Maximize Your Opportunities:
Understanding The Canadian Chemical Industry

Andrew Biksa, M.A.Sc., P.Eng.
Only My Personal Viewpoint From Experience
Andrew Biksa’s Opinion – Not Necessarily BASF
You Are On A Great Path
VALUE
Objective

When You Leave Today You Will:

1. Understand A **Value** Proposition

2. Know The Chemical **Industry**

3. Have Strategies To Tackle Getting a **Job** and/or Selling Your **Ideas**
Icebreaker Exercise

What Is This Worth To You Right Now?
Icebreaker Exercise

What Is It Worth To This Guy?
Icebreaker Exercise

The **Value** Of Anything Is Whatever Someone Is Willing To Give For It

Everyone Is Different – Nothing Is Fixed Value!
What Is Value?
Everyone Is Different
Value Is In The Eye Of The Beholder
Everyone Is Different

Optimist
“It’s Half Full!”

Pessimist
“It’s Half Empty!”

Engineer
“The Glass Could Be Half The Size!”

Sales
“That Glass Needs To Be Refilled!”

Consultant
“Is The Water Part Of The Strategy?”

Another Engineer
“It Should Be A Beer”
Value Proposition

The Most Important Slide Today

This Applies To **Everyone** In Every Walk Of Life

**People Have Problems**  →  **Solutions Are Provided**  →  **Best Solutions Add Value**

- Knowing & Understanding What The Problem Is (Not Trivial – Takes A Lot of Time)
- To Understand A Problem, ask “Why…why….why….” until the person gets to the core.
- Once you know the problem, you can attempt to find a solution
- Value added solutions are the winners in the long run. Differentiation is a key.
- Different people will perceive value differently
- Get to know people and their personalities just as much as the technical side
- Who makes decisions, who influences and who are gatekeepers to making things happen
Value Proposition

Understand Your Industry

What Success Looks Like

Understand Value

Understand People
Another Way To Look @ Value

Value

Results
- Execute
- Do What You Say
- Price/Sales
- Costs
- Profit
- Time
- Quality

Understand
- Technical
- Depth
- Markets
- Forecast

Trust
- Integrity
- Promises
- Transparent
- Credibility

Like
- Friendly
- Approachable
- Communicate
- Similar Personality
Value Proposition – Trust and Like

Tribal Language

• “Tribes” are groups of 5 to 150 people. Often defined by their roles and how they talk.

• In industry, they are sometimes called “silos” or “verticals”

• Each tribe speaks their own language (acronyms, buzz words, processes) and has their own aspirations

• Learn their language and what motivates them. Sell yourself accordingly to achieve value

• Working with all the “tribes” collaboratively is key.
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How Many Of You Know This Book?
What About These?

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<table>
<thead>
<tr>
<th>Top players</th>
<th>Estimated Canada revenues</th>
<th>Other key players</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVA Chemicals®</td>
<td>$5 B</td>
<td>ExxonMobil Chemical</td>
</tr>
<tr>
<td>DOW</td>
<td>$4.6 B</td>
<td>syngenta</td>
</tr>
<tr>
<td>BASF</td>
<td>$1.5 B</td>
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<td>DUPONT</td>
<td>$900 M</td>
<td>HUNTSMAN</td>
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</tbody>
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The Chemical Industry In Canada

How Big Is Chemical Manufacturing In Canada?

$50B

Top 4 companies are only 24% of the chemicals industry!

• There are hundreds and hundreds of small, medium and large companies in Canada. Most are small/medium size.

• There are plenty of opportunities for you if you know your industry

• If you are mobile there are companies all over the world. BASF has 3% market share globally as the largest chemical company!
The Chemical Industry In Canada

How Big Is Chemical Manufacturing In Canada?

- Chemical manufacturing represent about 6.5% or about $12 B of the total $168B Canadian manufacturing industry or 0.6% of the total Canadian GDP

Source: MAPI, Statistics Canada,
What Are 3 Major Mergers In The Chemical Industry Now?

1. Dow and DuPont
2. Bayer and Monsanto
3. Agrium and PotashCorp
Simple and Straightforward…. 

I Will Either Do R&D or Work In Manufacturing! 

WRONG!
Know The Chemical Value Chain

This Is What It Really Looks Like…. Simplified of Course!

Your Opportunities Are Endless!

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Know The Chemical Value Chain

Know The Market and Understand What Drives Things

Who Drives The Flow?…..

Market Problem Or Unmet Need

Solution

R&D/Engineering

Product

End User/Customer

End User/Customer

Market Problem or Unmet Need Pull

Solution Push

Engineer

The Market Tends To Have The Most Pull. However Engineers Can Push Solutions
Know The Chemical Value Chain

Industries You Can Go Into!

- Construction
- Agriculture
- Personal Care
- Coatings
- Automotive
- Mining/Tunneling
- Water Treatment
- Food and Beverage
- Aerospace
- Finance
- And more…

You Are Problems Solvers. Don’t Sell Yourself Short By Saying Your Are Only An Engineer
Network...Network...Network

Networking Is Relationships – Not Just Wine and Cheese

Value

People Gravitate To People They Know

Networking: Knowing Your Industry

Results
- Execute
- Do What You Say
- Price
- Profit
- Time
- Quality

Understand
- Technical
- Depth
- Markets
- Forecast

Trust
- Integrity
- Promises
- Transparent
- Credibility
- Faith

Like
- Friendly
- Approachable
- Communicate
- Similar Personality
Words Of Advice When Interacting

Listen more than you speak. It’s how you learn.

You can speak whenever you want.

“You know what you know”

You can’t control when others speak.

They likely know something you don’t
Objective

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How Do I Get A Job or Sell My Ideas?

Don’t Be Like This. It Takes Many Years To Establish Yourself.

“I’d like to start out as CEO and then settle into a lower position once my student loans are paid off.”
Reality

http://10pointsmanagement.com/career-ups-downs/
People who add Value

“Education does not mean direct value. Education is an enabler than increases the likelihood of adding value”
How Do I Get A Job or Sell My Ideas?

Getting a Job and Selling My Ideas

- First Determine **What You Want**. This may take years but you will need to have a clear picture of this and articulate it well and succinctly when asked.

- Get to know your **industry & create a value proposition**
  - Based on your skills and knowing your industry, which companies would benefit most from your skills? This takes lots of time to create. Start now!
How Do I Get A Job or Sell My Ideas?

Speak Up

“If No One Knows About It, It Never Happened”

“Those Who Don’t Ask Don’t Get”

Bad
- Who?
- Never Heard Of It
- Never Asks
- Too Quiet

Good
- Effective
- Visible
- Branded
- Asks

Bad
- Tireless Self-Promoter
- Self Centered
- Entitled
- Annoying

Fine Line
How Do I Get A Job or Sell My Ideas?

- **Show You **Know Your Industry**: Know facts and issues and articulate it
- Be specific about **Problems, Actions and Results** for your work
- Be active on **LinkedIn**
- CV with multiple recruiters/headhunters.
- Go to **industry trade shows and join communities**
- Have a **business card**
- **Dress professionally**
- **Call people on the phone**. Don’t email them to start the conversation.
How Do I Get A Job or Sell My Ideas?

- Walk up to new people and network
- Show people **samples of work** you have done (reports, physical samples)
- **Apply to companies strategically**: spend time to apply to right ones for your value proposition. Know the companies out there
- **Visual** in your presentations. Visual communication is the trend today. Less words and more images
- **Presentation skills**, i.e. join Toastmasters
- **Publish your work**
- **Take Co-op** (get experience)
How Do I Get A Job or Sell My Ideas?

• Companies get hundreds of resumes for each job

• Is your resume good enough to get the point across in under a minute? Highlight experiences

• Stand Out

• Be Different
How Do I Get A Job or Sell My Ideas?

Communication Is Key. Be Visual and Concise.

Andrew Biksa
Professional Engineer (P.Eng.)
My Career Path
~10 Years Experience

Research and Development Education
- Bachelors Degree - Chemical Engineering
- Specialty Polymer Design Project w/ Xerox Canada

2005

Manufacturing & Production Support
- Masters Degree (McMaster/Mold Masters) - Mechanical Engineering
- Automotive: Heat exchangers, coatings, sales support (Dana) – 2 years
- Production Environment (metal forming, stamping, grinding)
- Quality Assurance, modeling & statistics

2010

Finance and Business Services
- Regulatory lead for North American automotive paint
- SAP management, labels, GHS, SDS & trade controls

2015

Market and Customer Development
- Strategic market intelligence – Construction - BASF
- Prospecting leads for several business units
- Concrete, Spray Foam, Coatings
- Manage key value chain accounts

Aspired Goal: Business Manager/Director

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Welcome Failure

- There is nothing wrong with failure. It will happen. All of the best people fail.

- You are not looking to fail but it is a part of the process of life.

- The key is to learn from it and not repeat it and become better.

- You will learn twice as much from failure as you do from success.

- At the end of each day ask yourself: “Do I know more than when I started today?” If yes, you had a good day. These experiences will add up.

How Do I Get A Job or Sell My Ideas?

Ask For Feedback
I Didn’t Know Any Of This When I Was In University