

00:00 (upbeat music)
00:03 - So a concentration is a signal.
00:05 It's a signal to the marketplace
00:07 that I am interested in this
00:08 or that I have some knowledge around this
00:10 or that I had some skill sets in this.
00:12 So what you're doing with a concentration
00:14 is telling the marketplace
00:16 this is where I want to take my career.
00:18 And then the marketplace responds accordingly
00:21 when you are looking to have a promotion,
00:23 when you're looking to change jobs,
00:24 when you're looking to get into a new career.