

A man in a dark suit and white shirt is smiling and looking towards the right. He is holding his hands out, ready to receive a document. Another person's hand, wearing a dark suit sleeve, is holding a white document and offering it to him. The background is bright and slightly blurred, suggesting an office or professional setting.

Career4Me™

Your Guide to a Successful
Career and Future

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Really though.

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THANKS

Introduction

Are you looking to develop your current career path? Start a new one? Building a career can be intimidating to say the least. But you can take a deep breath and smile, because **you have just taken a powerful step forward in creating a successful career and future!**

This guide is a valuable tool which will help you find the answers you have been looking for and plot a course for not only a successful career, but the one you've always wanted.

Tips for best utilizing this guide	What you will gain from this guide
 Take the Birkman Inventory. This will give you an invaluable look into who you are and what you are meant to do!	 An in-depth look into your personality and what career will best suit your specific interests and skills.
 Review the entire packet. More than once if necessary! Take time to think it through. Make notes and lists.	 A clear, step-by-step, comprehensive guide to defining your career goals and aspirations.
 When you receive your results, review thoroughly. Use the links included for more info on your career selections.	 Understanding of what tools you will need in order to achieve your career goals.
 Research the degrees or certifications needed for your career choices by using the online career finding section.	 How to develop your personal brand and write an impressive resume.
 Consider using PTO or Vacation Days to shadow and network with people in the career you are interested in pursuing .	 Learn the science of interviewing- what to expect, how to interview well, and how to negotiate the offer.
 Remember-we are always available for private career coaching and help!	 Confidence and peace of mind that comes from having a plan and knowing you are headed in the right direction!

Following this process can save you thousands of dollars and hours of frustration. Today is the first day of the rest of your life. Are you ready? Great! Let's get started!

3 Steps to Determine your Career Goals



UNDERSTAND YOUR SKILL SET:

List the top 4 areas that were identified in the Career Management section of your Birkman Report, under "Job Families/ Job Titles":

--	--	--	--

List the bottom 4 areas that were identified in your Birkman Report:

--	--	--	--

Rank these items in order with "1" being the most and "4" the least:

- I like to talk with people and help them get motivated (Inspire)
- I like to put order and process around things (Details)
- I like to get things done and see results (Results)
- I like to figure out strategy and creative ideas (Create)

Now fill in the following chart. List the things in each individual area that you do in your current job, role, etc. It is important to list the things that you feel passionate about doing:

RESULTS	INSPIRE
DETAILS	CREATE

Next, it's time to sit down with someone who knows you really well. With this person, go through all of the ideas, thoughts, and research you just completed, being sure to take notes. End by asking them specifically what field of work they see you matching.

Answer the following questions quickly- don't hesitate or think too much about these. The idea is to just put down what pops into your head.

1

If you had to pick a path to follow TODAY, what would it be?

2

What would you love about this path?

3

What concerns you about this path?

4

Write out a vision statement for this career.

examples:

- I am a teacher who impacts the lives of our future leaders.
- I am a welder who builds the largest ships that float the ocean

I am a

Who

2

SELECT YOUR CAREER PATH:

Now that you've determined your skill sets and have done some research to find what careers are a good fit for you, we're going to sort it all out by making some lists.

For this first list, you're going to write some of your career aspirations down from childhood as well as your school years. As you're filling out this form, think of the following questions:

- What did you want to be when you were a small child? If you don't remember, ask your parents, siblings or old friends.
- What did you want to be when you were 8-10 years old? Did you play soldiers, shopkeeper, or Legos? Did you want to be a famous artist, author, or magician?
- What were your favorite classes in school? How about your least favorite?

Age	Career Aspiration	Actual Career Possibility	Positives	Questions
EXAMPLE: Childhood	Shopkeeper	Retail Manager, Franchise Owner	Many jobs available, self employment	hours, pay, growth potential, costs, support

Now we're going to use some of your research. Using the top career selections from your Birkman and any other assessment you've taken, fill in the list below using O*NET Online as an investigation tool.

Career	Likes about this career	Dislikes about this career	Notes on pay, job availability, needed education, etc.

Additional Notes:

3

CREATE YOUR ASPIRATIONS:

By now you have done some soul searching, remembering, categorizing, researching, consulting with others and have hopefully decided on a career or at least narrowed it down. It is now time to also add in a critical element. Is your vision feasible? What are the potential roadblocks you see ahead of you? How will you overcome them? These questions are not made to induce a panic attack, but it is important to think things through. So let's work through it together.

Using the information you have already researched, fill in the chart below to begin to lay out your career path– finalizing the steps you will need to take in order to reach the career you want to have.

Career	Current Training/Skills	Needed Training/Skills	How to Get There

Now, find the right people in your life that can help you connect to someone in this specific field. Once you have established some connections, you will need to interview and shadow the person that is in this career.

Career	Role	Education Needed	Experience from Shadowing

If you're still unsure, go through these exercises again and be thorough. Or, make an appointment with us to discuss some career options.

How to Utilize Online Career Finding Resources

Now we're going to walk you through how to use **3 great online resources** that will help you find specific careers in your chosen field.



Occupational Information Network | O*NET onetonline.org

O*NET is an online database maintained by the Employment and Training Administration division of the U.S. Department of Labor to help employers, workers, educator and students make informed decisions about education, training career choices, and work environments.

On O*NET Online, you can search careers from many angles. See the diagram below:

The screenshot shows the O*NET Online website interface. At the top, there are navigation links: Help, Find Occupations, Advanced Search, Crosswalks, Share, and O*NET Sites. The main banner features a construction crane and the text: "Build your future with O*NET OnLine." Below this, it says "Welcome to your tool for career exploration and job analysis!" and "O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!" with a "What is O*NET?" button.

Below the banner, there are four main search categories:

- Occupation Search:** Keyword or O*NET-SOC Code: [input field]
- Find Occupations:** Browse groups of similar occupations to explore careers. Choose from industry, field of work, science area, and more. Example: Bright Outlook.
- Advanced Search:** Focus on occupations that use a specific tool or software. Explore occupations that need your skills. Example: Browse by O*NET Data.
- Crosswalks:** Connect to a wealth of O*NET data. Enter a code or title from another classification to find the related O*NET-SOC occupation. Example: Military.

On the right side, there are several featured content boxes:

- What's New?** Updated military information included in O*NET websites. Learn More. Get O*NET news by email or RSS.
- I want to be a...** Start the career you've dreamed about, or find one you never imagined. Find It Now at My Next Move.
- ATTN: VETERANS** Put your military skills and experience to work in civilian life. Learn how at: MY NEXT MOVE AT THE MILITARIANS. Get Started.
- Hot Technologies** are frequently included in employer job postings. Learn More.

For each job in the database, O*NET provides:

- **Personal requirements:** skills and knowledge required to perform the work
- **Personal characteristics:** abilities, interests and values needed to perform the work
- **Experience requirements:** training and level of licensing and experience needed
- **Job requirements:** work activities and context, including the physical, social, and organizational factors involved
- **Labor market:** occupational outlook and the pay scale



CareerOneStop
[CareerOneStop.org/JobSearch](https://www.CareerOneStop.org/JobSearch)

The CareerOneStop resource is sponsored by the U.S. Department of Labor. It offers career resources for job seekers, students, businesses and career professionals. This tool also offers America's Career InfoNet and America's Service Locator.

Navigating within CareerOneStop:

Use these top notch tools to stay on top of your job search game

Type a job, career title, or keyword and a location

CareerOneStop Resources for Veterans:

Want to put your military experience to work in a civilian career? The Veteran and Military Transition Center is a one-stop website for employment, training, and financial help after military service.

[CareerOneStop.org/veterans](https://www.CareerOneStop.org/veterans)

The **Explore Careers** section is a great starting place for anyone who isn't sure of their career options or looking for new paths.

Information in this section includes material for job seekers looking to advance and manage their careers (Take Charge), entry-level workers and others choosing a new career (Self-Assessments).

careeronestop
your source for career exploration, training & jobs
Sponsored by the U.S. Department of Labor. A proud partner of the [ameriGig](#) center network.

Search CareerOneStop

Explore Careers Find Training Job Search Find Local Help Toolkit Resources For

Explore Careers

Explore Careers
Self assessments
Learn about careers
Plan your career

Videos
careeronestop Video Library

Top Questions
1. [What's the difference between a career, a job, and an occupation?](#)
2. [How do I upgrade my skills?](#)
3. [What occupations will have the most jobs?](#)

What kind of career will fit you best?

Occupation Profile
Get wages, employment trends, skills needed, and more for any occupation.
Search by Occupation Location
Keyword or Code City, State or ZIP Code Search

Explore Careers at a Glance

Self assessments
• What is an assessment?
• Interest assessment
• Skills assessment
• Work values

Learn about careers
• Career profiles
• Career videos
• What's hot
• Compare occupations
• Research industries

Plan your career
• Set career goals
• Salaries
• Licensed occupations
• Professional development

What's hot

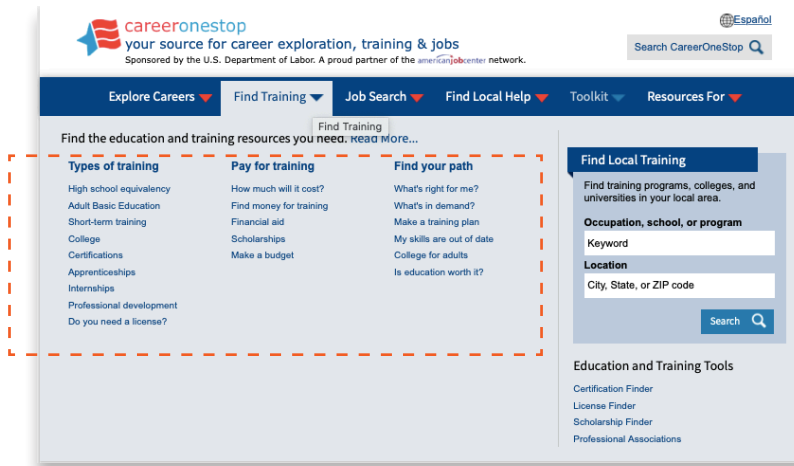
Explore Careers
Self assessments
Learn about careers
Career profiles
Career videos
What's hot
Compare occupations
Research industries
Plan your career

Wonder which occupations are growing or declining in your area?
The best-informed career decisions start by asking yourself important questions:
• Is the career you want growing or declining in your area?
• How hard will it be to find a job when you complete your training program?
• Will you be able to get the kind of job you want in a new location?
You can find answers using the career reports below.
[Fastest-Growing Careers](#)
Find out which occupations are growing the fastest. Includes details about employment, wages, and education.
[Careers with the Most Openings](#)
Create a list of occupations with the most openings by state or nationwide. Includes details about employment, number of estimated openings, wages, and education.

Explore careers in-depth using these tools to help you make an informed decision

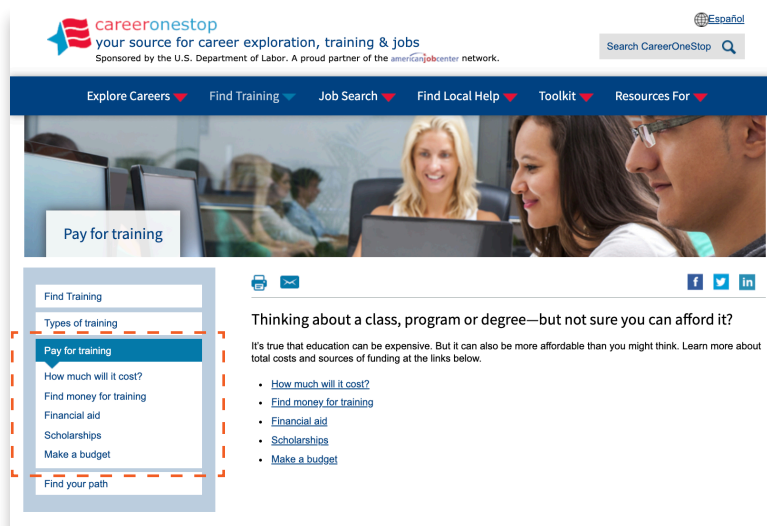
Specific search tools offer information like which jobs are fastest growing or have the most openings

The **Find Training** section has information for people preparing for college, looking for vocational training, and professionals looking for continuing education. Three key tools are the Training Finder, Scholarship Finder and Financial Aid.



Short-term training includes any program where a certificate or award can be earned in less than two years. These programs can be an ideal way for many laid-off workers, career changers, and job seekers to upgrade their skills and demonstrate their qualifications to a potential employer.

TIP: CareerOneStop's Short-Term Training Finder can help people locate specific training opportunities in their local area, state, or zip code.



The **Pay for Training** section of CareerOneStop provides the ability to:

- **Assess training costs:** Get facts on how much your degree, program, or class will cost you.
- **Find money:** Explore many resources to find out if you are eligible for financial aid programs and scholarships.
- **Make a budget:** Use tools to help you create your own customized budget to help you stay on track financially through your training.

3

U.S. Bureau of Labor Statistics

U.S BLS main page | [BLS.gov](https://www.bls.gov)

Resources for JobSeekers and Workers | [bls.gov/audience/jobseekers](https://www.bls.gov/audience/jobseekers)

Education and Training Administration main page | [dol.gov/agencies/eta](https://www.dol.gov/agencies/eta)

The U.S Bureau of Labor Statistics is an online database maintained by the Department of Labor. To access this resource, go to the main Home page and click the information Career Information box (located half-way down the page).

CAREER INFORMATION»

- **Occupational Outlook Handbook**
- **Occupational Outlook Quarterly**
- **Career Information for Students**
- **Jobs at BLS**

read more »

The Career area offers tools for self-assessment, skill development, job and career title economic outlook, and state-by-state job banks.

An official website of the United States government [Here is how you know](#) ▼ United States Department of Labor

U.S. BUREAU OF LABOR STATISTICS Follow Us | [Release Calendar](#) | [Blog](#)

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HOME ▾ SUBJECTS ▾ DATA TOOLS ▾ PUBLICATIONS ▾ ECONOMIC RELEASES ▾ STUDENTS ▾ BETA ▾

Resources for: PRINT:

RESOURCES FOR

- BUSINESS LEADERS
- CONSUMERS
- DEVELOPERS
- ECONOMISTS
- INVESTORS
- JOBSEEKERS
- MEDIA
- PUBLIC POLICYMAKERS
- STUDENTS & TEACHERS
- SURVEY RESPONDENTS

Jobseeker or Worker

Arm yourself with the best resources from BLS before choosing a career. [Explore Careers](#) or [Find a Job](#).

Explore Careers

[Occupational Outlook Handbook](#)
If you are looking to enter the job market, change jobs, or find career information, the Handbook can help. You can learn about the work, education and training requirements, advancement opportunities, employment, salary, and 10-year job outlook for hundreds of occupations. The Handbook also lists related occupations and sources of more information.

[Career Information for Students](#)
Search over 60 occupations by what interests you. Find out what people in an occupation do, how they get ready for it, salary information, and job outlook.

[Career Outlook](#)
The articles cover a wide range of topics on jobs and careers—from the job outlook to finding an internship.

[Occupations by Education Level and Projected Growth](#)
You can search for more than 800 occupations by their name, employment size, projected employment growth, wages, typical entry-level education, and training needed.

[Occupational Employment and Wages by Area](#)
Occupational employment and wages by area can help you find out where an occupation is common and how much you might expect to get paid for that occupation in different areas. These data are available for the nation, states, and metropolitan areas.

[Benefits](#)
We have data that can help you compare not just what jobs pay but the paid time off, health insurance, retirement benefits, and other benefits employers provide. These data are available for broad occupational groups and for the nine regions of the United States.

[Workplace Safety](#)
Information about work-related injuries, illnesses, and deaths in different jobs can help you choose a career path.

Find a Job
[CareerOneStop](#)
This is the career, training, and job search website of the U.S. Department of Labor. The website serves jobseekers, students, businesses,

ADDITIONAL HELPFUL LINKS

U.S. Department of Labor Employment and Training Administration | dol.gov

mySkills myFuture | myskillsmyfuture.org

Green Jobs | careeronestop.org/GreenCareers/GreenCareers.aspx

Worker ReEmployment | careeronestop.org/ReEmployment/Default.aspx

Competency Model | CareerOneStop.org/CompetencyModel/

Military Transition | CareerOneStop.org/Veterans/BusinessCenter

Regional Economic Development | CareerOneStop.org/BusinessCenter

The screenshot shows the U.S. Department of Labor website page for "Adult Training Programs". The page features a blue header with the U.S. Department of Labor logo and navigation links for "TOPICS", "AGENCIES", "FORMS", "ABOUT US", and "NEWS". A search bar is located in the top right corner. The main content area is titled "Adult Training Programs" and includes a sidebar with a list of training categories: Training, Adult Training Programs, American Job Centers, Apprenticeship, Dislocated Workers, Indian and Native American Programs, Job Corps, Migrant and Seasonal Farmworkers, People with Disabilities, Safety and Health, Seniors, Trade Act Programs, Veterans, and Youth Programs. The main text describes the U.S. Department of Labor's Employment and Training Administration (ETA) and provides information on training programs and services available to assist workers who have been laid off or are about to be laid off. It also includes sections for "Webpages on this Topic" and "Laws on this Topic", with links to "Adult Training Programs" and "Public Law 113-128 - Workforce Innovation and Opportunity Act of 2014".

ADDITIONAL RESOURCES | DEPARTMENT OF LABOR PROGRAMS
dol.gov/general/topic/training/adulttraining

Adult Services

Learn about services and programs offered to adult workers by the U. S. Department of Labor and its state and local partners to provide assistance in workforce preparation and talent development. Adult Services include the following programs for specific audiences:

- Indian and Native American Programs
- National Farmworker Jobs Program
- WIA Dislocated Worker Program
- Disability Navigator Program
- Senior Community Service Employment Program

Apprenticeship

Offers a combination of on-the-job training and related classroom instruction in which workers learn the practical and theoretical aspects of a highly skilled occupation. Applicants for apprenticeship programs must be at least 16 years old and meet the program sponsor's qualifications.

Youth Programs

Provides youth with the skills and training they need to successfully transition to adulthood and careers.

Job Corps

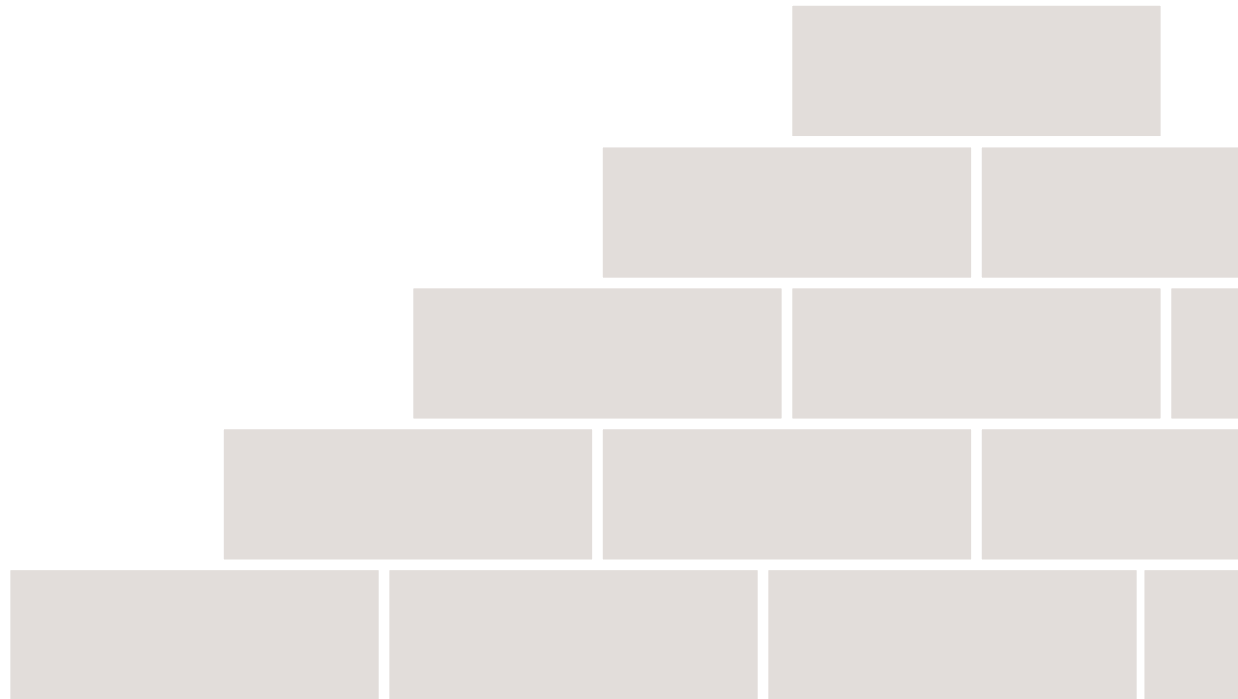
Helps young people ages 16 through 24 get a better job, make more money, and take control of their lives.

How to Achieve Your Career Goals

Now that we've taken the time to lay the important groundwork of identifying your particular skill set and laying out your desired career path and aspirations, It's time to roll up your sleeves and start building your career!

In this next section, we will

- ✓ Define your brand and your objective statement
- ✓ Prepare your S.O.A.R. Stories
- ✓ Develop your resume
- ✓ Learn to network effectively
- ✓ Nail the interview
- ✓ Negotiate the offer



Define your Brand and Objective Statement

PERSONAL BRANDING:

Identifying your Brand is a must. And it needs to happen BEFORE you do any networking.

When you order a soda/drink, you like to order the brand you want and know. Why? Because it is clear what you get from that brand. Think about the person who will be interviewing you. How will they remember you? How will you communicate that you can do the work that particular company needs to get done? How do you let them know whether you are Mountain Dew or Coke Zero?

Look back at previous work you have held. What stands out to you about it? Did you pop out as a planner, results driver, strategist or inspirer? What makes you unique???

What makes you, you? Write three words:

--	--	--

Now, go ask three people who know you well to each list three Brand-words about you. From here, go through what you received and pick three more words:

--	--	--

Next, if your best friend says you are "funny," you need to then turn that into something you can sell about yourself. For example: quick, inventive, or fast processor of data and facts. Try another one. "Smart." What is it that sells about being smart?

Take a couple minutes to Google some ideas or look at an online thesaurus. What did you find? Write out some ideas.

--

Now think about it from the standpoint of someone who is going to pay you money to come to work for them. What about being “smart” helps them accomplish their goals and profit targets? What exactly do good reviews mean to an employer? That you perform well? That you are a suck-up? No. Give it a label. Because it can mean that you are consistent, you manage your time well, you learn quickly or you are able to stay focused.

If you’ve been in a career for years and can show how you moved up in the organization, what does that mean to a company who wants to hire you? What about you is unique and something they need? What about you helps the hiring manager see and think, “we can partner to hit your goals and the company goals at the same time”?

What if you are fast at concept organization and idea generation, as noted on your assessment? This shows that you are able to quickly assess new markets to pursue and come up with multiple ideas to attract business in that market. You would be adept as a Business Development Leader, able to find new markets and follow trends.

Now we have something to sell!

Complete the chart below with all your possible brands:

Brand	Meaning	Value to Company	Potential Drawback
EXAMPLE: Concise	Thorough, thoughtful, detail oriented, process follower	No mistakes, higher revenues, customer satisfaction	Slow, stubborn, unable to identify what is "good enough"

After completing the chart with all possible brands, you will need to choose the three that you feel best represent you in a way you can sell yourself to a company:

A STATEMENT OF WHAT YOU WANT: YOUR OBJECTIVE STATEMENT

There are a lot of opinions floating around these days about how to use an objective statement on a resume. For example, should it be a quick story about me? Does it need to say exactly what I want to find? Should it be specific? Should it be vague so more people could count me in for a particular job? Should it be first person, third person, creative, business-language, etc? The list just goes on and on.

The best answer we can give you is that you have to make the choice that works best for you. The way you say it is one thing. But the "what" that you say does have principles to follow:

1. What type of work are you looking to do? (teach, sell, create, organize, etc.)?
2. What is an ideal environment in which you can accomplish that work?
3. How does your Brand tie into this?

Now practice answering these questions by filling in this statement:

Pursuing a position as a _____ (or in the field of _____), that allows me to use my _____, _____, and _____ talents as a _____.

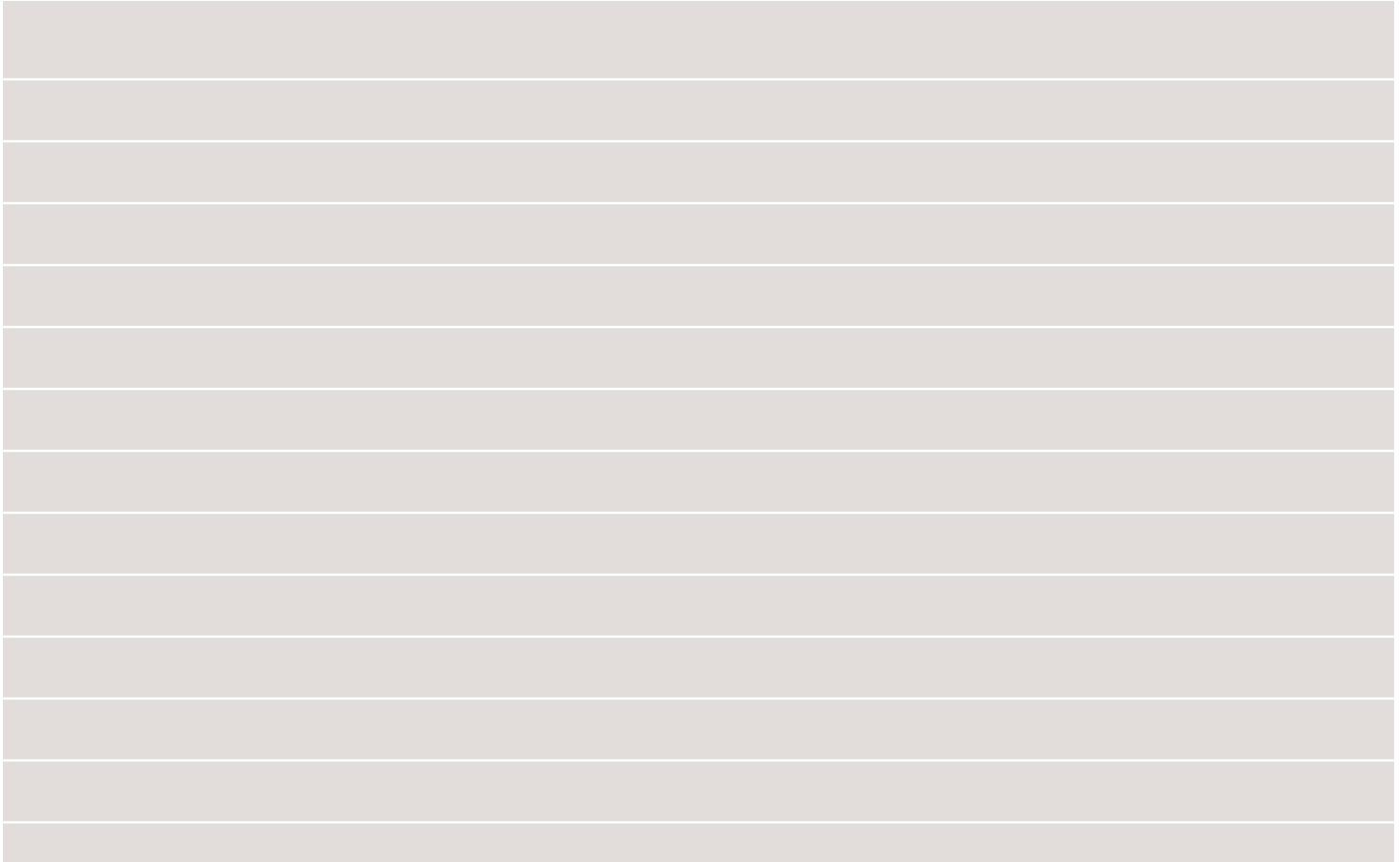
Here is an example of an actual objective statement:

I am pursuing a position as a Financial Planner that allows me to use my Master's Degree in Finance, proven record of investing funds profitably, and desire to lead and train others for a Fortune 100 investment corporation.

Can you pick out the three Brands that are shown in that statement?

(Advanced Education, Experienced Investor, Leader)

Use this space to work on writing your Objective Statement.



IMPORTANT NOTE:

You now also have your “elevator speech” (some may call it a 30-second commercial). An elevator speech is an old term that is used in job hunting and networking. It means: if you only had a few moments on an elevator to tell someone about you or what you need, what would you say? This is a statement you will use countless times!

ASSIGNMENT:

Go stand in front of the mirror and repeat this statement at least five times. You should be able to get to a point that it just rolls off of your tongue without even having to think about it.

Prepare Your Stories

“S.O.A.R.” STORIES

S.O.A.R. (Situation, Opportunity, Action, Results) stories are mentioned under many different names. No matter the format, the goal is always the same. You need to have pre-planned stories you can tell that prove your Brand and describe your worth to a company.

Never go into an interview and "wing it".

Preparation for being able to answer interview questions is critical. If you are not prepared, then you will not have the ability to really think about the purpose behind each question asked. Instead, you will be rapidly searching your brain to come up with an acceptable answer. The goal in interviewing is to always be prepared.

Here are some things to think through:

1. What is the purpose of the question I was just asked?
 - Is it a strategic thinking question?
 - Is it an emotional intelligence question?
 - Is it an experience check question?
2. What part of my Brand helps show this organization that I offer a contribution to them? (A contribution is considered the value to the company in filling this position.)
 - Do they need thoroughness?
 - Do they need me to build revenues for them?
 - Do they need me to promote the Brand of this company?
3. Do I understand the question?
 - It is better to clarify what they are looking to learn rather than just ramble. If you are searching your brain for any random answer, you are much more likely to ramble.

GOAL

Develop 9 pre-written S.O.A.R. stories prior to networking and interviewing.

Situation: With what situation was I presented that needed a solution?

Opportunity: What was the opportunity to create results and bring value?

Action: What was my unique contribution and problem solving, work, team building, project mapping, etc. that I alone did. No “our team” answers. What did you do? If you were on a team, acknowledge that, but this is the time to speak about your individual contribution and success.

Results: What are the measurable results? Where did you start and what happened? This is the time to give very strong numbers and clear success.

HERE IS A REAL-LIFE EXAMPLE:

Brand: Industry Expert

S: In mid 2018, our company experienced a dip in our sales by 12%. It was clear that our profit revenues were not going to be met for the year.

O: I realized that we were going to need to look at sales planning differently than we had in the past.

A: I pulled together a cross functional team of people to see what we could do to try and build the sales back up. Instead of using our usual team, we each selected a person who we thought could uniquely help us to brainstorm the opportunity. I chose to bring in a Process Engineer. He knew nothing about our specific brand, but I wanted someone to use a different set of skills to help us analyze the process.

R: We created a “road map for mid-year sales strategy redirection” that has now been patented and is used across many brands in the company. Our sales hit exactly the estimated number that year.

ASSIGNMENT




Complete nine S.O.A.R. stories using the examples above to guide you along. You should have three fully developed stories for each Brand. Once you have these completed,

practice them in the mirror, in the shower, with friends; recite them to your dog. Go take a drive in the country and say them out loud over and over until you have them ingrained in your brain!

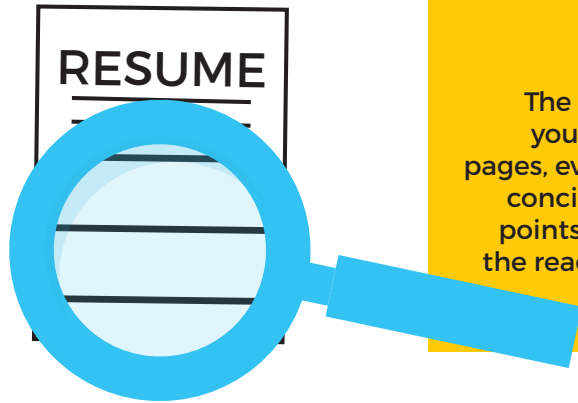
It is extremely important to remember that you do NOT want to walk into a networking or interview session and just start spitting these out without thinking. You learn these so that you are comfortable in having a story to tell, and then you take a break once you are in one of these sessions to understand the purpose of the interview and pull from your S.O.A.R. stories appropriately, as they fit.

Develop Your Resume

First of all, you need to know that there are right and wrong ways to put together a resume. There are also good and bad ways. But there is not one perfect way. Resumes reflect us as human beings, and we are all different.

YES! DO THIS!	NO. BAD IDEA.
 It expresses your Brand and sells your talents.	 It's flashy. A resume does not need to be a flashy document (unless in a creative industry).
 It conveys your accomplishments and is clear about what you want in a career.	 It's poorly formatted. This makes a resume hard to scan.
 It has been spell-checked... and then spell-checked again. (And maybe once more!)	 There are no numbers. Show what you accomplished in numbers. This is critical!
 It tells a fast story (dates are clear, accomplishments and titles are easy to find).	 It has paragraphs instead of a list of facts. Listing facts is much clearer and quicker to read than long explanations.
 It is no more than a page and a half. (The half should be education/certifications) Recruiters will only spend seconds on it- make it count!	 It has an outdated picture of yourself. Only use a photograph if it is current and also helps you sell you.
 It has bolded points. You want the areas that support your Brand and the accomplishments to stand out.	 There is no overall story being told. What do you want them to get in a flash about you? Tell that story.





BREVITY REIGNS



The 3-page resume, however, is going extinct. Keep your resume succinct and preferably to one or two pages, even if you are a high-level executive. This means concise writing, short paragraphs, brief lists of bullet points, and good organization and branding to assist the reader in quickly assessing your strengths. The top third of the first page is prime real estate.

STYLES OF RESUMES

With the use of media in job-hunting these days, it is important to utilize all media channels. Resumes are no longer just your one to two page dossier.

They come in many formats. Here is what you need to have in written form:

- A formal resume.
- A LinkedIn description with a letter on your "About You" page.
- A cover page that tells a two-paragraph story about yourself, what you want to find and your Brand that you can send with your resume.
- If you are in a creative field, you need an online portfolio or website.
- Your Facebook presence represents your Brand. Clean it up! (No pictures of you drunk at a wedding).
- If you have a Twitter following, let them know almost constantly who you want to connect with in your target areas along with what you offer.
- If you are connected to professional organizations, then definitely use them!



VITAL STATS

You don't need to include your street address in your resume header anymore! **DO** include your LinkedIn URL, web address if you have one, your city and state, **ONE** phone number and **ONE** email address.

It is a new day of job hunting. Your social media presence sends the message that you are current, ready, adaptable and smart. If you don't know how to use these tools, use Google or the Getting Started section of each of these listed tools. Search other people and see what they have done. Don't make it a lot

of work. Do the basics and always keep reselling your Brand.

BUILDING YOUR RESUME

So far, you have already put together your objective statement, as well as your S.O.A.R. stories. Now you just need to put them in chronological order. You will find hundreds of opinions about resumes. Our team has been on the hiring side of the career-hunting process as many times as we have been on the side of helping search for a career.



BE HUMAN

Don't skip the community service, continuing education, civic background, etc. Your character is being evaluated more than ever! And you are encouraged to put a testimonial on your resume. Why say it yourself when you can have someone else say it for you?

The brain automatically looks for chronological order. When that is not the format used, people wonder what you are hiding. If you were unemployed for a year, put it in there. The common way to relay this is "self employed" or "Consultant."

FORMATTING

We recommend that you do some research online for different kinds of resume formats. Go see what people in your industry are putting out there. There are so many types that we could offer endless pages of examples. **The basic goal is to follow the rule. BRAND YOU. SELL YOU.** What is the output and value that you bring a company?

The human eye reads a resume from top to bottom quickly. It only switches to left to right when the brain is interested. Because of this, it is important to use numbers and bullets of key phrases and bold them. **Major accomplishments should be highlighted in some way.**

Networking Effectively: Identify Your Network

Depending on where you live, or in what field you work, networking can be the most critical part of the job search. It is all about WHO YOU KNOW!!!

Don't use your network to try and help you define what you want to do in your life. Use your network to get to the person who can give you the job. When you get to that person, use your objective statement. Use your Brand. Tell your S.O.A.R. stories.

Make a list of 30 companies in your focus areas with whom you would like to connect.

Next, make a list of 50 people you know OR with whom you would like to network:

NETWORKING DO'S



Track every conversation by making a note of what you discussed, along with the date, time, and length of the conversation.



Send written thank you notes in order to keep people. It is considered okay in most industries to send an e-mail thank you. Therefore, a written note will stand out to people. When you want to impress, write a note. When you want to be immediately remembered, e-mail.



Follow-up with people after you have contacted someone they connected you with. e-mail them a short thank you including an update note.



Always offer to pay. If the contact insists on paying, thank them and accept. You invited them, so it is customary for you to pay.



Stick to the time frame you committed to follow. If you asked for a 30 minute coffee, keep track of time and offer to wrap it up at 30 minutes. It is then their choice to manage further time with you.



Always get a person's e-mail, phone number, correct spelling of name, address, title, business, etc. Document everything. Cross reference names in your networking journal. Keep a document for each person, whether a network contact or interviewer.



Dress professional for an interview and for networking appointments. Keep in mind first impressions always matter. Let your personality, skills and talent to be remembered; you don't want your sandals, jeans, short skirt or wrinkled clothing to be your first impression.



THE MOST CRITICAL PIECE IN
NETWORKING IS TO
MAKE THE ASK

3 Steps for Effective Networking



ASK FOR THEIR TIME

Example: “Pat, I am Sam. Drew introduced us via e-mail yesterday and I am following up with you. Thank you for taking my call. I want to respect your time and I was wondering if you would take 10 minutes to talk with me. I commit that at 10 minutes, I will call “time” and if you are able to keep talking that is great, but I will respect your time and give you the option to end the call right at 10 minutes.”

Note:

Meeting people in person is always best, but can be hard to schedule and get people to keep the appointment. Often what happens is that the contact wants to help and honor the friend who connected the two of you. The extra time is often spent with them critiquing your resume.

Remember:

There are a million ways to do a resume, so you can keep changing it if you get really good feedback. Be sure to track what version you have sent people or you will easily get confused. Be very intentional with your 10 minutes, because if your time is spent with the contact talking just about the format of your resume, and you’re not spending the time networking for a job, it’s a waste of time!



ASK FOR AN INTRODUCTION

Example: “Pat, you’ve heard about what I am looking to do and how I operate. I am wondering if you have any open positions in this area? Would you consider connecting me to some of your contacts who you feel could help me? (During your conversation, start writing! And get through exact details right there on the spot). Thank you so much. Also, do you have anyone who you know [connected to this list of companies] who you could make an introduction? (Write some more!). Thank you so much. Would you mind making those introductions for me? I can provide paper and electronic copies of my resume if that would help. Lastly, do you have any advice for me in this process?”

Follow-up:

You’ll find varying opinions about how to send a thank you letter. Many people feel that an e-mail is fine. Others strongly believe in the written letter. You have to make that call as to how it connects with your Brand. We’ve never seen anyone go wrong with a written card sent in a fast and timely manner. If you have several contacts with the same person, a later e-mail is appropriate.

3

CREATE A TRACKING SYSTEM

It is imperative that you create a way to track your networking contacts. You will forget who you've talked to and you will also forget who networked you to that person.

Options for tracking:

- Use the sample contact log below to keep notes on each person
- Buy a 3-ring binder and alphabetized tabs to keep things organized (Many people think this is too old fashioned of a way. Yet, we have heard from hundreds of people that their networking file ended up being their go to file for many things other than the job hunt.)
- Use the contact system in your phone or computer
- Build a workbook in Excel
- Use A-M and N-Z manila folders

SAMPLE CONTACT TRACKING FORM

Name | Smith, John

Company | The Smith Company

Address | 123 Fourth Street NW Suite #4131

Goal of Contact | to get an interview

Ask for | (Contacts, meeting, interview, etc.)

SAMPLE CONTACT LOG

Contact Date:	Discussion Recap:	Note Sent:	Follow-up Steps/Contacts:

When do I start Networking?

We recommend that you practice a few mock interviews before you actually start networking. It is completely up to you, but a network appointment should lead to an interview, so be strategic.













A Networking Must: LinkedIn

IS LINKEDIN REALLY NECESSARY?

Yes, Yes it is. LinkedIn is by definition, a professional networking tool. It essentially allows you to be found based on your background, skills and experience. It also provides a way to search available jobs and reveals potential connections to get you connected to that job.

- 94% of recruiters use LinkedIn to source and vet potential candidates
- You become easily found by your skills, experience and professional background
- About 3 million jobs are posted at any given time
- It is an invaluable resource to identify and research target companies
- Essential in building a strong and professional online reputation

Here's what you need to know to get set up on LinkedIn:

COMPLETING YOUR LINKEDIN PROFILE	TIPS FOR USING LINKEDIN
 Use an updated, professional looking profile picture- this simple step makes you 14X more likely to be found	 Research each company culture and the specific backgrounds of people with whom you are likely to interview.
 Write a descriptive title (line right under your name). This would be a perfect place to incorporate your objective statement!	 For each job description, focus on three key achievements and put them in bullets. Bullet points should be one line long (not two!)
 Create a catchy summary. This should only be 2-3 lines long. Convey your Brand here, make it short and sweet!	 CEO's have an average of 930 LinkedIn connections. Work your connections! It's called "LinkedIn" for a reason!
 Build your job descriptions. Easy! Just take info from your resume. Remember to use bullets and numbers. No clutter!	 Listing your skills on your profile will get you 13X more profile views
 Connect! Use LinkedIn's tools to find who you already know. Start networking here. Find companies and see who you know there	 Attach samples of your best work. You can show off presentations, videos, documents, and pictures!
 Search for LinkedIn Groups within your focus area- this will enable a more streamlined networking opportunity	 Join in the wealth of wisdom! Not only can you learn by reading others' posts, but put some good stuff out there yourself!

Just think... This is very likely the tool that will lead you to your next opportunity! So get in there, Use use your newly honed networking skills to work it, and most importantly, have fun!

How to Nail the Interview

THE SCIENCE OF INTERVIEWING

Interviewing is not an art, unless the person conducting the interview is untrained. It is a science. Research shows that interviews are measured to be no more than 14% accurate. Companies who are adept at interviewing often use other factors besides the actual interview to measure how well you fit. Behavioral skill interviews, group interviews, on-the-job tryouts, etc. are examples of other areas they use as factors. Take advantage of all of these types of interviewing. And remember you are interviewing them as well, and the opportunities provided work both ways.

The core form of interviewing is “behavioral interviewing” where the interviewer asks the applicant about things they have accomplished in the past and tries to judge if the applicant made choices that produced results that could be replicated for success in the open position. **Here are some of the most common questions:**

QUESTION	REASON	RIGHT ANSWER
Tell me about yourself.	How do you present yourself? Do you share appropriate and relevant information?	Give your objective statement, a sentence about your education, and a reason why you think this job would be mutually beneficial to both parties.
What are your strengths?	Can you sell yourself? What do you value about yourself? Can you help me see why you would be an asset?	State some variation of your Brand. Don't use the same three words on your resume, but use the same concepts. Make sure to tie your strengths into what the job requires. ASK: What strengths are important in this role?
What are your weaknesses? (or "Opportunities for growth")	Are you emotionally intelligent enough to not say something stupid? Are you self aware enough to admit being human?	Share an extreme side of one of your Brands. Then give a specific S.O.A.R. story that shows how you overcame an obstacle and learned from it.
Why do you want this position?	Did you do your homework and learn about this position? Can you think strategically about why you are a fit?	Share what you know and how your Brand fits. ASK: What it will take to be successful in this role? ASK: When have others been successful in this role? Relay a story that ties your skills and experiences to that type of successful behavior.
Tell me about your last performance review	Can you give objective pros and cons about yourself and show what you are working hard to develop?	Give honest answers and on the growth areas, share what you are doing to actually overcome that area and grow.



BE SURE TO MAKE ALL INTERVIEWS A TWO-WAY STREET SO THAT YOU ALSO LEARN ABOUT THE COMPANY.

INTERVIEW THE COMPANY

- Can you tell me about your culture?
 - Does this company have an environment that you like?
 - They need to hear that you are smart and attentive to who they are.
- Can I come and sit in on a meeting with your team?
 - Do you like these people? Do they have good relationships and seem motivated to work hard?
 - They will see that you are willing to make a commitment to learn more and to gain experience of how to be successful in their company.
- What feedback system do you have to help people grow?
 - Will this company help you get better in your field of expertise?
 - They will see your interest in growth and contributing more.
- What are the future plans for growth for [the company]?
 - Do you have an opportunity to stay with the company as long as you would like?
 - They will see that you are interested in their strategy.

Think of a few more questions that apply specifically to the company. Perhaps use some information you gathered while networking

The Offer: Negotiating for the Job

SALARY RANGE

Many organizations will post a salary range with the job listing. A job may say \$80-120k as a range. This typically means the company wants to let people know the pay is on a scale according to how great a connection there is between what the candidate wants and what the organization can offer. It also typically means that this is the full pay range they can offer. If you need \$150K, then they would need to read assess their pay scale in order to hire you. Expect the company to offer you something within the range they posted, with upper ranges reflecting the level of advanced experience and skills.

SALARY PACKAGES

Once hired for the position you are seeking, a full salary package will need to be negotiated. Stock options, retirement pension, healthcare, bonus, time off, etc. all become a part of the discussions. Be prepared for this by developing a spreadsheet to weigh out the total value of their offer and relevant dollars. (This would be for your use only).

VACATION/ PTO

Many companies are moving to paid time off. PTO includes holidays, sick days, vacation days, and represent a total number of days you may take off with pay. In the United States, two weeks off per year has been a standard vacation benefit. The first week is typically not awarded until after six full weeks of service. With the increased number of millennial's in the workforce, it is worth trying to negotiate for more paid time off during the interview process. The likelihood of you getting more paid time off after hire is very slim. But be careful not to lose a good job just based on the amount of time you would like off. If you already have a preplanned vacation, most companies will negotiate with you for that unpaid time off post-hire. Negotiating for it after hire is very unlikely.

AFTER YOU'RE HIRED

Send out an announcement via your LinkedIn page announcing your new position. Thank the people who helped you via social media and e-mail. Meet with your new manager and pro-actively talk about ongoing goals for the next six months as well as expectations to develop your skills for the benefit of the company.

Extra Work Space:

Sometimes you need more room. Sometimes you need to do it more than once. We hear you... and we say, go for it!

Exercise from Pg. 6:

1

If you had to pick a path to follow TODAY, what would it be?

2

What would you love about this path?

3

What concerns you about this path?

4

Write out a vision statement for this career.

examples:

- I am a teacher who impacts the lives of our future leaders.
- I am a welder who builds the largest ships that float the ocean

I am a

Who

Page 7:

Career	Current Training/Skills	Needed Training/Skills	How to Get There

Page 8:

Career	Likes about this career	Dislikes about this career	Notes on pay, job availability, needed education, etc.

Career	Current Training/Skills	Needed Training/Skills	How to Get There

Career	Role	Education Needed	Experience from Shadowing

Brand	Meaning	Value to Company	Potential Drawback
EXAMPLE: Concise	Thorough, thoughtful, detail oriented, process follower	no mistakes, higher revenues, customer satisfaction	slow, stubborn, unable to identify what is "good enough"

After completing the chart with all possible brands, you will need to choose the three that you feel best represent you in a way you can sell yourself to a company:

--	--	--

Pursuing a position as a _____ (or in the field of _____), that
allows me to use my _____, _____, and _____
talents as a _____.

A large rectangular area consisting of 18 horizontal lines, intended for writing a response to the prompt above.

Companies with whom you would like to connect

People you know or with whom you would like to connect

CONTACT TRACKING FORM

Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	

CONTACT TRACKING FORM

Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	
Name	Company
Address	Goal of Contact
Ask for	

CONTACT LOG

Contact Date:	Discussion Recap:	Note Sent:	Follow up steps/ Contacts:

CONTACT LOG

Contact Date:	Discussion Recap:	Note Sent:	Follow up steps/ Contacts:

Final Words

Hopefully you have taken your time to work through this guide and you have arrived at the end of the career pursuit process clear headed and eager to get started!

If you don't feel clear headed, that's okay! Like we said, it's a process. So please do take your time. Go back through the guide, talk with people who know you that you can trust to give you good advice. You'll get there. And we're here for you!

There are many beneficial tools out there, and we're glad you've chosen to work with us.



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