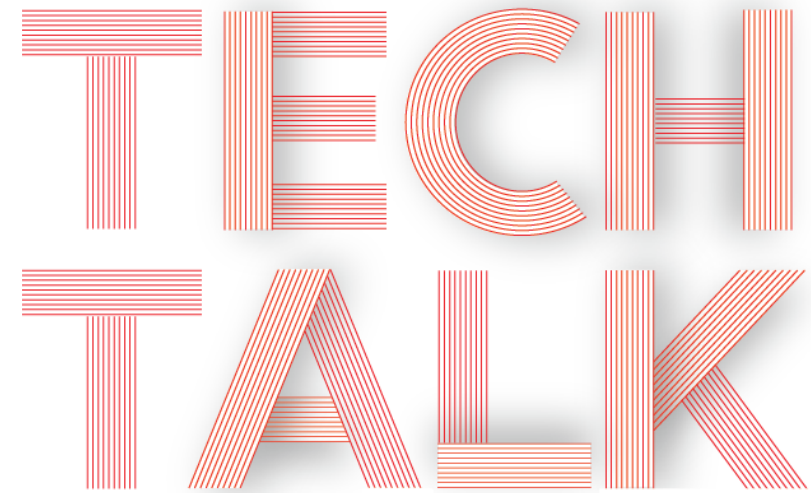
- The 12 Steps to \$150K+ !
  - 1: Reconnect with your Passion for Programming
  - 2: Get As Much Programming Experience As Possible!
  - 3: Package Yourself Properly
  - 4: Research Your Competition
  - 5: Grow Your Job-Hunting Network
  - 6: Research Your Target Company
  - 7: Create Targeted Cover Letters and Resumes
  - 8: Pass the Initial Interview
  - 9: Pass the Technical Interview
  - 10: Get on the Right Team
  - 11: Make Yourself Invaluable to Your Company
  - 12: Keep Learning!



# How to Get Noticed and Hired as a Software Engineer

## Step 1: Re-connect with your Passion for Programming

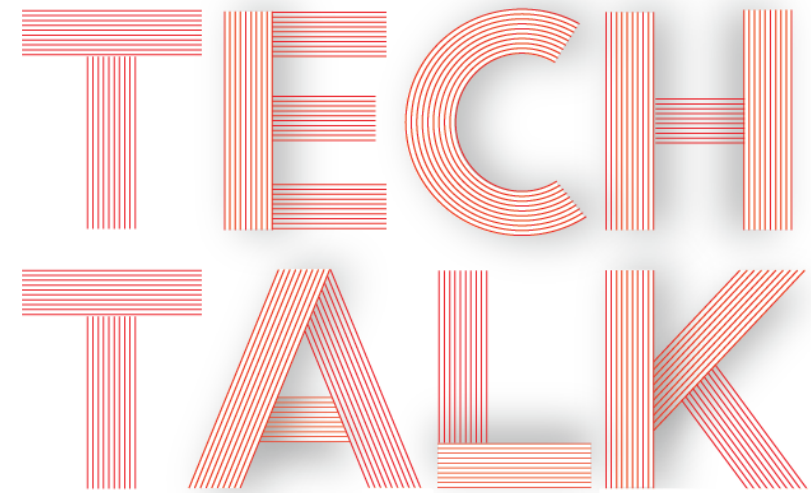
- Why is this important?
  - Job interviewers are looking for signs of passion about programming.
  - They love what they do. They love their company. They don't want to work with people that aren't as passionate as they are.
- Programming is the power of pure, raw creation
  - It lets you create very valuable stuff out of nothing!
  - Remember the feeling when you created your first real program? that you wrote yourself? for you?
- OK, Here's a "More Pragmatic" Approach...
  - WHAT WOULD YOU DO WITH \$150K+ PER YEAR?
  - WHAT WOULD YOU GIVE TO MAKE THAT SALARY?
- Stir your passion for programming by writing code that helps YOU do things that YOU really want/need to do!
  - You're gonna spend the rest of your life writing stuff for someone else - NOW is the time to do it for yourself!



# How to Get Noticed and Hired as a Software Engineer

## Step 2: Get As Much Programming Experience As Possible!

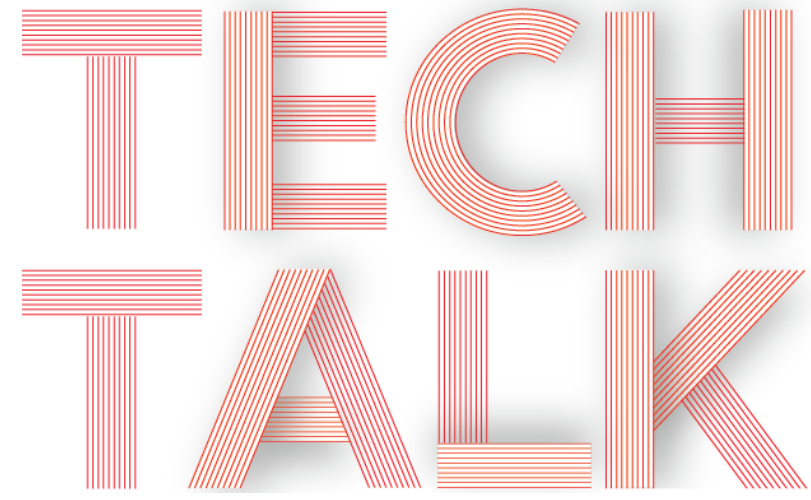
- Why?
  - Companies do not train you! You are expected to hit the ground running!
  - Companies only hire when they really need someone. You are expected to hit the ground running!
  - There are TONS of other candidates out there with more experience than you. (Sorry.)
- How?
  - Go above and beyond in your classes. Take FULL advantage of your teachers and classmates!
  - WRITE YOUR OWN PROGRAMS! CREATE YOUR OWN PROJECTS!
  - LEARN ON YOUR OWN!
  - **Get an internship - any internship.** Take full advantage of it when you are there!
  - Learn as much as you possibly can about as much as you possibly can.
    - Do you have your own cloud server? WHY NOT?!?!?!  
Your competition does.



# How to Get Noticed and Hired as a Software Engineer

## Step 3: Package Yourself Properly

- You will be researched online before being asked to an interview
  - Make yourself easy to find
  - You must be much more than just a resume
- LinkedIn AND Your Own Website!
- Give yourself a compelling story
  - Showcase your passion and your experience
  - Provide examples of your work including source code
  - Don't over-exaggerate but don't under-exaggerate either
  - Don't use fancy graphics or add-ons unless you created them yourself

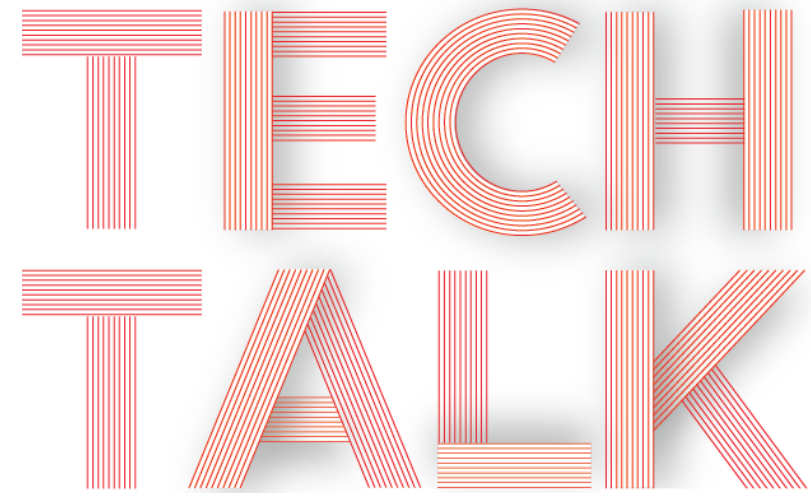


# How to Get Noticed and Hired as a Software Engineer

## Step 4: Research your Competition

- What are other programming job-seekers doing on-line?
  - Google: “Amazon Programming Job” and start clicking
  - LinkedIn
  - Indeed
  - Glassdoor
  - Quora
- Is your “packaging” as good or better than your competition?

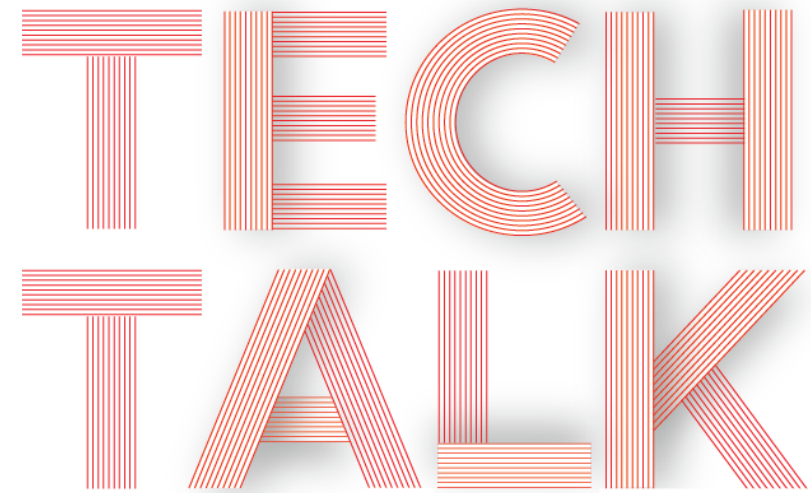




# How to Get Noticed and Hired as a Software Engineer

## Step 5: Grow your Job-Hunting Network

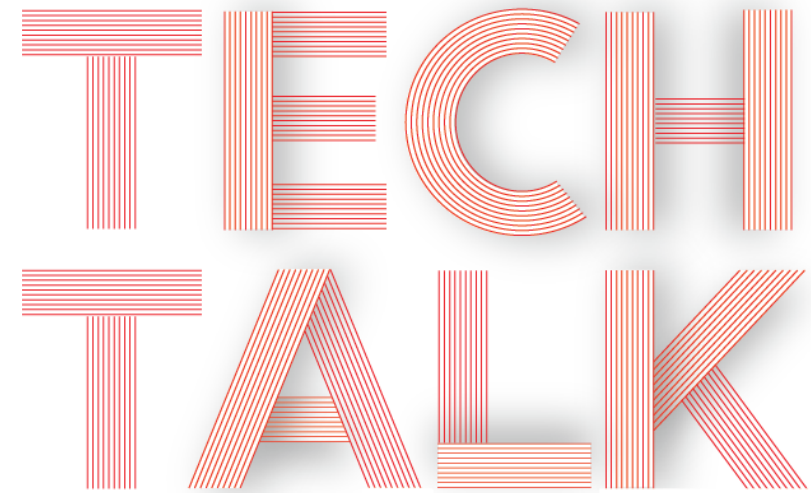
- There are two ways to get hired:
  - Blast resumes everywhere
  - Know someone
- YOU NEED TO USE BOTH METHODS FULLY!
- Make sure everyone you know knows you are looking for a job and what general skill set you have.
- Stay in touch with your college professors
- Get letters of recommendation from the good ones
- Take full advantage of the job placement resources at the college.
- Join the alumni organization and attend their events.
- Continue to stay in touch with your network after you get hired.
- You'll never know when you'll need it again.
- Many times, timing is everything. Your network can help you know when a possible position opens up.



# How to Get Noticed and Hired as a Software Engineer

## Step 6: Research your Target Company

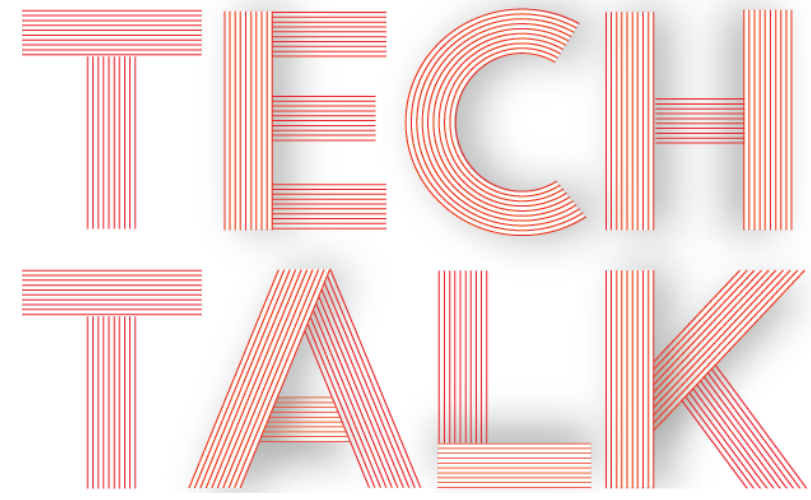
- What does the company desperately need?
- What does the company already have?
- What kind of programmers already work there?
- What tools/skillsets do they typically look for?
- What is their corporate structure? Do they have multiple programming teams?
- How many programmers did they hire last year/quarter/week?
- What does Glassdoor say about them and why?



# How to Get Noticed and Hired as a Software Engineer

## Step 7: Create Targeted Resumes and Cover Letters

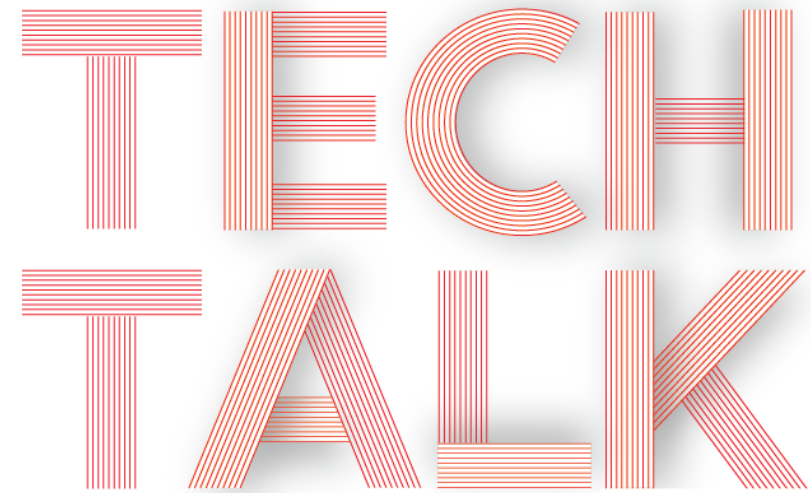
- Never, ever send a generic resume for a job you really want.
- Always send a personalized, unique cover letter.
- Both items should DIRECTLY connect your experience and skill set directly to the needs of the company.
  - This is no time to be shy / bashful. Crow about yourself!
  - BUT DO NOT LIE OR EXAGGERATE!
  - Bring up your reasons for being passionate about programming



# How to Get Noticed and Hired as a Software Engineer

## Step 8: Pass the Initial Interview

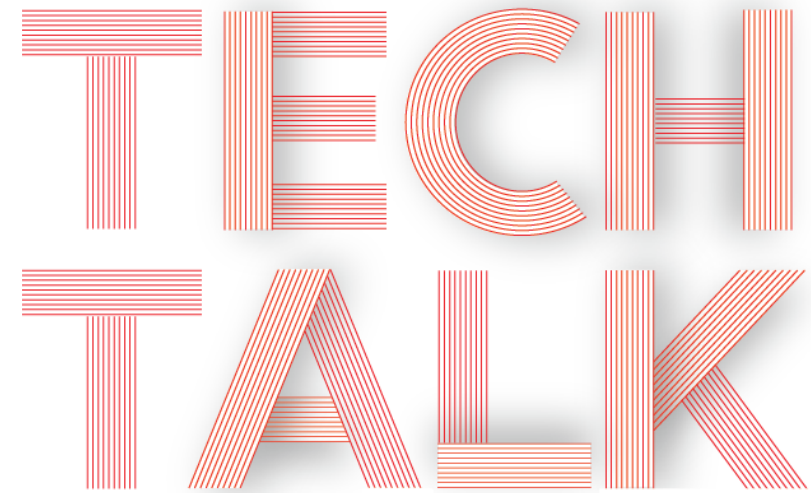
- Their goals:
  - To understand how you might fit into their team
  - To validate your experience
  - To gauge your interest in the position
- Your goals:
  - To appear like you already “fit in” with the company
  - To make 100% sure they understand why you want to work there
  - To answer any questions they have about your resume
  - To identify the skill(s) that they are most interested in
  - To show them that you really want to help them with their problems
  - TO GET INVITED BACK FOR A TECHNICAL INTERVIEW



# How to Get Noticed and Hired as a Software Engineer

## Step 8: Pass the Initial Interview

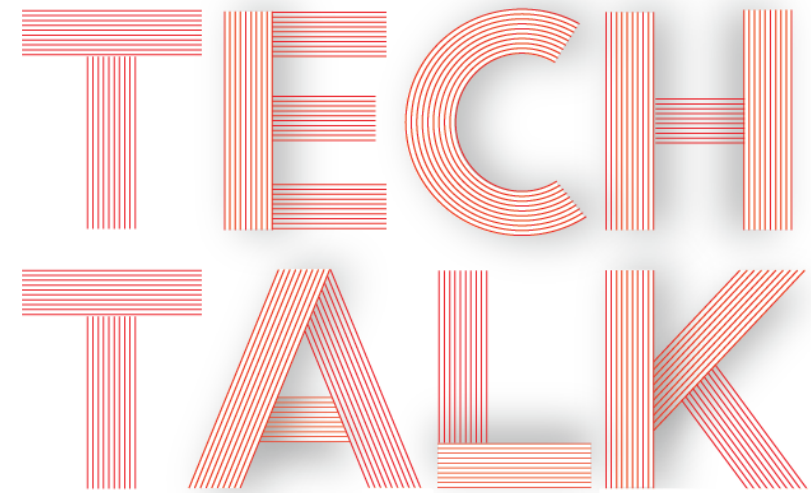
- Your enemies:
  - Being Boring
    - Keep the interviewer entertained! Tell stories about your successes. Tell stories about your failures (and what you learned from them). Talk about why - specifically - you want to work there. Just DON'T BE BORING!
- The Clock
  - It's OK if you have to wait, it's not OK if they have to wait.
  - Try to arrive at the interview location 30 minutes ahead of time
    - (In case you get lost, have trouble parking, etc.)
- Walk into the company 5-10 minutes early.



# How to Get Noticed and Hired as a Software Engineer

## Step 8: Pass the Initial Interview

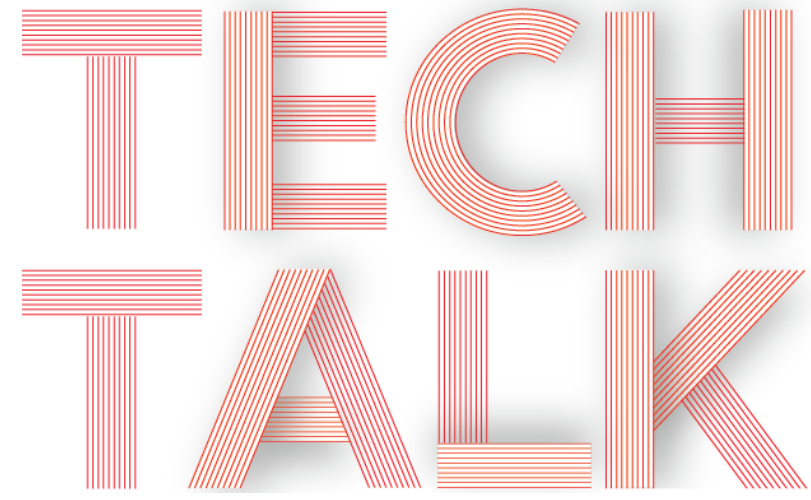
- Your enemies:
  - The Dress Code
    - Important to match their expectations
    - It's also OK to ask them ahead of time about the dress code.
    - Don't assume formal. Don't assume casual. Ask!
  - Nervousness / Shyness
    - Practice, practice, practice.
    - Research, research, research
    - Go on 2 or 3 "practice" interviews with companies you aren't super interested in
    - YOU MUST TELL YOUR STORY IN A CLEAR, PASSIONATE MANNER
  - Getting Caught Off Guard
    - It happens. Don't let it throw you completely.
    - If you get completely confused, try to relate things back to your **previous programming experiences.**



# How to Get Noticed and Hired as a Software Engineer

## Step 9: Pass the Technical Interview

- Their goal:
  - What happens when this person gets stuck? How do they react?
- Your goals:
  - Communicate what you are thinking!
  - Ask relevant questions
  - Show what you know
  - If you get stuck:
    - Keep explaining what you are thinking
    - Keep asking questions
    - Be honest about what you don't know
    - Draw/diagram whatever you can

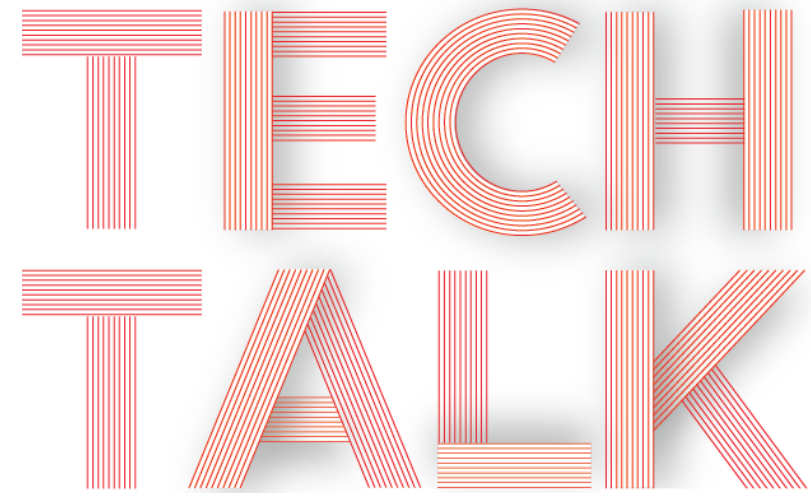


# How to Get Noticed and Hired as a Software Engineer

## Step 10: Get on the Right Team

- Getting hired is NOT the end of the journey!
- Discover which teams in the company are mega-important and try to get one of those teams
- Grow your network inside the company.
  - Meet and remember as many managers as possible!

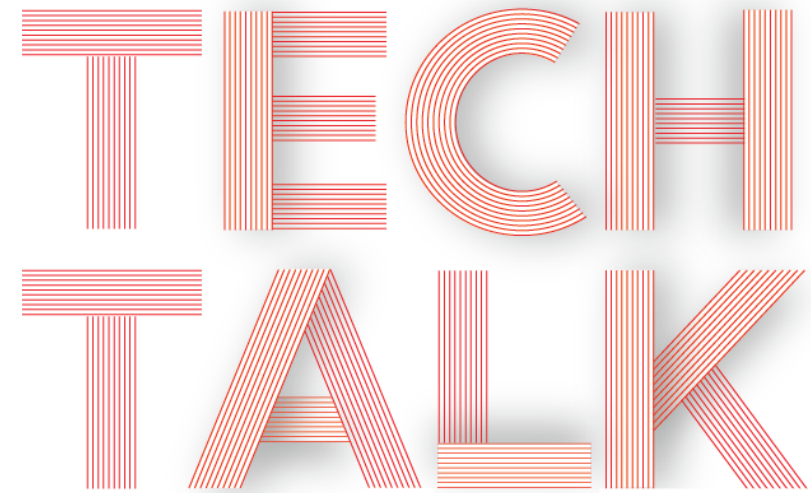




# How to Get Noticed and Hired as a Software Engineer

## Step 11: Make Yourself Invaluable to Your Company

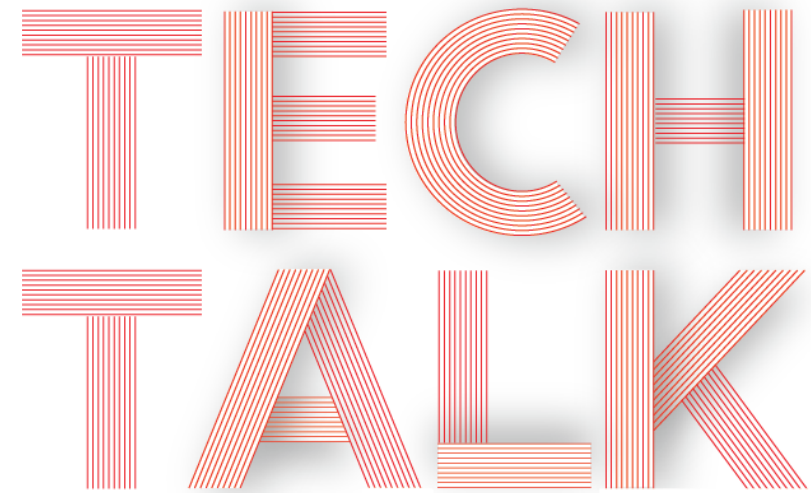
- Think META! What problem(s) are driving your manager crazy? Fix those problems!
- What problem(s) are not being worked on at all? Why?
- What new skills / tools could greatly enhance productivity? Why aren't they being used?
- etc., etc. etc.



# How to Get Noticed and Hired as a Software Engineer

## Step 12: Keep Learning!

- This industry completely reinvents itself every 4-8 years. You cannot sit still!
- Get a Master's Degree if your company supports it
- Teach others. It's the best way to learn.



# How to Get Noticed and Hired as a Software Engineer

## Questions?

- chip.anderson@lwtech.edu
- CSD299!
- <http://workflowy.com>