

# CAREER DISCOVERY E-GUIDE

Your Playbook for ~~Surviving~~ *Thriving* and Discovering Purpose  
in Career & Life

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*“Death is not the greatest loss in life. The greatest loss is what dies inside us while we live.”*

*- Norman Cousins*

*Growth is painful.*

*Change is painful.*

*But nothing is as painful as staying stuck somewhere you don't belong.*

*Passion is the fire that drives us to express who we really are.*

*Be Fearless in Your Pursuit of What Sets your Soul on Fire.*

*You must know yourself - to grow yourself.*

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***Average tenure in jobs today is 4.1 years – refine and keep your resume current so that you are always prepared. Continue to network regardless of your employment status. Your network is your net worth!***

- *Continuous reinvention.*
- *Constant brand building – this is your reputation. Be the CEO of you.*
- *Create ambassadors – networking isn’t just for now – it’s forever.*

## Living a Life You Love

***“If you do not feel yourself growing in your work and your life broadening and deepening, if your task is not a perpetual tonic to you, you have not found your place.” Orison Swett Marden***

“Why do you get up in the morning?” A simple, yet complicated question that many of us struggle to answer, as we try to understand our life’s purpose – and its impact on our work and careers.

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*“The two most important days in your life are the day you are born and the day you find out why.” — Mark Twain*

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You’re walking along a crowded street with other people on their way to work. Many of them look bored, resigned, stressed, or a little checked-out. They seem to be going through the motions. Suddenly you realize that you are not just an observer – you are one of them! Are you living or simply, surviving? How many people do you know that live FULL lives?

Did you enter your life and career with high expectations and excitement for the future. But now it is painfully apparent that you are bored most of the time, unfulfilled, and losing the motivation to get up in the morning?

I hope you choose to be a participant, and not just an observer in your journey to greater awareness and fulfillment. This is about getting unstuck and stepping confidently into the career/life of your dreams. The key to transforming yourself from someone who is simply surviving in their career to a person who successfully leads in a purposeful life is taking the time to understand yourself and the process.

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*The glory of God is man Fully Alive*

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I made the mistake of leaving education after serving for over 25 years without working with a coach/counselor. This mistake propelled me to gain the needed skills to guide people through the process. I felt called out of education and “thought” I wanted to work in corporate America. After a long, arduous process of applying to jobs I quickly learned the process had drastically changed from the 1990’s. I didn’t know about keywords, algorithms, applicant tracking systems, or the importance of an updated resume customized to the employer.

After working in corporate America for a year I quickly realized that my real “calling” was in education, counseling, coaching, and truly adding value to people’s lives. I felt unfulfilled, lacked motivation, and even struggled with depression. It was hard to get out of bed in the morning. (I’ll cover career exploration depression in a later section). While corporate America can be a great place for many it just didn’t fit my personality and values. It didn’t meet my strong desire to connect, contribute, and grow in order to help other people grow.

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*“Work is a rubber ball. If you drop it, it will bounce back. The other four balls-- family, health, friends, integrity-- are made of glass. If you drop one of these, it will be irrevocably scuffed, nicked, perhaps even shattered.” — Gary Keller,*

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I hope my story will help you and that you will learn from my mistakes. After all, we oftentimes learn the most from our failures: FAIL FORWARD. I certainly learned a lot and see my world through a different lens. I have now made my life’s mission to engage others not merely to survive, but to thrive; with passion, grit, compassion, and humor – inspiring and empowering people to be best version of themselves.

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*“Working hard for something we don’t care about is called stress; working hard for something we love is called passion.” – Simon Sinek*

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When we think about why we do what we do, it sometimes scares us or makes us feel uncomfortable. We may think, I’m not Mother Teresa or Martin Luther King or Mahatma Gandhi or Nelson Mandela with a grand sense of Purpose. That’s okay. You and I are not expected or required to have a magnificent Purpose statement. We simply need to understand **our** Purpose, big or small, **own it and live it**.

Purpose is a very **personal** thing – it’s why you do the things you do, whether at work, home or in your community. It’s the ultimate driving motivator for you. Purpose provides clarity, meaning and direction and is your constant around everything you have done and will do. This doesn’t mean that your Purpose is the same throughout life; a common misconception about Purpose is that it is just one definitive thing. It isn’t. Purpose can take many different forms – some people may be finding their Purpose for the first time while others may be re-Purposing.

One of the most sacred things that we can offer another human being besides love is our work. It is an offering of our energy, our time, our inspiration, our strengths, and ultimately our desire

to take ACTION. It is through our labor — which is really our LOVE in ACTION — that we share our greatest gifts with one another.

***I've lived my entire life desiring to be in SERVICE of something bigger. The most life-changing lesson I have learned (and relearned) is that my most impactful contributions happen when I'm IN PURPOSE. Purpose is the unique GIFT that you bring to the world.***

**Knowing your purpose in life brings greater focus, confidence, contentment and meaning to life. Becoming a more authentic you improves your performance and well-being. You're well positioned to make a very positive difference for others when you start with yourself.**

Simon Sinek is one of my favorite authors and speakers. Obviously, it is hard to stop with one quote because he speaks with such passion and wisdom. He became a sensation after he presented a [TedTalk](#) on knowing your why. In fact, it is the third most watched TED Talk of all time. His book is entitled, *Start with Why – How Great Leaders Inspire Everyone to Take Action*. His work resonates with me because it gets to the heart of why we do the things we do.

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*When we help ourselves, we find moments of happiness.  
When we help others, we find lasting fulfillment.” – Simon Sinek*

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He teaches that starting with why is the foundation to discovering your lives best work. This is the purpose or call that drives you – it's a calling and mission. I love his analogy about changing everything in your home – paint color, doors, windows, siding, etc. but you cannot change your foundation. Why is your “foundation” and leads you to your life's mission, your purpose, and your gift to the world. We build upon and grow from our foundation – it strengthens you.

Simon has written a new book entitled, *Find your Why – a Practical Guide for Discovering Purpose for You and Your team*. It picks up where *Start With Why* left off. Read Simon in his own words:

*“The concept of WHY is a deeply personal journey born out of pain. I discovered the idea at a time when I had lost any passion for my work. The advice people gave me wasn't helpful either: “Do what you love,” “Find your bliss,” “Be passionate.” All accurate—but totally un-actionable. I agreed with all the advice in theory, but I didn't know what to change. I didn't know what to do differently on Monday. And that's the reason the WHY has been and continues to be such a profound force in my life.*

*Not only did discovering my WHY renew my passion, it gave me a filter to make better decisions. It offered me a new lens through which I would see the world differently. And it was through this lens—to inspire people to do what inspires them so that together each of us can change our world—that I started preaching the concept of WHY and the*

*Golden Circle. And people listened. In fact, people did more than listen, they joined me in preaching this message, sharing the vision. And our movement was born.” (Sinek, September, 2017)*

Sinek says we may know our what and our how but knowing our why gives our life meaning and purpose. For example, Zappos mission statement is “to live and deliver wow.” They just don’t sell shoes – their purpose is creating the very best customer service through a company culture that leaves you *wowed*.

Too many of us define our lives by what we do for a living rather than accepting what we do for a living as just a part of an overall purpose that guides our lives — or, as Simon Sinek would call it, a why.

All businesses, organizations, and careers operate on three levels: (1) what we do, (2) how we do it, and (3) why we do it. **We’re all acquainted with what we do**—the products we sell, the services we offer, the jobs we do. **A few of us know how we do it**—the things we think differentiate us or make us unique compared to the rest of the crowd, or our competition. **But only a handful of us can clearly articulate why we do what we do.**

Your why is what sets you apart from everyone else. It’s your purpose. It’s what inspires you to take action. Your why is also what inspires *others* to take action, spread your ideas, or buy your products.

Your why statement is the most effective possible way in which you can articulate your why—your purpose... not just to other people, but to yourself as well.

### **Opposite of Depression = Purpose**

35% of waking hours are spent at work yet we spend so little time considering work that is energizing. Search for daily meaning as well as daily bread, believing we MATTER can make a meaningful impact. PURPOSE(FULL) life rather than a Monday through Friday sort of dying!

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*“Death is not the greatest loss in life. The greatest loss is what dies inside us while we live” —Norman Cousins*

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In a discussion of purpose and after living in unimaginable conditions, Viktor Frankl, author of *Man’s Search for Meaning*, wrote, “Life is never made unbearable by circumstances, but only by lack of meaning and purpose.” People need their lives and effort – and their work – to matter.

Frankl was a Jewish psychiatrist and neurologist who was arrested and sent to a series of concentration camps during World War II, including Auschwitz and Dachau. During his time in the camps, he witnessed and experienced unimaginable suffering and brutality, including the loss of his wife, parents, and brother.



Despite these traumatic experiences, Frankl was able to find meaning and purpose in his life, which he later wrote about in his influential book. He believed that even in the most difficult and challenging circumstances, we still have the power to choose our attitudes and responses, and that this ability to choose is what gives our lives meaning.

Frankl believed that the search for meaning is a fundamental human need, and that it is possible to find meaning even during suffering and adversity. He wrote,

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*"Everything can be taken from a man but one thing: the last of the human freedoms - to choose one's attitude in any given set of circumstances, to choose one's own way." Victor Frankl*

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**He also believed that Despair = Suffering – Meaning. Let that sink in.**

Frankl's experiences in the Holocaust and his subsequent reflections on the search for meaning have had a profound impact on psychology and philosophy, and his work continues to inspire people around the world to find meaning and purpose in their own lives, even in the face of adversity.

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*"I cannot believe that the purpose of life is to be happy. I think the purpose of life is to be useful, to be responsible, to be compassionate. It is, above all, to matter, to count, to stand for something, to have made some difference that you lived at all."*  
— Gary Keller

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## **Ikigai**

Ikigai is a Japanese concept that combines the words "iki" (life) and "gai" (value or worth). It loosely translates to "reason for being" or "waking up to joy." The idea is that your Ikigai is the convergence of the following elements, a central point that provides a sense of fulfillment, happiness, and balance in life.

- What you love (your passion)
- What you are good at (your vocation)
- What the world needs (your mission)
- What you can be paid for (your profession)

It is no coincidence that in the Okinawa culture, which belongs to the cultures where people live the longest, everyone knows their Ikigai. National Geographic reporter Dan Buettner (TEDX

talk, How to Live to be 100+) identified five communities across the world where people live longer and are healthier than the average. These Blue Zones® have common factors, one of them being that the inhabitants have a strong sense of purpose!

Okinawa was a place of extreme suffering and death during World War II. Yet, many decades later there are more people over the age of 100 than any other place on earth. They are replete with joy, serenity, community, and activity. They understand the value of kindness and living in the moment even after devastation!

## Know Thyself – Self-Reflection

Over two thousand years ago, Socrates spoke two words that have been immortalized:

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*“We are what we repeatedly do.” Aristotle*

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When you know who you inherently are, what you like and don't like, and your strengths and weaknesses, you start to understand where it is you want to go in life and how best to get there. You learn how to grow and the way you want to grow.

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*“The secret of success is learning how to use pain and pleasure instead of having pain and pleasure use you. If you do that, you're in control of your life. If you don't, life controls you.” —Tony Robbins*

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You cannot give away what you don't possess. We can live our entire lives not knowing who we really are. And the more change there is around this, the better. Knowing yourself brings confidence, clarity, and wisdom.

## Discover your Purpose

I suggest thinking about what four core elements of Purpose:

- **Passions**— Understanding what makes you excited and gives you energy.  
To understand your passions, ask yourself, what are the things I do that make me lose track of time?
- **Gifts**— Understanding your unique strengths and talents.  
To understand your gifts, ask yourself, what do I get complimented on often?
- **Values**— Understanding your guiding principles.  
To understand your values, ask yourself, when faced with tough decisions, what factors do I consider to make the decision?

- **Habits** - It's estimated that nearly half (around 45%) of our daily actions are performed instinctively, driven by **ingrained** habits. It's important to contemplate on the structure of your day and identify the activities to which you're naturally inclined and drawn to.

Passions, gifts (talents), and values all work together to inform your purpose and help you live your life on purpose.

#### **When looking at it individually,**

- Passions fuel your purpose,
- Gifts support your purpose and
- Your values guide your purpose.

#### **Your why statement should be:**

- Simple and clear
- Actionable
- Focused on how you'll contribute to others, and
- Expressed in affirmative language that resonates with you

Your why statement should be able to encapsulate all of the qualities we just mentioned—and it should be able to do so in a single sentence.

#### **Examples of Why Statements**

**Example #1. Simon Sinek's why statement "To inspire people to do the things that inspire them so that, together, we can change our world."**

The *impact* Simon wants is for each of us to change the world, in however way we can, for the better. But this alone is too broad. It's incomplete until his intended *impact* is combined with his *contribution*—the work he actually does on Monday morning to make change happen.

The *contribution* portion—to inspire people—is what ties it all together, bringing focus and direction to the *impact* he wants to make on the world. Simon's *contribution* is essentially what he does (to make his why a reality).

**Example #2:** "To empower and educate people everywhere so that they can improve their lives and achieve their goals."

**My WHY: To inspire and empower others to THRIVE in purpose and meaningfulness** for the good of themselves and their communities.

## Stories for Reflection

The discovery of how you can live a purposeful life you love is found hidden in the stories you tell about your life. It's who you cannot help bringing when you are at your best – in your flow.

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*"Words may inspire, but only ACTION creates change. Most of us live our lives by accident – we live life as it happens. Fulfillment comes when we live our lives on purpose."*

—Simon Sinek

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Story 1: A recent experience (at work or in life) that you loved being a part of.

Story 2: Pinpoint one person who has significantly influenced the person you have become. What did they do? Tell a specific story that clearly explains the impact they had on you. .

Story 3: Who is your hero? Why?

Story 4: 5 things that you believe. Circle the one thing you cannot live without

Story 5: What did you love doing as a child?

Story 6: What do you want your life/career to do for others? What is one way that you would like to be a force for change in the world? .

Story 7: 1What are you most curious about? Here are some clues that will help you answer: What are your skills & strengths?

Story 8: What is your superpower? What's your kryptonite?

Story 9: What are you most curious about? Clues that will help you answer: Time passes quickly (FLOW). It's so interesting, you can't help spending time on it!

Story 10: What would you do even if you didn't get paid? .

Story 11: What makes you come alive (what energizes you)?

Story 12: What keeps you up at night?

Story 13: What activities would infuse my life with more joy and meaning?

Story 14: In what areas of your life or career do others seek your counsel?

Story 15: What do you want to be remembered for?

Story 16: If you were to ask ten of your closest friends/coworkers to complete this statement about you: “You were born to \_\_\_\_\_.

What do you think they would say? Have you ever asked them? Why not?

### The Why Statement Format

Simple format to use as we draft our why statement:

To \_\_\_\_\_ so that \_\_\_\_\_.

The first blank represents your **contribution** — the contribution you make to others through your why. And the second blank represents the **impact** of your contribution.

**Contribution:** action/verb , storyteller’s superpowers!

**Impact:** What your storyteller believes all people deserve to feel or experience. It’s not an action – it’s something they hope will happen.

### 7 days of Free Journaling on Purpose

1. What did I love doing (what energized you)?
2. What depleted my energy?
3. What was I good at (strengths/skills)?
4. How did I impact others (look for themes)?
5. What is my unique contribution (fingerprint)

### Other Great Videos and resources on Purpose and Self-Awareness

#### Assessments

[Stand Out](#) – discover the best and most meaningful version of yourself (Marcus Buckingham)

[SparkType](#) - essential nature of work that fills you with meaning and lets you feel fully-expressed, alive with purpose and absorbed in flow (sparked) by Jonathan Fields.

[16 personalities](#) – in order to know yourself better and articulate your value.

[Via Character Strengths Finder](#)

[What is your Driving Force](#) by Tony Robbins

[DISC test](#) – Self-awareness is essential to success. If you don’t know what drives your actions and behaviors – it’s difficult to cultivate positive growth. The DISC shows you how to leverage various aspects of your personality for a life that aligns with your personal values.

#### Videos

[The Origin of the Why](#) – in 5 minutes

[Trombone Player Needed](#) by Marcus Buckingham

[Netflix – I Am Not Your Guru](#) with Tony Robbins

[Steve Jobs Commencement Speech](#)

[Simon Sinek](#) – Start with Why. Third most listened to podcast of all time.

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*"We imagine a world in which the vast majority of people wake up every day inspired, feel safe wherever they are and end the day fulfilled by the work they do." –Simon Sinek*

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**This is your super power! This is you *experiencing being fully alive.***

## **You Must Know Yourself to Grow Yourself**

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*"The unexamined life is not worth living for a human being, because such a life is deprived of the possibility of meaning and purpose" –Socrates*

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**Begin by looking in – start from the inside out.** Many people do surprisingly little thought and planning in one of our biggest projects: **knowing ourselves.** Knowing your strengths and weaknesses causes you to make the best use of your strengths to maximize positive outcomes in your life. This awareness is the cornerstone of overall well-being and allows people to put energy towards those abilities that add values to people's lives. People who add value are passionate, positive, energetic and apply their best self to the work and this is contagious.

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*"We are what we repeatedly do" –Aristotle*

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I like to start by asking a few preliminary questions to self-reflect and gain a deeper understanding of what "makes you come alive." This is simply a way to discover your passions and purpose. Be as honest as possible and don't answer as you "should" be or what others think you "should" be. This is also part of discovering your Strengths.

- **Who are your role models and what characteristics do you admire about them? (This is the most important question and answers the question to the problem you are trying to solve.)**
- **What causes me to lose all track of time (get a runner's high)?**
- **What do I love enough to do for free?**

- What do I do that causes time to feel differently?
- If I had to teach something, what would I teach?
- What do people typically ask me for help in?
- What do you find you can't stop doing? (Organizing someone's home/office, reading. Learning new things, psychology, helping people, and/or seeing problems naturally.)
- What did you want to do as a child?
- Favorite movie or book? Favorite magazine or character in a book.
- If I could have my own TV show it would be about?
- I would win an award for .....?

## Discovering and Leveraging Your Strengths

***“Death is not the greatest loss in life. The greatest loss is what dies inside us while we live.” Norman Cousins***

### **If you need an animal to climb a tree you don't get a horse – you get a squirrel.**

I love this analogy because it so succinctly creates a vision in your mind about the simple yet profound truth of working in your natural strengths or giftedness. This is a time to pause and reflect upon what makes you come alive – your passions and your strengths. Understanding what is important to you in your work is fundamental to developing a fulfilling career that adds value to others.

### **Your understanding of yourself must include your signature strengths.**

Once you know your strengths you should also be able to articulate them clearly so you can be more deliberate in how you use them. You can also use your strengths during the interview process in order to highlight your giftedness.

A strength combines talents (innate), skills (learned), and knowledge (learned). I prefer wisdom because it also entails understanding and insight. Marcus Buckingham says there are 3 signs of being in a place of strength: you yearn to be there, you can be in it/do it for hours, and when you leave the space/activity, you are exhilarated, not exhausted. I like to say, you lose all track of time when you are utilizing your strengths and passions.

### **Benefits include:**

- You enjoy better wellbeing, wellness, and health. This leads to more vitality, energy, and disposition. Your career can affect every area of life.
- You become a role model to those around you. Some things are better caught than taught. Our children watch our actions – model a life well-lived.
- You're more productive and successful.
- You lead a life that counts – you make a difference.
- You look forward to life and learning.
- You have a deeper sense of meaning in your life – you are authentic.

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“Nothing has a stronger influence psychologically on...children than the unlived lives of their parents.” Carl Jung

“Don’t show up to prove. Show up to improve.” – Simon Sinek

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### **SIGN of a Strength:**

S – You feel **Successful/Strong** – you have a natural affinity for it.

I – **Innate** – it feels easy and it doesn’t drain you. It gives you energy. You lose track of time.

G – **Grit** or strength of character – in other words, your strength strengthens you and further enhances your character.

N- **Natural**. You feel like your authentic self.

**Simply stated, you YEARN to be using your strengths. It lights you up!**

This is simple way to greater self-awareness and the discovery of your strengths is to reflect on themes throughout your life.

**Be as honest as possible and don’t answer as you “should” be or what others think you “should” be.**

### **Look to the Past – Job/Experience/Service Inventory**

- Look for your peak performance periods in your career, what was happening?
- What skills were engaged?
- What strengths were in action?
- What environment(s) were you in?

### **Equally important - look at the non-peak performance periods**

- What kind of environment(s) were you in?
- What was happening or, not happening?
- Do you see patterns and nuance about you that you never noticed while they were happening? What are they?

### **Look to the Present – Passions Inventory**

- **Who are your role models and what characteristics do you admire about them?**  
*(This is the most important question and answers the question to the problem you are trying to solve.)*
- **What causes me to lose all track of time (get a runner’s high)?**
- **What do I love enough to do for free?**



- If I had to teach something, what would I teach?
- What do people typically ask me for help in?
- What do you get complimented for?
- What do you find you can't stop doing? (Organizing someone's home/office, reading. Learning new things, psychology, helping people, and/or seeing problems naturally).
- What did you want to do or be as a child?
- Favorite movie or book? Favorite magazine or character in a book.
- If I won an award what would it be for?

Can you see now that you are more than a bundle of skills and competencies – you have an incredible story – your story, your truth.

### **Exercise: Ask for input**

The most direct way to get input is to ask for it — directly! Reach out to five of your closest colleagues and friends to ask them to share their thoughts on your strengths.

### **Assessments**

These tools give you the verbiage to help you own and articulate your strengths in a very confident manner. It allows you to speak powerfully in an interview and as you network.

#### **Clifton StrengthsFinder**

[Full version](#) with all strengths is \$49.99. There's also a version that provides the [top 5 strengths](#) for \$19.99. You can also purchase the book, [Now Discover Your Strengths](#) by Don Clifton which includes the top five version of the Clifton Strengths Assessment. Cost is \$23.

[Similar FREE version](#)

The StrengthsFinder assessment is a personal development tool developed by Gallup Education, which provides an individual with their "Top 5" strengths. [34 different strength themes](#) are divided into four domains of Strategic Thinking, Relationship Building, Influencing and Executing.

Your Top 5 might include the [Achiever strength](#), which helps you burn the midnight oil to get things done, [Woo](#) to help you make connections with new people, or [Adaptability](#) to help you go with the flow when life throws you curveballs. Focusing on your strengths on a daily basis has been shown to have profound positive effects on your personal and professional well-being.

After you take the Strengths Assessment for each of the 5 strengths:

1. Describe the strength in your own words. List its characteristics and attributes.
2. Identify how this strength can be leveraged – how can it be used in a positive way.
3. List potential blind spots that may come with this strength.
4. Think about a working style that really brings out my best.

[Marcus Buckingham Video](#) on why your strengths are important to organizations - Trombone Player Wanted.

### [Via Character Strengths Finder](#)

Scientists discovered a common language of 24 character strengths that make up what's best about our personality. Everyone possesses all 24 character strengths in different degrees, so each person has a truly unique character strengths profile. Each character strength falls under one of these six broad virtue categories, which are universal across cultures and nations. See the full character strengths list here and learn more about each one.

(Taken from the Institute on Character website).

[Via Classification of Character Strengths and Virtues](#)

### [Myers-Briggs](#)

The Myers-Briggs test asks a series of questions to determine character, behavior and traits, then matches a person to one of 16 types. These types are useful reference points to help understand what makes up the way you think. Employers sometimes use MBTI results to help them hire the right people for a particular job. Knowing your personality type can also help you find work that suits you best.

The 16 personality types are defined by a combination of these four sets of traits, each with two options:

E	Extroversion	Introversion	I
N	Intuition	Sensing	S
F	Feeling	Thinking	T
P	Perceiving	Judging	J

Several online quizzes are available to assess your personality and assign one of the 16 combinations. Truity offers several free tests and one scientifically validated test for an additional fee.

\*The version at [16 Personalities](#) is my favorite because the results are very informative and enlightening.

[Explore in-depth descriptions](#) of each of the 16 personality types here. Includes ideal job fit descriptions.

[Great 10 minute description of the MBTI](#)

### **Big 5**

Understanding personality science is the key to optimizing your behavior and getting to know yourself. Plus... your personality science might surprise you. Along with our free personality test, you can read the descriptions of each personality trait below.

Researchers have found that there is a science to personality. Every single person—regardless of gender, age or nationality — is made up of 5 basic traits.

- Openness
- Conscientiousness
- Extroversion
- Agreeableness
- Neuroticism

Fondly known as the Big 5 Personality Traits, or OCEAN, these are incredibly helpful for understanding yourself. When you understand your own personality, you are able to ask for your needs, connect more easily, and optimize your behavior.

[What is your Driving Force](#) by Tony Robbins

Take this quick quiz to discover your top human need, the invisible force that shapes every thought, behavior, and action.

In 2006, Tony Robbins gave the famous talk, “[Why We do the Things We Do.](#)” Over ten years later, it is still one of the most popular TED talks of all time – and for good reason. Every single person has the same fundamental six “human needs,” but each person places different levels of importance on them and has unique beliefs about how to satisfy those needs. By understanding what your #1 human need is and how that shapes your behavior, you can take control over your life’s direction and even learn how to create new patterns that unlock your hidden potential and lead you to lasting fulfillment.

Why do we do the things we do? Why is it that we measure success and value by attention and status, yet frown upon complacency? What force drives and shapes all of our emotions, actions, quality of life and, ultimately, our destinies? The answers to these questions can all be explained by learning about the 6 human needs?

## 6 Human Needs?

1. **Certainty:** assurance you can avoid pain and gain pleasure
2. **Uncertainty/Variety:** the need for the unknown, change, new stimuli
3. **Significance:** feeling unique, important, special or needed
4. **Connection/Love:** a strong feeling of closeness or union with someone or something
5. **Growth:** an expansion of capacity, capability or understanding
6. **Contribution:** a sense of service and focus on helping, giving to and supporting others

The top four needs in the list above shape our personality, while the last two (growth and contribution) shape our spiritual needs. People’s needs can be met in a variety of ways; we seek fulfillment through our relationships, careers, personal interests and more. Here’s more on the basic human needs and what they mean.

### **Certainty**

You need to feel secure and safe about the future. When you receive positive recognition, it may be accompanied by a need for certainty that the recognition is authentic and will continue. In order to live a life filled with certainty, your life has to stay the same – a nearly impossible expectation to fulfill.

### **Uncertainty/Variety**

Though it's important to understand the [beauty of uncertainty](#), those who experience this as one of their top basic human needs can take it to an extreme. They engage in frequent job or relationship changes for the sake of variety, or take unnecessary risks to achieve the adrenaline jolt they crave. However, if uncertainty is one of your top 6 human needs, you will be unafraid of taking risks and will not avoid new situations or people.

### **Significance**

This translates into a desire to be seen, heard and listened to – in short, you want to be noticed. You measure significance by what you believe makes you unique compared to everyone else around you. Recognition provides you with a sense of validation that makes you feel seen, special and/or needed. Recognition is a major driving force behind human behavior because it provides us with a measurement system to analyze and track our significance.

### **Connection/Love**

You are constantly seeking out a close relationship with someone or something. People need love, and this can lead to some incredibly fulfilling relationships – but it can also cause you to sacrifice self-care in order to take care of others or maintain a partnership.

### **Growth**

Those whose foremost core need is growth are always striving to be better and learn more. They are very good at their jobs, but tend to move on quickly as soon as they believe they've reached their full potential. Though their constant striving for betterment ensures they will never be bored, they can err on the side of perfectionism and neglect the rest and relaxation they need to keep stress levels manageable.

### **Contribution**

If you have a need to contribute, you will likely make a big difference in your community. However, you can lose sight of the fact that giving begins at home and neglect those closest to you as you change the world.

### **The Importance of Meeting The 6 Human Needs**

Many of your behaviors are based on which of your needs are – or are not – being met. Depending on which of the basic human needs are foremost in your personality, you could be spending a lot of time consciously or subconsciously meeting one or two of them. And if you don't succeed, it could negatively impact your overall sense of well-being.

### **DISC Test**

The DiSC assessment, published by Wiley, is a non-judgmental tool used for discussion of people's behavioral differences. If you participate in a DiSC program, you'll be asked to complete a series of questions that produce a detailed report about your personality and behavior. You'll also receive tips related to working with people of other styles.

[DISC test - free](#)

[Another free version at Truity](#)

[Tony Robbins free version](#)

[Understanding DISC and your personality:](#)

## **Enneagram (Any-a-gram)**

The **Enneagram** (Ennea=9, Gram=Diagram) is simply a map (GPS) for self-discovery and personal growth based on 9 basic personality types. It accurately describes why you feel, think, and behave in particular ways based upon your core fears and core desires. It maps the personality types on a nine-pointed diagram which helps to illustrate how the types relate to one another.

Each of the nine types of the Enneagram has its own driving force, which is centered around a particular emotion which is based on emotional experience. It was meant to be a discipleship and personal growth teaching. What makes this from other personality tests (Myers Briggs) is that it is based on core motivations, therefore you can awaken to your true selves.

It helps us see core fears, motivations, desires, strengths, blind spots, stressors, and sins that most often trip us up. When used in Christian contexts, it shows us aspects of God's character and connects us more closely to the truth that we are made in his image and meant to reflect him in the world.

The nine types of the Enneagram are divided among Heart Types, Head Types, and Body Types.

### **The Heart Types of the Enneagram**

Heart types react with emotions first. They connect with other people on an empathetic level, and make sense of the world by understanding their feelings about it.

Type 2 - THE GIVER

Twos want to be liked and find ways that they can be helpful to others so that they can belong.

Read more about [Twos](#).

Type 3 - THE ACHIEVER

Threes want to be successful and admired by other people, and are very conscious of their public image. Read more about [Threes](#).

Type 4 - THE INDIVIDUALIST

Fours want to be unique and to experience deep, authentic emotions. Read more about [Fours](#).

### **The Head Types of the Enneagram**

Head types react with analysis first. They connect with other people on an intellectual level, and make sense of the world by understanding the systems and theories that underlie what they observe.

Type 5 - THE INVESTIGATOR

Fives seek understanding and knowledge, and are more comfortable with data than other people. Read more about [Fives](#).

Type 6 - THE SKEPTIC

Sixes are preoccupied with security, seek safety, and like to be prepared for problems. Read more about [Sixes](#).

Type 7 - THE ENTHUSIAST

Sevens want to have as much fun and adventure as possible and are easily bored. Read more about [Sevens](#).

Body types react with an instinctive, gut feeling. They connect with other people based on their physical sense of comfort, and make sense of the world by sensing their body's reaction to what is happening.

Type 8 - THE CHALLENGER

Eights see themselves as strong and powerful and seek to stand up for what they believe in. Read more about [Eights](#).

Type 9 - THE PEACEMAKER

Nines like to go with the flow and let the people around them set the agenda. Read more about [Nines](#).

Type 1 - THE PERFECTIONIST

Ones place a lot of emphasis on following the rules and doing things correctly. Read more about [Ones](#).

(Taken from [Truity Website](#) and all links include further information on the truity website).

	HEART	HEAD	GUT
MOTIVATED BY	Image What will others think?	Strategies How can I solve this?	Resistance What is wrong here?
FOCUS OF ATTENTION	Looks out to what others want	Looks within to what I think	Digs in to my own opinion
LIFE PERSPECTIVE	Life is a task	Life is a problem	Life is a battle
WANTS TO	Fix the problem	Understand the issue	Control people and circumstances
INSTINCTIVE RESPONSE	"Yes, I'll do that if you want me to."	"I don't know about that. I'll have to think about it."	"No."
MOVES	Toward people	Away from people	Against people
UNDERLYING FEELING	Shame	Fear	Anger
SEEKS	Attention	Security	Autonomy

(Fryling, Alice July 2017, *Mirror for the Soul - A Christian Guide to the Enneagram*. IVP Books.)

**Test Resources:**

[Enneagram Institute. \\$12](#)

[Best free version at Your Enneagram Coaching Program](#)

[Free version at truity](#)

### **Descriptions, Applying Enneagram to Career, and other Resources:**

[Amazing Resource on using the Enneagram for Careers](#)

[Enneagram Types and Careers](#)

[The Nine Types of the Enneagram](#) by Truity.com

[The Nine Enneagram Type Descriptions](#)

Vanessa Fernandez is a gifted communicator and deep thinker and one of the best trainers/coaches on the Enneagram. She provides comprehensive teaching and training while always leaving you with growth activity to put this wisdom into PRACTICE. [Enneagram Workshop](#)

### **Holland Career Codes**

The Holland Code instrument (RIASEC test) is based on the work of John Holland. He theorized that your career choices can be based around a combination of six personality types and believed that the more you can express your personality at work, the higher your career fulfillment. The six types in the Holland code system are realistic, investigative, artistic, social, enterprising, and convention.

### **Strong Interest Inventory**

General Occupational Themes are six broad areas that represent the personality types that John Holland identified. Holland believed that all people fall into one or more of six types based on their interests and approaches to life situations: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (RIASEC code). He surmised that work environments could also be categorized into these six types.

The Strong Interest Inventory contains 291 items and will take between 35 to 40 minutes to complete. Expect to answer questions about your preferences regarding occupations, subject areas, work and leisure activities, people, and characteristics. It's best to take the test with a certified counselor. It very effective when paired with the Myers-Briggs test.

Your scores are compared to the average scores for your gender to determine your interest levels for each of the six themes. This section will also contain your [Holland Code](#) which indicates your highest three themes, along with information about the interests, work activities, potential skills, and values associated with each one.

(Taken from the Strong Interest Inventory by Dawn Rosenburg McKay August, 2018).

### [FREE Version](#)

Free [Version](#) at Truity. Free for basic - \$19 for full test

Free version at [O'Net Interest Profiler](#) is a great resource for discovering your RIASEC code in order to discover your RIASEC code.

[Self-Directed Search](#) also uses the Holland Codes – \$9.95.

## Why Values are Life Giving

**Above All Else.** That statement always get my attention. Please tell me, above all else, what? In other words, people must establish nonnegotiable values in their lives, and stick to them above all other considerations – they never should waver. For example, Truett Cathey the founder of Chick-fil-A never opens on Sundays, a profitable business day for fast-food franchises. Truett stands on the principle that his employees should have a day off each week. He lives out his Christianity in the workplace and never wavers.

### Start with why when developing your values.

This exercise can be a useful tool in clarifying values and skills related to fulfilling career. Talk these over with a friend or career mentor in order to understand your work priorities.

What would you miss most if you left your current job? Why?

What was your favorite aspect of a past job?" Why?

When was a time you felt really energized in your work or school? Why?

What value would you not compromise in a job? Why?

Knowing how values are aligned with your job and the organization in which you work is often critical to understanding career-related satisfaction and motivation. Career values are grouped in four domains: Intrinsic Values, Work Environment Values, Work Content Values, and Work

Relationship Values.

**Intrinsic Values:** What motivates me to truly love my work every day? Among a list of these values are achievement, serving, status, independence, and power. This is a big reason why people leave companies – they don't feel appreciated or valued.

**Work Environment Values:** What working conditions provide an optimum environment in which I can do my best work? Work environment values include training and development, salary, structure, remote possibilities, and more.

**Work Content Values:** What makes my work activities most satisfying and engaging to me? Values such as problem solving, organizing, detailed, and creative opportunities.

**Work Relationship Values:** What characteristics of interaction with others in my workplace are the most important to me? Work relationship values include open communication, diversity, leadership, teamwork, competition, and trust.

[Discover your work values](#)

[How to Assess Your Values](#)

[Values Survey at UC-Davis](#)

## Personal Branding – Becoming the CEO of YOU, Inc.

*“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.” — Tom Peters, A Brand Called You*



## [A Brand Called You](#)

Think of the last time someone asked you: “So what do you do?” You probably answered with your dull job title: “I’m in marketing.” Cue the crickets.

What if I told you that the power in your career directly corresponds to your compelling personal brand? This brand corresponds to your ability to make and maintain influence. The essence of personal branding is how this influence makes people feel. A brand is an expectation of an experience that creates an “image” in the minds of people when they hear a name or product. Your personal brand is your reputation - it's your legacy. It tells people what they can expect from you.

Personal branding is taking control of this influence by strategically managing how others perceive you. You are the individual founder, marketer, and CEO of your own company – the CEO of You, Inc. Your brand message needs to be consistent across all platforms including your resume, LinkedIn, and social media. Remember, be REAL and be clear about the image you intend to project. **Remember, YOU are your brand.**

*“At the end of the day people won't remember what you said or did, they will remember how you made them feel.” — Maya Angelou*



### **Identifying your Target Audience (Who You Serve)**

Branding must include audiences that find you relevant – your target audience. Who are the industries that need you. When you are changing jobs your target audience is going to be where you have influence and needed skills and talents. When you're thinking about your target audience, it's really important to understand the value you provide or what they need you to deliver.

### **Developing your Brand Statement (Your Value)**

A personal brand statement is 1-3 sentences that explains what you do and why you are unique in your field. It sums up your experience, your skills, and your passion so that people can easily understand who you are and what you offer.

It should be short and catchy but also contain enough compelling information to convey your value and show your unique personality. Think of it as your tagline or slogan for your marketing campaign. Utilize words that evoke emotion and express the benefits you provide.

Your personal brand statement is NOT your elevator pitch. An elevator pitch is a short, direct response sales message about your services and products. A brand statement explains *why you do what you do*.

Your personal brand statement should answer the following three questions:

1. Who do you serve? (Target audience)
2. What are you good at/what do you do? (Your value)
3. How do you do it uniquely? (Unique Selling Proposition)

Here are some guiding questions to help you as you brainstorm:

- What do I do that adds remarkable and distinctive value?
- What do I want people to associate me with when they hear my name?
- What are your top 3 to 4 personal attributes – these define how you make things happen?
- What are your 3 to 4 greatest strengths that have benefited your clients or company?
- What do you have to offer that no one else does?

Most branding statements can be created using this general formula:

“I help [ideal client/employer] do [results you help them achieve.]”

**Here are some examples:**

- An entrepreneur, writer, philanthropist and an unshakable optimist dedicated to helping you become the person you most want to be. – Marie Forleo.
- I use social media tools to inspire leaders and companies to achieve their dreams.
- I am a marketing coach for small business owners who need expert guidance with a modest budget. I help them take control of their marketing by learning and incorporating strategies to achieve better results.
- Student leader with a passion for social justice, civic responsibility and grassroots campaigning.

## **Goal Setting: Combining Your Understanding of Self and Environment to Develop Goals**

*“Let me tell you the secret that has led me to my goal. My strength lies solely in my tenacity.” Louis Pasteur*

Setting goals means integrating what is most important to you with the landscape of professional opportunities into a vision of what you want in your career. First consider what you want out of life and then commit to it. Set SMART (specific, measurable, attainable, relevant and time-bound) goals that motivate. Write these down as a way to remind yourself

and make it more tangible. Then plan the steps and create a vision for how you will realize your goal.

Goal setting is a powerful process for thinking about your short-term and long-term goals and it gives you needed direction in life. The process of setting goals helps you choose where you want to go in life. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts.

***"The great danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low and achieving our mark." –Michelangelo***

## **Steps you can take to leverage your strengths**

Begin by asking yourself the following questions:

- I felt strong when....?
- When do you feel like you are in the zone? When did time fly by?
- What new skills or technical experience can I learn to learn my strengths and skillset? In other words, how do I reinvent myself and/or become relevant.
- What actions can I take to develop these skills? Books, seminars, workshops, certifications, college classes, online learning programs.
- Who can you talk to about putting these strengths to work?

## **Cultivate Your Curiosity**

A curious mind is an active and engaged mind devoted to lifelong learning. Learning doesn't end when college is over – it's just beginning. Those who aren't inquisitive rely on information they already have rather than gathering new data. As a result, their knowledge is often obsolete and incorrect. Connecting and integrating ideas is an essential skill for a "lifelong learner."

People with highly successful careers are eagerly engaged with learning and development. Build your reputation as a savvy, relevant, up-to-date employee so your manager will consider you for new opportunities. I truly believe the future belongs to the curious – and it's fun!

I spend time everyday listening to at least 3 podcasts on different subjects. You can do it while traveling or working out. It's time to spend with great authors. You can also listen to books on tape through Audible and feed your curiosity again from your phone or computer.

***"Curiosity is the hunger of the human mind." Rose Wilder Lane***

***"Much of what I stumbled into by following my curiosity an intuition turned out to be priceless later on." Steve Jobs***

***“Be curious. Read widely. Try new things. What people call intelligence just boils down to curiosity.” Aaron Swartz***

***“I have no special talents. I am only passionately curious.” Albert Einstein***

### **Company Culture and Finding a Fit**

Working for a toxic manager or company will deplete you and impacts your overall well-being. It is essential that you understand the organizational culture in which you want to work. Organizational or workplace culture is basically the personality of an organization and is defined by its mission, goals, and values and by how these elements influence the working environment itself and the behaviors of those who work there. Finding an environment that is compatible with your values, work style, skills, interests, and where there are opportunities for growth and development.

### **What are the reasons WHY employees stay or leave their jobs in today’s job market?**

Why do good employees quit? These are great questions to ask as you explore why you left previous employers or you’re looking for employment that is a fit.

[What Makes Good Employees Quit](#) is an article that discusses trust, lack of appreciation, lack of respect, lack of growth and development, being underutilized, bad manager, poor communication, stress, lack of support, work-life balance, culture, and more.

## **Trends, Opportunities, and Jobs for the Future**

It is important to understand how what you value applies to opportunities. This means gaining knowledge of career possibilities and job opportunities and the skills and qualifications needed to be successful in them. Balance the information you research online with information from direct experience, managers, and other staff. Ultimately, only you can understand the fit of your personal values, goals, and work style with an organization's requirements or culture.

It’s also important to understand the changing nature of work. In 2000 we were working from home. In 2020 we are working from anywhere. COVID changed everything in 2020 and now many of us are working from home.

[Considering Trade School](#) – a very viable option for those that are ready to start working on want more of a hands on approach to a specific trade.

[100 Best Jobs by US News and World Report](#)

[30 of the best jobs for the future](#)

[College Majors with the Strongest Career Potential](#)

## **Keeping a Sense of Humor and Positive Mindset**

Develop faith in your ability to succeed by telling yourself that you will triumph. Napoleon Hill said, “Faith is the visualization of and belief in the attainment of desire.” You become what you think about most. You can fill the abundant field of your mind with success or failure. Recite your mission statement daily to prepare your mind for success. Your mind will believe almost anything – true or not - that you tell yourself. Toxic thoughts also can take root in the mind and that’s what you begin to focus on. What you focus on, expands. What you give energy to, expands. Doubt, fear, defeat, and negative emotions can hinder you in the process of life and career ambitions. Create a mental snapshot of the life you want to attain. The Bible says it best in the book of Proverbs 23:7: “As a man thinks in his heart, so is he.”

This process can be paralyzing, or it can give you momentum you need to reach your goals. I experienced the full array of emotions because the process can be cold, frustrating and time consuming. Recruiters and hiring managers can suddenly ghost you. You have to become familiar with rejection. Your emotions can derail you from continuing the process with a positive mindset. This is a time when you have to take care of yourself – exercise, sleep, wellbeing, wellness, time with friends, all must take precedence.

***One comes, finally, to believe whatever one repeats to oneself, whether the statement be true or false...Every man is what he is because of the dominating thoughts which he permits to occupy his mind.” Napoleon Hill***

**Who moved my Cheese** by Spencer Johnson, MD.

Cheese is a metaphor for what you want in life. This is a parable (and who doesn’t love a story) about the fact that things are constantly changing so we must adapt. People respond in different ways – some give up while others take on the challenge. The quicker we adapt to change the more satisfied we will be.

[Watch this short animated book summary.](#)

## **Rock the Resume**

**On average, a recruiter will only spend 5 to 7 seconds looking at your resume.** What does this mean? You have only a few seconds to capture the attention of the reader. Research shows that resumes that follow clear sections, quantitative results, and a simple layout are more likely to be read.

Writing a resume is a challenge in and of itself, and it’s not a “one and done” exercise. Customization is a must – including compelling accomplishment statements and making them relevant to the role and organization to which you’re applying is critical.

When you’re changing careers, not only will you want to customize your resume for each submission, you must also optimize it in a way that highlights your transferable skills and showcases your abilities and strengths in a convincing way. You’re likely coming at this new job

with limited background in the field or role, but you can't discount the experience you do have, you just need to spin it to gain the attention of recruiters and hiring managers.

Research on the market, industry, and necessary certifications is a start. Once you have a sense of the direction you're going, study the job descriptions of the roles you decide to pursue. Notice the language used and pull out key words as they relate to your own skills and accomplishments, then incorporate them into your resume.

Step back and look at your resume in a different light. Your goal is to craft it in a way that sells yourself for an entirely new position. Would YOU, want to hire you?

### **Here are a few tips on writing each section of a resume:**

#### **Header Section:**

Header section: start with your contact information: name, phone number, email address, and links to your website and LinkedIn profile.

The top of the page is (top fold) prime real estate so give them something that makes them want to keep reading. Think of these important two or three sentences as your 30-second elevator pitch: They should quickly summarize your experience, and training, and highlight your relevant skills for the position you're seeking.

#### **Skills Section**

A dedicated skills section is almost always needed on the first page of a resume. Done well, this section of your resume emphasizes your ability to do the job and persuades the reader to learn more about you. Having these skills on the top of the page will help with applicant tracking systems and keyword filters so you can easily adapt your resume. This is eye catching to hiring managers looking over hundreds of resumes.

Position this section above your experience in a three-column, three-row highlights bulleted format near the top of your resume. It is a helpful way to list the nine soft and technical skills that speak directly to the posting's required qualifications. They should all be listed in a consistent fashion. If you are listing the skills as single words, list them all the same way.

The skills you list should also be phrased the same way they are on the prospective job description. For example, if the job description lists 'Project Management', your resume skills should phrase it the same way. Here are a few examples of skills need for a customer service job: empathy, patience, speed and efficiency, positive attitude, diplomacy, and time management.

Note: Make sure your work experience section reflects your skills. Then, when it comes time for an interview, be prepared to provide anecdotes, examples, or additional details supporting these skills.

[Skills to Include on Your Resume with Examples](#)

## **Work Experience**

The bulk of your resume should focus on your work experience. List your jobs in chronological order, from most recent to oldest, and take a results-driven (quantifiable) approach to describe your duties and achievements. Use action verbs and give concise project descriptions. Concrete numbers speak volumes and show impact. For example, share the costs you saved your employer, or the percentage growth in sales revenue. If you don't have this kind of data, reports the solutions your team delivered or other ways you made a difference.

## **Technical Skills**

List your software skills and technical expertise. You can also list your level of proficiency with each of the suite's applications. Use the job description as your guide and you list these attributes.

## **Education**

It's important to format your educational experience to match the requirements of the job. A recent graduate will want to highlight more detail and place the education section at the top of their resume because it is the bulk of their experience. Alternatively, a person who has been in the workforce for several years will move their education section below their professional experience.

Hiring managers are looking for a few basic pieces of information when they scan your education section, including the name of your school, location, degree, field of study, graduation year, GPA, and any relevant honors, academic recognition, certifications, or coursework.

## **Tips on Creating Accomplishment Statements**

Use the SOAR method to create accomplishment statements and use these stories during the interview process. Here is an example:

**Situation** – manager needed database in order to automate records and calculate costs.

**Obstacle** – lack of knowledge in spreadsheet or database applications.

**Actions** – took online training, asked for coaching to set up database.

**Results** – completed and learned the new database, reduced recordkeeping and calculation time by 80% from previous manual method.

Ask yourself these questions in order to development these statements. These should be your bullet points in your resume after 1 -2 sentences about the work you performed.

### **How was your performance measured? How did you know you did a good job?**

Did you participate in decision making or planning? What contributions did you make to the team? What were the results of your efforts?

### **Did you write any reports, programs, publications, or newsletters?**

Did you improve the efficiency of people or operations? What were the savings?

**Did you save the company money or time? How much? What positive impact did the savings have on the company?** Did you automate or create systems or procedures? How many people did you train?

**Sample Accomplishment Statements:**

- Increased gross profits by 8% and reduced cost of goods sold by 25% from previous year through supplier pricing negotiations, design modifications, and change in product mix.
- Reduced supplies expenses by nearly 50% through purchase review and negotiating better pricing with our vendors.
- Improved inventory accounting 33% by developing a common method of tracking assets.
- Recovered \$1000 error by creating a Web-based corporate reporting system to automatically gather financial and operational information from various facilities.
- Increased gross profits by 8% and reduced cost of goods sold by 25% from previous year through supplier pricing negotiations, design modifications, and change in product mix.
- Reduced operating expenses by 49% through tighter expense controls in negotiating better insurance rates and more effective use of outside consultants.

**Sprinkle Soft (People) Skills Where Needed**

Interpersonal and communication skills are also critical to your career and resume effectiveness. Highly prized skills are verbal and written communication, time management, innovation, and problem-solving abilities. You can also frame your accomplishments with teamwork, collaboration, and leadership. Note: highlight hard skills over soft skills on your resume.

While your soft skills are important, they're better portrayed and believable if you give them some context. In other words, tell a story. To include soft skills in your resume, tuck them into your bullets. Making the first word relate to your soft skills is particularly effective. For example, instead of, "Assisted with corporate leadership retreat," write, "Collaborated in a group of four to plan and facilitate annual corporate leadership retreat for 200 employees."

**Transferrable Skills**

Transferable skills are those that you develop as you advance through education, employment, volunteer work, college, or training/certifications. This is a specific set of skills that can be "transferred" between jobs and industries. Some common skills that employers seek include: Technology literacy, Leadership, Detail Oriented, Communication, Dependability, Teamwork, Organization, Adaptability.

Technology literacy is an important skill in order to keep current in an ever-changing world. The ability to work remotely is imperative to most job fields. Consider LinkedIn Learning in order to keep current with your technical skills. Gain understanding in the Microsoft Office products as this is a staple in most companies.



## 💡 Power Tips

- Guide the eyes in the resume. Your eyes naturally move from left to right, top to bottom in a Z format.
- Meticulously Proofread - don't let spelling or grammatical errors cause a recruiter to remove you from consideration. Ask someone else to proof your resume.
- Don't use margins smaller than .8. Use clean line font like Arial/Calibri.
- Leverage empty space (white space) – it's pleasing to the eye.
- Use bullet points. Don't use italics or color due to ATS filters.
- Quantify your work with numbers. This tactic also shows that you measure and pay attention to your performance level.
- Don't just “spray and pray” when sending out your resume – be strategic about the companies you will apply to – customize based on job description.
- Include hyperlink to LinkedIn profile
- If emailing your resume to the hiring manager send as a PDF file unless otherwise noted.
- Remove subjective terms – no hype or words like team-player – use quantifiable hard skills to show an example of being a collaborative team-player.
- Skill sets at should be listed in the top fold of the resume.
- Scan the job description for skills/keywords to include in your resume.

[Every Question You Have About Putting Skills on Your Resume](#)

[Indeed: How to Format a Resume for Success in 5 Easy Steps](#) Video

[Jeff Su: Write an Incredible Resume: 5 Golden Rules](#) Video

[Strong Action Verbs – The Muse](#) for your bullet points

## Chronological Resume

[How to write a resume – LinkedIn Learning](#)

[My Perfect Resume Templates](#)

[Resume Makeover by Jenny Foss](#)

Well worth the \$30/month to take all training courses

[Craft a Resume that will get noticed training through Mac's List Podcasts](#)

[Optimize your Resume and LinkedIn Profile with Keywords](#)

[Resume Guide:](#)

[Robert Half Resume Guide](#)

## Functional Resume

A functional resume focuses on “functions” – abilities, skills, experience rather than chronological work history. These are typically used if you are changing careers, have gaps in your work history, have work descriptions that are not directly related to your job goals.

A functional resume is less commonly used than a chronological resume, which recruiters and interviewers generally prefer. If you don't have a reason for using a functional resume, opt for a

chronological one. (Taken from: Business News Daily. "[How Do Functional Resumes Compare to Chronological Resumes?](#)")

Additionally, some applicant tracking software programs reject resumes without a chronological work history. (Taken from: CareerOneStop. "[Select the Best Format.](#)")

[Why Recruiters Hate Functional Resumes](#)  
[What Is a Functional Resume](#)

## Cover Letters that Stand Out

In the age of 21st century careers, where personal branding and story-telling skills reign supreme, we must nail the cover letter. You need to “have them at hello” with your letter. This is where you focus on the person – not just the robots or systems tracking resumes. This is what sets you apart and makes you come to life to the employer. This is where you convey your why with your story and hunger you have for the job. Make this connection in the first paragraph and do not just restate your resume.

**The best way to stand out to recruiters is to tell a story about your connection and interest in the company.** The company wants to know two things: will you do great on their team and can you do the job.

Before you begin writing a cover letter you should always do your research first. Read the company’s website, relevant accomplishments, and values and mission statement. You need to discover if your personal values align with the companies – will you fit the culture. Connect with friends that may work there and read reviews from places like [Glassdoor.com](#). Reaching out to the current employees is the most direct way to form a connection with a potential employer or to obtain a warm introduction. This is where LinkedIn can be your best resource.

After you gather and think through this information you should have a great understanding of what the company does and what they stand for. You can also highlight any recent awards or recognition in the community. Now you can create a connection story in both your cover letter and your interview.

Dear Mr./Ms. Last Name:

I'm writing to apply for your Corporate and Events Planning Director position at Big Top Bash, Inc. I have spent the past six years working exclusively in the event planning industry and bring with me both extensive experience as an event planner and an organized and detail-oriented work ethic to the position.

**You're looking for:**

An event planner with 4+ years of experience

**I bring to the table:**

Six years of practical hands on experience as a Senior Event Planning Director

Someone who can handle a variety of party sizes

Over one hundred successfully organized events ranging in size from intimate family reunions for ten people all the way up to a political fund-raising gala with over 1000 attendees.

Someone skilled in maintaining a set budget

The ability to successfully negotiate with a wide variety of vendors, promoters, and caterers in order to guarantee client satisfaction while staying within budget.

Someone who works well under pressure

An ability to anticipate as well as problem solve while maintaining composure and professionalism.

I have enclosed my resume and will call within the week to see if we can arrange a time to speak.

Thank you for your time and consideration.  
Sincerely,  
Signature

**Opening paragraph:** Grab their Attention. Have them at hello! Help them understand why you want to be a part of their culture – their “tribe.” Describe how you show up at work – what professional skills you bring. Show your energy in the words you use and don’t repeat your resume. **Explain why you feel connected to their mission, values, and culture.** You want to tell a compelling story about how you were drawn to the company, their leadership, and vision for the future. This must be compelling enough to keep them reading – this is your hook.

*For example: “What an exciting time to be working at It Cosmetics. With your fierce commitment to innovation you face the challenge of delighting the next million customers through service while improving health, well-being and livelihoods. With a bachelor’s degree in Pharmaceutical Science from St. Louis University, I too am a big believer in leveraging science to improve personal wellbeing. I am especially drawn to embedding research-based health into simple everyday rituals such as daily skin-care routines. I would love to bring this curiosity, as well as the skills acquired from 2 years of hands-on work experience to your Management Trainee program.”*

(Note: try to find the hiring managers name to that you can personalize the letter.)

**Second paragraph:** Pique their Interest.

Highlight how you are a fit based on the job description – tell a story if possible. Connect with the hiring manager to address how you can solve the company’s problems. How are you uniquely qualified to solve the problems they are trying to address.

**Third paragraph:** Why this company? Include one to two sentences addressing why you want to work for this company. Go to their website and find their mission statement and/or other value statements that make this company unique. This shows you took the time to discover more about their company and how you fit the culture. Thank the reader and call them to action – ask for a follow-up.

**Consider a two-column cover letter format in order to cut right to the chase and highlight the problem you solve.**

[Steps for Creating a Cover Letter in a Two Column Comparison List Style](#)

 Power Tips:

- Use bolded headlines to pique interest and make your main point. Your bolded headlines are telling the story and guiding the reader through your page.
- Use simple fonts and don’t use bullet points.
- This is a brief narrative snapshot of who you are.
- Articulate why you would be proud to work with them. Share a personal story showcasing how you live by their values and mission statement.
- Articulate the service you provide – what you do, how you do it and why you’re passionate about this role.
- Don’t overuse “I” – instead focus on the company.

- Show you know the company and that you know what problems this job solves.
- **\*Acknowledge the company’s latest news or awards.**
- Highlight how you add value or how you can address the problem this job solves.

[30 Genius Cover Letter Openings](#) by the Muse – Excellent Resource

[Cover Letter Guide](#)

[3 Step Easy Cover Letter Video](#)

[Crafting a cover letter – LinkedIn Learning](#)

[The anatomy of a killer cover letter – LinkedIn Learning](#)

## **Applicant Tracking System (ATS) - scanning software that scores your resume.**

You can be filtered out on ATS by having too broad of a resume. Be concise and really focus on what you want.

### **A Robot Only Wants the Facts**

The ATS is a machine that reads and analyzes words that match the job description. It doesn’t understand nuanced, emotional concepts. **Make sure you use exact keywords from the job description in your ATS resume.** And yes, that means you will be tweaking your basic resume for every job you apply for online. You need to get the robot’s approval to move forward – this is not a waste of time!

The format of your document is critical to being ATS-ready too. Here are some things to keep in mind when creating a machine-readable resume.

Use	Remove	Upload
<ul style="list-style-type: none"> <li>• Round bullets (no arrows or special characters)</li> <li>• Bold text as needed</li> <li>• CAPS to provide emphasis</li> </ul>	<ul style="list-style-type: none"> <li>• Underlining</li> <li>• Shading</li> <li>• Headers/Footers</li> <li>• Italics</li> <li>• Graphics</li> </ul>	<ul style="list-style-type: none"> <li>• Follow job board instruction</li> <li>• Upload as .doc or .docx</li> </ul>

There are some tools that can help you evaluate the ATS-readiness of your resume:

- [Job Scan](#)
- [Wordle](#)
- [Word Clouds](#)

Give yourself the best chance possible to get your resume into the hands of a hiring manager by customizing it to the job description and optimizing it for an ATS!

**Over 90% of large companies** use Applicant Tracking Systems. These systems analyze resumes and cover letters to surface candidates that best match the position. You can be eliminated

from a role by not having enough of the needed key words. You can also be eliminated by having misspelled words in your resume so always do a spell check.

### [Navigating bias in AI recruiting tools – LinkedIn Learning](#)

#### Power Tips:

- Use keywords from the job description so that you are not eliminated from the search.
- Connect with the recruiter or hiring manager – use LinkedIn to make these connections.
- Get the insider scoop on the company by looking at additional LinkedIn connections.
- Important key words should appear at least 2 – 3 times.

### [How to Beat the Applicant Tracking System](#)

## **LinkedIn Creation & Optimization**

**This is your virtual resume, your networking tool, and your first impression – it cultivates your professional identity and serves as a professional database for our digital footprint.** With over 755+ million members on LinkedIn it is a must in the job search process! This is your landing page to the world – your personal branding tool (brand or be branded)! This is the google search tool for recruiters. Oftentimes, this is the first place recruiters go when considering an applicant.

This is not just your resume – it also tells a story and makes you come to life! Algorithms find key words in your headline, job titles, and skills sections so always use keywords and skill sets that relate to the job or the job you are pursuing. In short, LinkedIn is the most powerful online tool for building your personal brand in support of your goals.

#### **General Optimizing Tips**

- **Declare war on buzzwords.** Buzzwords are adjectives that become almost completely meaningless. LinkedIn found the following terms like ‘specialized’, ‘leadership’, ‘focused’, ‘strategic’, ‘experienced’, ‘passionate’, ‘creative’, ‘innovative’ and ‘certified’ almost meaningless. Just using these words won’t convince people that you have these qualities - you need to demonstrate them in action and by the way you utilize LinkedIn.
- **Turn activity settings off so people don’t see all your changes while you work on your profile.**

To adjust these activity settings sent to your network about profile changes:

1. Click the Me icon at the top of your LinkedIn homepage.
2. Select Settings & Privacy from the dropdown.
3. Click the Visibility tab on the left.
4. Under Visibility of your LinkedIn activity, click Change next to Share Profile Updates with Your Network.
5. Switch the toggle to Yes to share your profile edits or No to stop sharing your profile edits.

- **Create a custom URL with your name so you can proudly post this on your resume and it is easy to find. Add this to your resume, cover letter, etc. Change settings to Public.**
  1. Click the Me icon at the top of your LinkedIn homepage. Click View Profile.
  2. Click Edit public profile & URL on the right side.
    1. You'll be redirected to the Public profile settings page.
  3. Under Edit your custom URL on the right side, click the Edit icon next to your public profile URL.
    1. It'll be an address that looks like [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname).
  4. Type the last part of your new custom URL in the text box. Save.
- Speak in the first-person narrative (never use first-person in your resume).
- LinkedIn Groups and Alumni are a resource that can complement your job search. By joining groups relevant to your profession, you will show you are involved in your field. Most importantly you'll make needed connections and networking opportunities. Connect with people who work at your target companies.
- **Use #hashtags to follow groups and areas you are interested in.**
- Use numbers because they are quantifiable and are the easiest to process and understand. Numbers tell what you did and what you accomplished – your actions. This is your secret sauce!
- Use the platform consistently to draw attention to your profile. You will be seen as a power user while bringing awareness to your profile. When you post a comment or share content the algorithm rewards you for that activity. When you participate and post relevant information about your profession you will see better results. It also reinforces who you are as a professional and shows you are engaged in your career.
- Use bullet points and lead the readers eyes by providing white space and quantifiable results.
- To up your game to the next level, create your video cover story. This is a 30-second introduction that sits behind your headshot.
- Use the Featured section to showcase your best work. Include images, videos, or whitepapers. This turns your profile into a visually intriguing portfolio.

**Photo - Pictures do speak a 1,000 words. People hear what they see.** Make sure you are wearing neutral cloths on a neutral background. Try to light up your face in the picture and make it inviting and warm. Also, make sure your picture is set to “public.” Your face should take up about 60% of the allocated space – no long distance shots.

**Headline – WHY (limited to 220 characters from mobile device – 110 characters from computer)**

This is your why statement and this is prime real estate on profile. What you want to do – the career you are seeking. Showcase your specialty in your headline. An easy way to get some inspiration is by searching for influencers in your industry. Check out profiles of managers, friends and mentors to get a broad range of ideas. Look at their profiles and get additional ideas. **Don't just put Student at SLU. Enter your major or desired career goal.**

Writing your LinkedIn Headline:

- Use industry keywords – separate by using the vertical line dividers: |

- Skill set and keywords in your headline will rank you higher in recruiter searches.
- Your role – quickly highlight your role.
- Unique skills or passions you possess.
- Your desired industry or role you seek.

**Research shows that the number one predictor of being found in search results is your Headline. It should reflect the job you are searching for with relevant KEY WORDS.**

Location (where do you want to work) and Skills & Endorsements are also important in being found through a search.

### **Sample Headlines:**

Aspiring Business Leader | Investor | Finance & Real Estate Major | Graduating 2023

Aspiring Finance & Business Analytics Major | Collaborative Strategist

Finance Student & Aspiring Financial Analyst Seeking Internship | Chaifetz School of Business

Experienced B2B SaaS Inbound Sales Professional | Creative, Adaptable, Daring | Seeking Opportunities in Marketing

### **Banner – Prime Real Estate with Visual Impact!**

Ask yourself, "What does my LinkedIn Banner say about me?" If you answer, "The same ol' tired background many LinkedIn members are using, it's time to think about how you can showcase your unique personality and brand! This is oftentimes the first image people see when they visit your profile - it should reflect who you are, what you do, your brand, and what you care about. This is your **BILLBOARD**. Create one that is meaningful to your target audience and/or showcases your brand message. **Gain inspiration and other ideas by looking at other people in your industry.**

LinkedIn is by design a mostly-text platform which is why you should take every opportunity to use logos, photos, and images to reinforce your professional brand. What else can you do to improve your page in 30 seconds or less? Update your PRIME REAL ESTATE by rethinking your banner cover photo.

[Some examples of sharing your passions include pictures of you: doing volunteer work, presenting at an event, taking part in an event, traveling \(semester abroad\) or use graphic elements that are on point. Also consider using your favorite quote, your elevator pitch or goals in two lines or less – again stay on point.](#)

**\*Finance Banner images to download: <https://klaxos.com/linkedin-background-images/>**

LinkedIn Banner images for every industry: <https://lnkd.in/e4U7Z3Zm>

For more inspiration: <https://www.resumepilots.com/blogs/career-advice/linkedin-background-photos>





**About Section (formally called Summary) – WHAT!** 2000 characters or 150 to 350 words  
 Your About will be the most-read version of your profile. **Lean into your story** by crafting an authentic description that sits at the intersection of likability and credibility. Make sure the first couple of lines are magnetic and draw them in to read the full text. **This is your 30 second elevator pitch – it’s a summary.** It answers the question, “How do you perform your best work?” What’s your ideal work environment/role? **This defines your values or how you grew as an individual. It should be a true introduction to you that’s succinct, communicates to your mission, key skills, and your experience. It should also feature any key words that are relevant to your industry.** You can also list your technical skills in this area. This is your time to set yourself apart so showcase your career accomplishments and goals.  
 (While your headline can be your why statement, this should be your what statement.)

**Sample About Statements:**

<https://examples.yourdictionary.com/best-linkedin-summary-examples-for-students.html>

**Sample About, Banner, and Headline Statements:**

<https://www.socialsellingcoach.ai/10-stunningly-good-graduate-student-linkedin-summary-examples/>

**Experience/Skills**

Use your experience section to highlight your best work because you only get 3 lines and then you get a “see more” section. **Keep the “Main” Sections shorter than your resume – assume people are reading it for just a few seconds per job listing. Pick your top 3-4 bullets from your resume per job. Above your bullets, consider including a one-sentence description of your work.** Showcase volunteer work and accomplishments to compliment your story and personality. You can also create exhibits to highlight your best work: PowerPoint, flagship projects, publications, and projects you loved.

**Recommendations and Endorsements**

Leverage endorsements, recommendations, and group memberships. This is buried deep in your profile but it can once again compliment your story. Having a recommendation from a manager or coworker can make you stand out. Recommendations are a powerful form of social proof about your abilities to deliver results. It speaks to your personal traits, skills, and how



others have trusted you. Social proof shows results and engagement with real people – not just testimonies. It dramatically increases your credibility and authority.

Skills & Endorsements. Include your 3 most important skills to the top of this section to encourage people to endorse these skills. Focus on the profession that you want and delete words that don't pertain to the role you seek. Endorse other people to encourage them to do the same.

### Projects Section

This area will allow you to add major projects that you've completed as part of your studies or work experience. As most employers expect a strong sense of teamwork and collaboration from new graduates, the Projects area is a great place to note your experience with teams of classmates.

LinkedIn allows you to enter Project details such as the Name of the effort (which may simply be the name of your class), The following examples show Projects added as part of a college curriculum:

#### ***Graduate Market Research Study (Marketing Management Course) 2020 – 2021***

*Produced the first of several demographic studies supporting the goals for XYZ Company's new campaigns. Analyzed new market potential in Europe and the U.S., with results and trends mapped in Microsoft Excel. Worked with team members to present findings over several course periods.*

### LinkedIn Alumni Tool

Go to [www.linkedin.com/alumni](http://www.linkedin.com/alumni) and the LinkedIn Alumni tool will recognize your school from your profile and redirect you right to the alumni tool for your alma mater.

First, go to LinkedIn and search for any college. Next, find the "School" page of the college (not the "Company" page) and click it:



That will take you to the school's LinkedIn homepage. In the right hand menu, under the "Follow" button, you'll see several tabs. Find the "Alumni" tab and click on it: Now you'll have access to the LinkedIn Alumni tool's search functionality for that school where you can access anyone and everyone who went there!

### Alumni Email Template

*Subject: Quick Question From A Fellow [School] Alum*

*Hi [Name],*

*My name is [ Name] and I'm a [School] alum who's interested in [Mention Career Goal]. I found your information while I was looking for people who [Insert Professional Reason]. Your experience really stood out to me, and I was excited to see that we both went to [School].*

*I'd love to learn more about your experience at [Company/Industry]. If you have a few minutes to chat or connect via email, I'd be really grateful!*

*That said, I know this is a big ask coming from someone you've never met so I completely understand if it's too much right now. Either way, have a great rest of your week!*  
**Best, [Your Name]**

### **Networking on LinkedIn**

Your network in your Net Worth! Networking is a constant process; the worst time to start is when you need something so stay active on LinkedIn. Shape your career on your ability to make personal connections with other people. A group of casual acquaintances can be a link to an entirely new network of fresh ideas, personalities and friends. While social networks can include hundreds of people, usually just a few of them serve as the conduits to most of the others. These "super-connectors" also serve as the main hub to other networks.

### **Get Social with this “Social” Media Platform**

You need to communicate with your connections to solidify your community, or tribe. There are many ways to engage with your connections. Here are some examples:

- Direct messaging your connections – make it personal and friendly.
- Writing posts to express your views.
- Share articles that will be of value to your connections.
- Create videos, if you're daring.
- Writing your own articles (Newsletter tool) and using LinkedIn as a vehicle or writing directly on LinkedIn's Publishing feature. (This feature is found in the link to post a new story.)
- At the very least, reacting to your connections' posts: like, comment, or share.
- Personalizing new connection requests with the reason you wish to connect and how you hope to help that person through the connection
- Searching for Recruiters, HR professionals and potential hiring managers at your target employers. Following and/or connecting with these individuals and then engaging with their posts.  
This will not only increase your visibility to these hiring authorities, but it can also make your profile easier for them to access (since you will be a 1st or 2nd degree connection).
- According to LinkedIn, achieving “All-Star” status increases your likelihood of receiving job opportunities by 40X. You can move your profile to this level by: 1) adding a profile picture, 2) having a headline, 3) listing your industry and location, 4) filling out the Experience section, 5) adding at least 5 skills, 6) writing an About section, 7) completing the Education section and 8) adding at least 50 connections.

If you don't engage with your connections, you 'll be forgotten. Out of sight, out of mind, as they say. As well, you get more views when you engage with your network.

### **A note on building rapport on and off LinkedIn**

The ability to make effective small talk will help you establish rapport and make a positive impression. I believe that being a fluid talker is one of the most important factors in the success of school graduates. Dale Carnegie, who wrote the must-read book, **How to Win Friends and**

**Influence People**, discovered the power of great conversation. His simple approach teaches people to be good listeners, be sincere, let others do most of the talking, smile and be honest.

While we spend thousands of dollars on education we must invest in personal and professional development – including our interpersonal skills.

Meeting new people is challenging, but never make a cold call. Instead make a "warm call," starting with an introduction from a common contact. You have to view getting to know new people as a challenge and an opportunity. In a warm call:

- Establish your credibility by mentioning your contact or your relevant previous work.
- Clearly explain why your call is valuable to the person you are contacting.
- State your willingness to meet with the other person at his or her convenience.
- If you cannot set a specific meeting, formalize the next step in your business.

### **Sample Messages**

- *Dear Jim: [Introduce yourself and your relationship to the person referring you]. My name is Taylor Billiken. My friend Diane Miller may have mentioned that I was going to reach out to you? [Purpose of the email]. I'm presently working in commercial lending, but hoping to transfer my skills to economic development. [Mention why they are an especially great connection for you]. Given your work with the Chamber, Julia said you might have some insights and suggestions for me.*

*I was hoping you might be willing to spare a few minutes to meet with me to chat about your experience? Hearing your perspective would be so valuable to me at this stage. [Request the meeting] I promise that I won't take advantage of your time. Thank you in advance and I look forward to hearing from you.*

All the best! [name]

- *I'm a college senior interested in working in marketing. For the last year, I've been following your work with Abstrack Marketing and it's really impressive. I particularly loved your recent post on navigating social medica. If you ever have 20 or so minutes, I'd love to hear more about how you started working in this field and what skills you believe lead to success. All the very best! [name]*
- *Hi [name] – I see you work in marketing at L'Oreal. I'm impressed by what I've heard about the company, and I'm eager to get an inside perspective on how you like working there. I'd love to connect here on LinkedIn and learn about your experience there if you are open to it. Thanks! [name]*

### **When they say yes:**

*Thanks so much for responding to my email and agreeing to speak with me. So, to confirm, I'll call you at 3 p.m. CT on the 12th. What's the best number for me to reach you? I look forward to talking to you then.*

## #Hashtags for Networking and following relevant content

Using hashtags helps you increase your reach and get your posts in front of people outside your immediate LinkedIn network without being connected. You can also connect with other like minds who share your passions. Click on the hashtag to see what others have posted and comment on their posts. If you love what they share, send them a connection request with a note. This is how you build your network and meet new people.

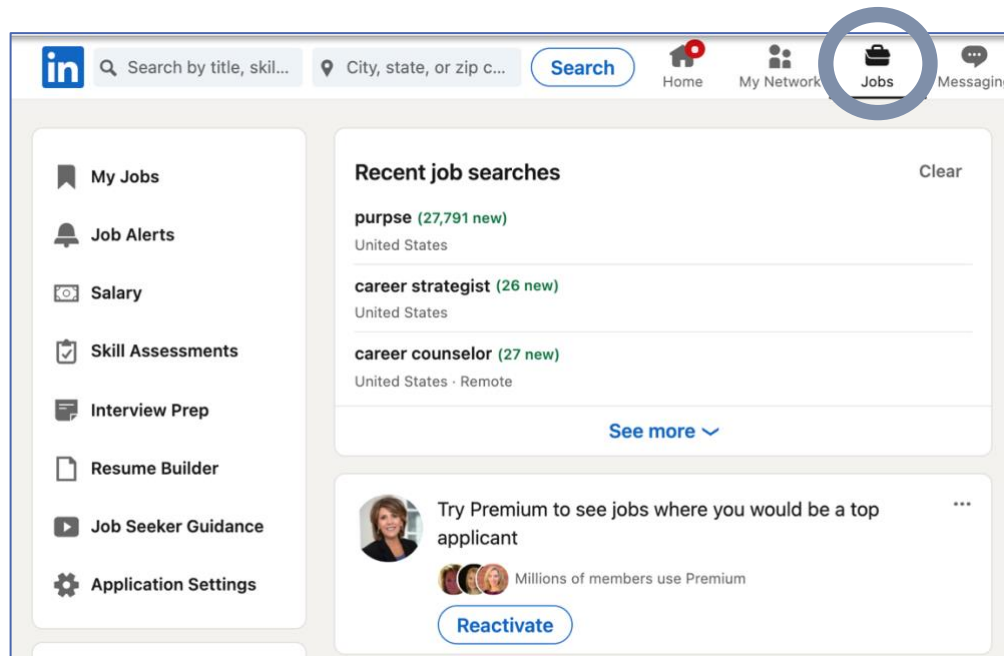
- Type any hashtag into the search bar - you will get a list of relevant people, companies, groups and posts along with the number of followers.
- Use from 3-5 hashtags for each post.

Great article on the top LinkedIn Hashtags:

<https://medium.com/@mlattuga1/top-linkedin-hashtags-2020-800f3e0baf84>

## Jobs Section and Career Preparation

Create job alerts, research salary, skills assessments, get career advice, and practice interviewing via video with included feedback.



## QR Code from Your Mobile App – a Simple way to View & Share Profiles

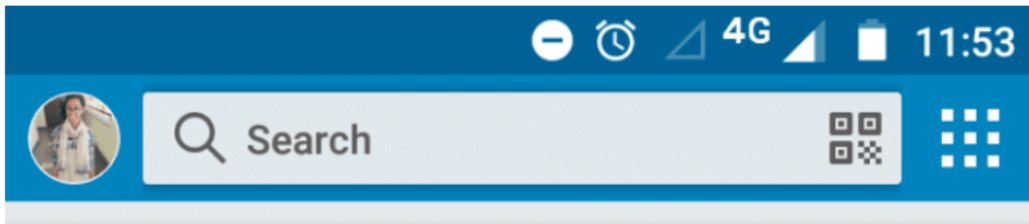
A LinkedIn QR Code, when scanned, redirects the end-user to the encoded LinkedIn profile. The main purpose of a QR Code here is to make it easier for the end-users to take an action. This is particularly useful to show your professional portfolio to potential recruiters and connections.

*Important: download the most current version of the LinkedIn mobile app.*

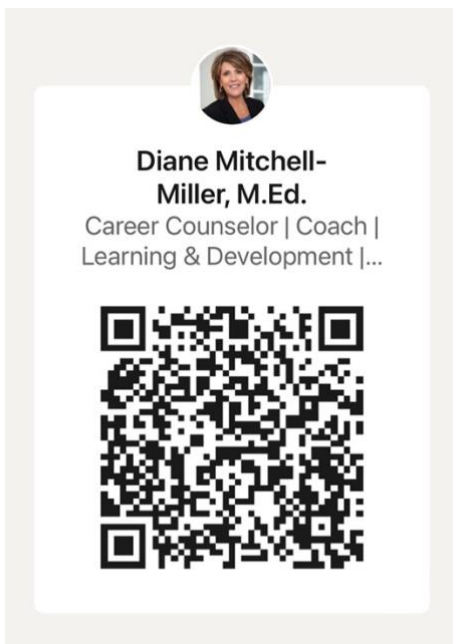
### To find your QR code:

1. Open the LinkedIn app on your mobile device.

2. Tap the QR code in the Search bar at the top of your LinkedIn homepage.



3. Tap the My code tab to find your QR code.
4. You can tap:
  - Share my code to share your QR code via message, email or other third-party apps.
  - Save to photos to save a copy of your QR code to your mobile device's photo gallery.



#### To scan a QR code:

1. Open the LinkedIn app on your mobile device.
2. Tap the QR code in the Search bar at the top of your LinkedIn homepage.
3. Tap the Scan tab.
4. Hold your mobile device directly above the LinkedIn member's QR code that you'd like to connect with.
  - You can also tap Scan from photos to select a QR code that you've previously saved to your photo gallery.

**Note: add your QR code to a professional business card to be used at networking events.**

#### More Helpful Resources (I have attempted to find the best of the best)

[How to Ask for LinkedIn Recommendations](#)

[31 Tips on How to Use LinkedIn in Your Job Search](#)

[How to make Better Use of your LinkedIn Profile](#)

## Online Reputation and Social Media

Social media has become an important communication tool in work settings. Through social media, you can learn about trends, get in touch with new audiences and deepen your connections with old ones. Social media also help you build your image and increase your online visibility. If used in the right way, these social media platforms can help boost your career or business.

Just about everyone knows how to use search engines, so be aware that prospective employers may google search you before they make a hiring decision. And even a current employer may check your online reputation, so find out how to boost your [social media profile](#).

Twitter – twitter is a massive social networking platform. Many people use Twitter to follow friends and celebrities, but it can also be used to keep up with important trends and people in your industry. Follow influential people, industry blogs, businesses that interest you to be sure that you never miss an opportunity. The platform allows you to receive and send out short, pointed messages in real time. The Twitter Polls feature allows you to engage with customers and receive instant feedback on your products. You can boost your company’s visibility by participating in hashtags relevant to your product.

Facebook – use your personal Facebook profile to connect with people in your field, share relevant information and get the word out when you want a new job. Creating a Facebook personal or business page allows you to connect with more people.

[How to use Facebook for Networking and Job Search](#)

Instagram – this is another important must have in your job search. This tells what you are all about – what’s your why. These are the things that are important to me – quotes, values, your purpose. A premier visual tool, the site has become an indispensable marketing for both small and big companies. As a job-hunting tool, the site lets you get a feel for different companies and their work cultures and helps you find out about important influencers in your field.

Snapchat – this network is particularly trendy among millennials and younger people. If your target group is within these segments, you may want to check out Snapchat’s business guide and the site’s advertising options.

TikTok – this can be another way to create your brand and post relevant videos and posts. They also have a new Resume Platform.

## Networking – Your Net Worth!

**Your network is your net worth!** Most people today don’t find new jobs through classified ads, social media, or the internet. Instead, the best way to find a great position is to work with your

network of connections. How many job applications you fill out doesn't matter; it's how many people you know who can help you. Many companies and professional firms also rely on personal connections to generate new clients and customers.

According to a [2016 report from the U.S. Bureau of Labor Statistics and Yale University](#), 70% jobs are found through networking. If you want to boost your chances of getting hired, you need to be focused on those who can really help you get an interview. When embarking on the job search, experts suggest that 60% of your time should be spent connecting with professionals. 30% of your time spend researching opportunities and 10% sending resumes to contacts.

**Never stop networking and investing into the people you know. Don't wait until you are actively job seeking.**

#### **Other sources of networking:**

##### Meetup

Through meetup.com you can meet and connect with local professionals in your industry. Search for a group of like-minded people or start your own meetup group. This is a great way to stay connected and keep up with others in your line of work.

Read this article for more information on connecting with friends and family: [Contact Friends and Family](#).

## **Email, LinkedIn, and Other Correspondence**

Job searching involves a whole lot of email. Reaching out to a LinkedIn connection about an open position. Emailing the hiring manager your well-crafted cover letter and a link to your portfolio. Writing (and deleting, and rewriting) yet another follow-up email.

And that's pretty daunting. After all, a great email can open doors—and a bad one can slam them shut and get you sent to the spam folder forever.

Link to the following article on crafting the perfect letter:

[Email and LinkedIn Templates for Job Search](#)

## **Career Books, Podcasts, and Ted Talks**

### What's Your Type of Career? by Donna Dunning

She closely examines the impact of personality type on choosing a positive career path and has concluded that personality type continues to affect your professional success even after you've found the right job. In this guide, she explores that premise in depth by offering an abbreviated Myers-Briggs personality type test and then explaining how your natural preferences influence your work performance.

[What Color Is Your Parachute](#) by Richard N. Bolles

The best-selling career book of all time, What Color Is Your Parachute is revised every year to provide a blueprint for career change.

[Never Eat Alone](#) by Keith Ferrazzi and Tal Rhaz

Your network is your net worth. This book shows you how to add to your personal goals with better networking and bigger relationships.

[Lean In](#) by Sheryl Sandberg

Lean In is Facebook chief operating officer Sheryl Sandberg's bestseller addressing leadership, success, and women's role in each. It is both personal and practical, and an inspiring read for the modern workplace.

[Unlimited Power](#) by Tony Robbins

A classic personal development book, Tony Robbins outlines strategies for using your own mind to achieve success. It is cited by many successful businesspeople as having a large influence on their careers.

[Drive](#) by Daniel Pink. The Surprising truth about what motivates us.

[The Art of Work](#) by Jeff Goins. A proven path to discovering what you were meant to do.

[Mindset](#) by Carol S Dweck. How we can learn to fulfill our potential. Video presentation.

[Grit: The Power and Passion of Perseverance](#) by Angela Duckworth

Devote yourself to continuous improvement and achievement – practice with great effort.

[Is Your Genius at Work?](#) by Dick Richards.

Through dozens of compelling stories of people who have realized the transformative power of finding their genius and ultimately your life's purpose. It draws inspiring wisdom from ancient philosophies, spiritual traditions, modern sages, and the author's twenty years of research and study to help you define and give name to your genius and discover how to bring your genius wholly alive through your life and work.

[Transitions](#) by William Bridges.

[Do What You Are \(2015\)-](#) - **Discover the Perfect Career for You Through the Secrets of Personality Type** by Tieger and Barron

[Raving Fans](#) by Ken Blanchard and Sheldon Bowles.

This is a quick read in parable format. You don't just use stellar customer service skills, you create raving fans. You can use this concept to further your leadership and use as a topic during your interview.



[Start with Why](#) by Simon Sinek

## **Ted Talks and Other Videos**

[Start with Why](#) by Simon Sinek. Simon's Why: "To inspire people to do what inspires them so together each of us can change the world for the better." Our careers begin by designing your WHY Bring your why or your cause for life keeps you inspired.

[How to find work you love](#) - Scott Dinsmore

Let Scott Dinsmore, notable entrepreneur and adventurer, inspire you to live your life passionately. Learn how to develop the right skills, do what frightens you, and get involved with people who motivate you to improve, so that you can live your best possible life.

[What makes us feel good about our work?](#) - Dan Ariely

Psychologist Dan Ariely uses interesting experiments to show how money isn't the best motivator for workers – people require meaning and identity to be happy, not cash. Further, a happy worker is a productive worker, so a world where jobs have meaning is a world where people work diligently and efficiently.

[The happy secret to better work](#) - Shawn Achor

As psychologist Shawn Achor explains, our brain works better when it is happy. If you put your goals ahead of your happiness, achieving your goals won't make you happy. People whose positivity is reliant on success are going about it backwards – you should be happy before finding success, so that you will remain happy afterwards.

[Why you will fail to have a great career](#) -Larry Smith

Let Larry Smith motivate you to pursue the great career you have always wanted. In this TEDx talk he discusses the difference between a good career and a great career, the difference between passion and interest, and the excuses you make that keep you from your dreams.

[Why We Do What We Do](#) - Tony Robbins

Motivational speaker and author Tony Robbins gives an inspiring talk on why people do things and how, with enough discipline and emotion, they can be successful.

[You can also visit Tony Robbin's Website to discover what drives you.](#)

[Steve Jobs' 2005 Stanford Commencement Address](#) - Steve Jobs

Steve Jobs, of Apple and Pixar fame, on loving what you do, living passionately, and never settling.

[Books for 20 Somethings](#)

## **Online Job Search Sites**

Go directly to company websites and create an online profile in order to get job updates and then easily apply. With smaller companies, you may be able to find listings that are not advertised anywhere else.

### **Glassdoor**

Glassdoor is a free jobs and career community that offers an inside look at jobs and companies. Employees and job seekers can anonymously review their companies, interview experiences, CEOs, salaries, and more.

### **Indeed**

This is the #1 largest job site. It is a Google-like search engine for jobs and one of the most efficient sites for surveying job listings, since it aggregates information from job boards and company listings. An advanced search function enables users to drill down on a location, keywords and salary range

### **LinkedIn**

LinkedIn –Stay in touch with and reach out to people within your line of work. Use the website’s search features to find jobs or people who may be able to get you one. Meanwhile, any company can create its own LinkedIn page and use it to build a customer network, advertise its product and recruit new talent.

**You can now search for remote jobs on by entering “remote” in location.**

### **Idealist**

For nonprofit or more altruistically-driven organizations, Idealist targets job seekers looking to devote their careers to a cause that aligns closely with their values. Their mission is “To close the gap between intention and action by connecting people, organizations, ideas, and resources.”

### **WeWorkRemotely**

WeWorkRemotely targets telecommuting workers. What makes this site different is that job seekers tend to be more skilled freelance/remote workers. For that reason, job postings start at \$299 per job, with the option to pay more for premium placement.

### **[FlexJobs](#)**

Find remote, hybrid and flexible jobs.

### **Dice**

With the growth of software engineering, SaaS (software as a service), and artificial intelligence, demand for tech workers is at an all-time high. Dice specializes in targeting qualified tech job seekers. Job postings begin at \$400 per job, with lower rates per job as employers post additional openings.

### **Angellist**

AngelList is the #1 startup hiring platform. Startups come here first to build their team. Browse companies and tell startups your story, and apply to any job you're interested in.

## **Online Career Information Sites**

### **About.com/Careers**

Owned by *The New York Times*, About.com offers a wealth of free information for job seekers and those looking to advance their careers, including articles about everything from how to get along with your boss to questions not to ask an employer during an interview. The site links to job listings powered by Indeed.com.

### **CareerBliss.com**

CareerBliss is all about helping people lead happier lives by finding happiness in the workplace. The job information-hub offers free resources, like its “happiness assessment” developed by experts, a database of 6.5 million salaries, 600,000 company reviews, and 3 million job listings.

### **CareerBuilder**

Access career resources, personalized salary tools & insights. CareerBuilder is one of the biggest online job boards. The site helps employers refine and target job descriptions to attract talent.

### **Career Girl Network**

Career Girl Network provides information and resources to women, as well as the opportunity to build a network invested in their success. With hundreds of original articles each month from writers who know the world of personal branding, dressing for success, interview tactics, and other tips for success.

### **Salary.com**

Trusted data and the intuitive software you need to make compensation decisions with confidence.

### **The Wall Street Journal Careers page**

This site is packed with free content aimed at job seekers and those looking to advance their careers. It also includes a link to the Wall Street Journal’s financial jobs website, FINS, and a link to the “At Work” blog.

### **Employment Statistics and Trends**

The U.S. Bureau of Labor Statistics provides a selection of useful reports on employment statistics and forecasts.

**Occupational Outlook Handbook** - 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.

## Other Online Resources to Begin the Journey

[Firsthand](#) (formally Vault) all things related to career with sample interview questions, resume samples, and more. This is a great place to start your career journey. Most colleges have free access.

[Jeff Su](#) – YouTube Channel with interviewing tips, negotiating strategies, LinkedIn tips, Personal Branding, and marketing tools. Very fun and well-done – also concise and to the point.

[Work it Daily](#) – all things related to college and career

[How to Make a Career Change in Your 20s](#)

[How to get your dream job in 30 days:](#)

I love anything from Alison Doyle. She also created the website career toolbelt – a wealth of information on anything career.

This is a also great website to begin your career exploration. Tips on resume writing, resume templates, social media, interviews, assessments.

[The Balance Careers](#) makes navigating your career easy. It is home to experts who provide clear, practical advice on job searching, resume writing, salary negotiations, and other career planning topics. Whether you're looking to find a new job, advance at your current position, or explore new paths, our 20-year-strong library of more than 10,000 pieces of content will help you take your career to the next level.

## Understanding the World of Work and Labor Market Information

Your choice of an occupation should be a fit between your personality, interests, values, aptitude, and knowing labor market information/job outlook.

Data about labor supply and demand, job outlook, earnings, employment and unemployment statistics, and demographics of the labor force comprise is known as labor market information. The [Bureau of Labor Statistic \(BLS\)](#) collects and analyzes statistical data about the labor market in the United States. Many other countries also have similar agencies.

If you are just beginning the career planning process, labor market exploration is invaluable. It answers many questions including geography information, training requirements, future opportunities, and wage estimates. You can use BLS's National Occupational Employment and Wage Estimates to find information for over 800 occupations.

Visit the [National Occupational Employment and Wage Estimates](#) page and select the interested occupational group and then choose the specific occupation. This will take you to employment estimates and mean hourly and annual wage estimates. Median, 10<sup>th</sup>, 25<sup>th</sup>, 75<sup>th</sup>

and 90<sup>th</sup> percentiles are also provided. You can also see which industries employ the most people. You can also expand this information to other cities and states.

## What does the future hold?

The BLS predicts how the labor market will change between a base year and a target year – 10 years away. This data is called the outlook and can be very insightful as you set career goals. You can use the Selected Occupations Data tool to access a database of occupations, education, and training categories. The data will include the following: total employment, employment change, percentage of workers in this occupation, job openings, median annual wages, and most significant source of post-secondary education/training.

The BLS also publishes lists of the [fastest growing jobs](#), fastest growing industries, and occupations the agency predicts will add the most jobs.

**Occupational Outlook Handbook (OOH):** The BLS publishes this career encyclopedia which contains some of the information discussed on page 1, but for fewer occupations. You will find employment, earnings and projections data for about 250 occupations. The OOH also includes extensive descriptions and education/training and experience requirements, as well as information about advancement opportunities. It is revised every two years.

**Career Guide to Industries (CGI):** This BLS publication is helpful if you want to learn about a particular industry and find out what occupations it employs. Find out about earnings, training requirements and advancement opportunities as well as job prospects and working conditions.

**O\*Net Online:** This interactive tool for exploring occupations is sponsored by the US Department of Labor/Employment and Training Administration and developed by the National Center for O\*NET (the Occupational Information Network) Development. It covers an extensive number of occupations and includes BLS data and detailed descriptions.

## Combatting Stress and Disappointment from Job Searching

[How to Deal with Job-Search Depression](#)

[Ways to keep going when the job search gets you down](#)

[The Psychological Impact of the Job Search](#)

[Why Job-Hunting Depression is Real and What to do about it](#)

## How to ACE the Interview

Interviewing for a new job can be nerve wracking. What happens OUTSIDE the interview is what wins the interview.

***“Every battle is won before it is ever fought” — Sun Tzu***

Use a job interview as a research opportunity and a chance to define yourself as the solution to an employer's problem. Tune in to a mind-set of abundance and consider how you might use it to hurdle adversity. Think of ways to express the parts of yourself – your talents, aptitude, and personality – express how you can contribute and be the answer to what they are seeking.

**Visit the company's website and research the growth, vision, and mission statement.** Many also have value statements. Use these core values during the interview in order to convey you did your research. Speak their language. **Remember many companies hire for culture, and train for skills. You need to show you're the best fit for values and culture.**

**Hiring managers are looking for 3 things: are you competent, are you passionate, and do I like you. In addition, they judge you on:**

Personality – do you fit the culture.

Expertise – do you have the right skillset and aptitude.

Salary – does your expectation fit their budget.

### **How to show up to your interviews - FACE Acronym**

F : FOCUS your experience stories on what they care about (determine from your research).

A: ASK what problems they are trying to solve – use the job description to determine this.

C: CREATE 3-5 experience stories that illustrate your attitude and accomplishments in the context of their problems.

E: ENERGY. Show passion and personality - smile.

Traditional interview questions gather information about your goals, motivation, and why you are interested in the position.

### **Common questions:**

- Tell me about yourself?
- What are your greatest strengths? This is highlighting your skills and personal attributes – use the job description for this question.
- Why are you interested in this role? (Are you a fit – did you do your homework about the company.)
- Share an example of a time when you faced a difficult problem at work. How did you solve this problem?
- Describe a time when you were under a lot of pressure at work. How did you react?
- Tell me about a mistake you've made. How did you handle it?
- Tell me about a time you worked with other departments to complete a project.
- Share an example of a time when you failed. What did you learn from the experience?
- Tell me about a time when you set and achieved a specific goal.
- Describe a time when you had a conflict with a colleague. How did you handle it?
- Have you ever had to motivate others? How did you do it?
- Where do you see yourself in 5 years?
- What is your preferred management style?

- What are your salary expectations? [Watch this video](#) for a thorough overview regarding this topic.

## Common Interview Questions

### Tell me About Yourself?

This is the most common interview question and so vitally important in the interview process. Don't start with something personal or launch into their life story – this is not the time to talk about Grandma Lucy or your trip to Cancun. Succinctly and clearly highlight who you are as a professional while sounding natural and spontaneous – leave room to personalize your answers. Understand the job description and reiterate keywords from this description to tailor your answers to the role. You must fulfill what they are looking for in a candidate.

### Who you are.

- 1-2 big picture sentences introducing yourself professionally - the skills and experiences that make you the ideal candidate for the job.
- Let them know the title of your current role or an overarching statement of what kind of professional you are. Do not go back to beginning of resume – tell them how they want to see you.

EX: "I'm an experienced and SHRM certified HR executive who has managed all aspects of the HR function from recruiting to training."

*If your current role is not in line with the role you are interviewing for make sure you prepare a good "through line." Commonality between your current experience and the role you are applying for to connect the dots.*

### Why you're qualified (your highlight reel) and how you solve a problem or alleviate pain.

- Share 2-4 of your biggest selling points that make you stand out based on the role you are interviewing for – use quantifiable achievements if possible.
- Use key accomplishments tailored to the job description. This is your proof of performance – not a summary of duties. (You can also use education, volunteer work, personal projects.)

EX: "I was promoted within 2 years." "Provided high touch support to power users."

### Why you are here.

- 1-2 sentences about why the role and the company are compelling opportunities for you and how you are using this passion to solve a bigger problem.
- Show you are qualified & passionate. *Share your purpose/why statement.*

EX: *"This opportunity caught my attention because what you're building in the renewable energy space is exactly in line with my passion and my expertise. With my range of experience, I see this as a chance for me to make an impact and add tremendous value to the company and the team."*

Note: Don't go point-by-point through your work and education history. They have your resume.

Putting it all together: *“I have more than 5 years of experience as a technical project manager at top wall street companies. Most recently, I helped develop an award-winning new training platform. I’m a person that thrives in a fast-paced environment so I’m looking for opportunities to apply my technical expertise along with creative problem-solving skills at an innovative and customer-centric software company.”*

[3 Steps to Answer the Question, Tell Me About Yourself](#) by Madeline Mann (with examples)

### **Why Should We Hire You?**

Another very common interview question. This is the perfect time to address the specific job requirements of the job. You can add: “I’m glad you asked me that question. As I understand it you are looking for someone who...” Go through the list of requirements and answer the problem they are seeking to resolve or address.

### **What are your strengths?**

What NOT to Say: “I am a good learner, adaptable, work well with people, and have a strong work ethic.”

Why this is a weak answer: You are starting with the soft skills rather than with the hard skills; they expect you to already have these. It’s like saying, “I breathe.”

### **What to Say: Highlight the skill, then describe how you are strong at it! For example:**

- “There are three strengths I’d like to share with you today:”
- “One, I’m analytical. I have excellent attention to detail and am proud of my accuracy and analytical skills.”
- <Include two more>

### **What are your weaknesses?**

What NOT to Say: “I don’t have any.” “My strengths, when taken too far, are my weaknesses.” “I get nervous speaking to over 1,000 people,” yet you are interviewing for a developer position who gives no speeches.

Why is it a weak answer: It shows a lack of self-awareness and humility. We all have areas of improvement and should be learning to correct them.

### **What to Say: Turn a negative into a positive by saying:**

- “I’m working on the following two areas of improvement:”
- One, I used to triple-check every item in a spreadsheet; now, I try to limit my reviews.
- Two, being organized wasn’t my strongest point, but I implemented a time management system that really helped my organization skills.

## **Behavioral Interview Questions**

Many employers use a behavioral interview style of questioning to see how you respond in different situations. The intent is to understand your past behavior which is a good predictor of



future behavior. These questions often begin with “Tell me about a time when...” Utilize the SAR method (situation — action – results) to best respond.

**S** – Situation: briefly explain issue in a construction way. (Spend the least amount of time on this area so that you can highlight your actions and results.)

**A** – Action: how did you address the situation. (This indicates your fitness for the role.)

**R** – Result: emphasized what you learned and how you contributed.

[Great Video on Indeed about the Sar or Star Method.](#)

Strengths + context and story when highlighting strengths you brings to the role.

### **Common questions:**

Give me an example of a time you faced a conflict while working on a team? How did you handle that?

Describe a time when you struggled to build a relationship with someone important. How did you eventually overcome that?

Give me an example of a time when you did not meet a client’s expectation?

Tell me about a time when you made sure a customer was pleased with your service?

Think of a recent work conflict or crisis you successfully managed?

Tell me about a time you failed? How did you deal with the situation?

Tell me about your proudest professional accomplishment?

Tell me about a time you were dissatisfied in your work. What could have been done to make it better?

Example SAR:

Have you ever had conflict with a co-worker or student?

“I had a co-worker that I made a habit of avoiding ... it finally got to the point that we could not effectively work together. I decided at that point to focus on what I could do to make relations better, going out of my way to know more about my coworker. I started to see their point of view, which led to barriers breaking down. Now we have a strong relationship that has led to more success for both of us.”

### **Closing the Interview**

#### **Do you have any questions for me?**

Always ask questions and have them prepared. This is a great time to interject with the company’s value and mission statements. This is also a time when you continue to highlight your skills and the research you have done on the company.

What NOT to Say: “No, I’m good.” “How much does the job pay?” “Can I work from home?” “How many vacation days will I get?” “What is the company’s five-year plan?”

Why is it a Weak Answer: If you have no questions, you are not interested or have not done any research, or you are unprepared for this interview. Do not ask financial/benefits questions. To

avoid unconscious biases or judgments, do not disclose personal or special needs until you have an offer in hand.

### **Possible questions:**

**What would it take to exceed your expectations or thrive at this position?**

**What's your favorite part of working for this company?**

**What are the company's values? What characteristics do you look for in employees to represent those values?**

What is your management style? Who would I be working most closely with?

How have people succeeded in this role? How are performance reviews completed?

What is the timeline for this position?

What do the day-to-day responsibilities look like?

Are there opportunities for professional development?

What is the most challenging aspect of this role?

Is there anything about my background that I can address?

Closing the sale: "I want to share that I am passionate about this position and hope I have your support to proceed to the next level of the interview process." (It's not a question, but it is a very strong closer to your encounter.)

### **Additional Video Training:**

[Jeff Su YouTube Channel](#) (See Tell Me About Yourself)

[6 Ted Talks to Watch Before an Interview – Excellent!](#)

[What are Your Weaknesses Interview Question](#) by Linda Raynier

[How to Look Confident](#)

[The Ultimate Guide to Answering the Most Common Interview Questions](#)

[Everything You Need to Know About Answering Behavioral Interview Questions](#)

### **Informational Interviews**

Informational interviews or "phone or coffee chats" are a great way to learn about careers in different industries and a great way of networking. The purpose of an informational interview is to gain firsthand experience about career opportunities, skills needed, and more objective details on a particular position. You should never use these interviews to ask for a job.

### **Possible Questions to Ask:**

About the Role/Career:

1. What background and experience prepared you for this role?
2. **What are the top skills and personal characteristics you believe are needed for success?**
4. What are your biggest challenges?
6. What are the possible career paths for the future?
7. If you were speaking to yourself when you started in your role what advice would you offer?
8. Now that you know a bit about me, who else would you recommend I speak to?

### **About the Company/Industry**

1. How would you describe the culture?
2. What would a new hire want to know about this organization as an employer?
3. Where do you see the biggest opportunities in this industry?
4. What are some changes on the horizon here or in this industry?
5. What's your favorite aspect about working here?

### **Virtual Interviews**

This has become common place and will only continue to grow. Keep this simple fact in mind, people hear what they see! So really think through and prepare yourself and your surroundings including a professional background and lighting.

### **Creating proper surroundings, lighting, and setting the stage**

- Arrange a professional background – uncluttered and avoid anything distracting.
- Prepare your lighting. It's best to have the natural sunlight coming in from the front of you. Purchase an inexpensive round light to properly illuminate your face.
- Prepare your sound – purchase an inexpensive microphone or lavalier microphone to make your voice stronger.
- Turn off all email alerts, etc. so the interview is free from outside noises.
- Don't use a swivel chair – stay locked in focus.
- Know how the software works and make sure it works.
- Test your video and audio quality. Buy equipment if you need to. Audio is just as important as the video quality.
- Make sure you have good lighting and an uncluttered background. You can purchase a ring light on Amazon for about \$25. It is well worth the expense because of the how the lighting brightens up your face.
- Drag the picture of yourself closer to the camera so it looks like you are looking at the person. Make sure it looks like you are looking directly at them by looking at camera.
- Always look a little up at the camera for the best angle.

### **Presentation Tips**

- Send a thank you note or LinkedIn InMail after every interview including the phone interview. To do this always remember to get their contact information.
- Come across as friendly, calm, and approachable.
- Smile while you speak when appropriate – practice this in advance.
- Recruiters like seeing people that they could have a drink or coffee with – someone that is interesting and engaged.
- Practice. Practice. Practice with another job-hunting friend or mentor. You. Can also use online programs like Big Interview.
- Prepare in advance – trial run your computer and software in order to assure everything works.
- Arrive 5 minutes early in order to test everything and be prepared.
- Be very intentional with this process – share stories that highlight what they are seeking.

[Fifteen Amazing Tips to Look Good on Zoom](#) article and videos by Vanessa Van Edwards.  
[How to Look Good in Video Calls](#)  
[Free Video Interview training on LinkedIn Learning \(1 hour\) by Jenny Foss](#)

## **After the Interview**

### **Thank you notes**

A brief but enthusiastic thank you note written soon after the interview can be particularly effective and should be done automatically. Always write thank-you notes within 24 hours of your interview. Emailing a thank-you note is common and perfectly acceptable. Address any issues that may have been brought up in the session. If you asked, **“What are the top skills and personal characteristics you believe are needed for success” then highlight how you are this person. Include mission and a values statement to close out the letter.**

**Your thank you note should touch upon the following points:**

- Show appreciation for the interviewer’s time
- Reference key parts your conversation
- Reiterate interest in the organization/position including values/mission/culture alignment and fit
- Invite requests for additional information and provide grounds for follow-up

**The thank-you notes below are intended to serve as excellent examples. If appropriate speak to something that was discussed in the interview – share what resonated with you.**

- I just wanted to thank you again for meeting with me today. I was struck and inspired by your desire to love people well – to truly offer a product and a service that begins with authentic relationship. You are living your “something extra” by connecting people and inspiring them to serve with passion. As I shared today, I was struck by what you shared in a video interview, “be a leader that sees people as humans, rather than positions.” That mindset will change the world. 😊
- It was a pleasure speaking with you. I can assure you that if you were to offer me the position, you would be hiring someone who is not only extremely proficient at the skills required for the role, but who loves working with people and is committed to delivering quality work always. I would welcome the opportunity to work for you.
- Very few people can say they enjoy interviews. But I genuinely enjoyed the opportunity to meet you and your team. I appreciated your efforts to clearly explain your requirements, make me feel comfortable, and engage in a professional conversation about what I could bring to the role.
- I appreciate the time you spent with me. Your interview questions gave me valuable insight into the qualities you are looking for in your ideal candidate and the challenges you are facing. From your perspective, I hope my answers assured you that I fit your culture and have the aptitude, ambition, and experience you need.
- Thank you for your time during the interview. You mentioned that the person previously in this role had been in the job for many years and that it would be difficult to fill [his/her] shoes. I am confident that I have the awareness, sensitivity, and skill to build on and improve the current systems and processes, while also building a good working relationship with the team.

<https://www.thebalancecareers.com/dream-job-say-thank-you-2059450>  
<https://guides.wsj.com/careers/how-to-succeed-in-a-job-interview/how-to-say-thanks-after-an-interview/>

## Negotiating your Salary and Salary Expectations

Compensation expectations might well come up during the first formal interview — or even during the initial phone vetting. That’s why you should start preparing your “expected salary” answer the moment you apply for the job. And that means you need to do your homework. A response such as “My salary expectations are competitive and negotiable based on the opportunities and responsibilities for this position,” can help you to postpone the discussion. It’s good to inquire about the range for the position and acknowledge that you are in the ballpark. If you must give a number, be prepared to provide a range based on your research, “Based on the research I have done and my experience, I would be looking for something in the range of x to y. Does that fit into your range?” That kind of phrasing shows flexibility, which employers appreciate. Salary negotiation can be risky. Before deciding to negotiate, be sure you have the offer in writing and be prepared to ask yourself the following questions:

- What do I want to achieve by negotiating?
- What will be the minimum I will accept?
- Will I accept other benefits in lieu of a higher salary?
  
- When negotiating an offer, you should also consider the following:
- The market value of your experience, education, and skill set.
- Your negotiating position.
- What needs to be negotiated in addition to salary.
- Your living expenses.

### Research these reputable sources for determining salary expectations:

- U.S. Bureau of Labor Statistics for federal data on wages in your industry. Other resources:
- Visit [NACE Job Seeker Salary Calculator](#) in order to assist you with determining your salary.
- [Salary.com](#).
- 2021 Robert Half Salary Guides to get the average national salary for the position you’re seeking, then use [Salary Calculator](#) to customize the figure for your market.
- Glassdoor is another great source. (Just keep in mind that salary figures posted anonymously on review sites are not verified.)

**This is a critical first step. Never, never discuss salary expectations before researching the market.**

An employer who asks about an expected salary before discussing the job in detail can't demand a more definite answer. But at this early stage, you also have an opportunity to turn the question around. *"I'd like to learn more about the position and the duties, and what the team's like, before discussing money. But may I ask what salary range you're considering for this position?"*

Delivered politely, you'll demonstrate that your priority is learning whether the role is what you're looking for — which every employer will respect. And your deft invitation to share the budgeted salary range will be difficult to resist.

If the employer's salary range is in the area you were considering, or even higher, thank them for sharing the information and confirm that the figure's in your ballpark. If it's a little less, say it's at the lower end of what you were hoping for, but you'd still like to talk about the job.

If the employer is starting at a much lower range than your desired compensation, then say so and ask whether the figures would be adjusted for the right hire. Don't waste your time or the employer's if it's clear from the start that you won't reach an agreement on salary.

At some point, you must be ready to give a number, not a range. You can frame it in a positive manner. For example:

- *"Given the responsibilities of the position and the number of people I'd be managing, I think \$XX is a fair figure. It's an exciting opportunity, and I truly believe I'm the person for the job."*
- *"I'm really excited by the challenges you described! \$XX seems like the right starting salary. There's a lot to take on, and I'm confident I'd succeed in the role."*
- *"I'm thinking \$XX. This is a big job — one I'm very familiar with and well suited for. I led a similar team at my past employer, and we hit all the goals we were charged with. I'd be very excited to take on another challenge like this!"*
- *"I remember the salary range you gave me earlier, and I respect the fact that you have to work within a budget. But I'd like to suggest \$XX as the starting salary. The responsibilities of this role are quite demanding, and as we've both said, I have all the necessary skills and training."*

Keep it positive and friendly. Be confident and polite. And above all it's best to always direct the conversation to your skills and the value you'd bring to the role.

**Other aspects to consider:**

- Work/life balance
- Personal values
- Level of responsibility, challenge and intensity
- Team versus independent work environment
- Opportunities for advancement
- Learning, growth, and development opportunities
- Corporate culture and diversity in the work place

- Physical environment and working conditions in the work place
- Geographic location and travel opportunities

The complete salary package must also consider other factors as a part of the package – these factors can add tremendous value to the bottom line and can add 30 – 40 percent to your compensation package.

- Health insurance
- Life insurance
- Paid time off
- Health savings accounts
- HSA/HRA contributions – does the company contribute?
- Retirement plans – does the company match
- Reimbursement for education or additional training

#### Power Tips:

- Hiring managers expect you to negotiate so always be prepared.
- You can also add that salary is important, but I’m most interested in culture, fit, growth, and finding the right company. Your previous compensation may not make a good comparison for this role, so a range is always best.
- You can also negotiate sign-on bonus, tuition reimbursement, vacation, off-cycle review in order to increase salary after 6 months.
- Negotiate with your new manager instead of HR – they have more insight into the value you bring.
- Negotiating with your manager is to your advantage – when you can diplomatically share what your worth further showcases your skills.

## Body Language Intelligence

The two questions every person is trying to answer when they first meet you is can they be trusted and can they be respected – are they competent. Body language can convey the answers to these crucial questions.

The way you carry yourself represents what is going on in your mind. Your nonverbals must be congruent with what your words are saying are you will come across as inauthentic. People want to be liked – if you like them, they will like you. This is also a way to build trust. So presenting yourself with open body language, leaning in, having good eye contact – all convey interest and excitement.

You also must prepare your mindset along with your elevator speech for an interview. If you are not mentally prepared for a interview or presentation it could lack needed energy and seem robotic. [Watch this power posing presentation](#) by Amy Cuddy to understand more about what you are doing with your body to affect your mindset.

“Confidence is perceived. And body language is its deliverer.” -Greg Williams, The Master Negotiator & Body Language Expert

Becoming fluent in the art of nonverbal communication is indispensable in all relationships and in interviews. Nonverbal communication is the ability to decode and read body language by paying close attention to what people are not saying. They reinforce, accentuate, or contradict the spoken word. Body Language is approximately five times as effective as the spoken word. Visual first impressions make the biggest contribution to an interviewer creating a positive or negative sense about you, usually within the first 5 minutes. This is what makes your attention to detail about your ‘image management’ vital to your success. (Schneider, 2019). From research conducted by Albert Mehrabian and his colleagues (Mehrabian, 1967) they concluded that the total meaning in a message is “7 percent verbal, 38 percent vocal, and 55 percent facial.” In other words, 93% of communication is in the nonverbal.

Gestures, eyes, touch, posture, movement, dress, and voice all contribute to body language. Microexpressions also provide meaning to the message. They are brief and unconscious displays of emotions, feelings, and mood. They offer quick pulses of the body’s ultimate truth and state of mind. By learning to read “seven universal microexpressions: fear, anger, disgust, surprise, contempt, sadness, and happiness” you can understand the personality of a future manager or boss and ultimately communicate more effectively in an interview (Ekman, 1970).

During an interview it’s important to use and show your hands. Throughout history people have used open palms to convey trust, honesty, and submission. Many oaths have been taken with the hand over the heart, palms showing, or hands up. One of the most valuable skills to discover honesty is open palms – it shows sincerity and receptiveness. Career expert, Amanda Augustine says your hands don't belong stuffed in your pockets, or wildly gesturing halfway across the table. Instead, when appropriate press the fingertips of your hands together to form a church steeple, which is a display of confidence. (Gillett, 2017).

Your posture and the way you carry yourself also convey aspects of your personality. When you feel threatened or nervous (common in an interview) your body contracts as a defensive mechanism to protect yourself – make yourself a smaller target. When you stand or sit hunched over, you’re sending a message that conveys lack of confidence. Sit straight up, head high, shoulders back, and lean forward slightly to express engagement and interest.

Avoid crossing your arms because this typically communicates defensiveness. Most experts recommend avoiding crossing your legs as well. (Schneider, 2019). Face the interviewer squarely, belly button facing their belly button, positioning your body and feet directly towards the interviewer. What a person’s foot does can be the most accurate clue to their attitude. The more distant a body part is from the brain, the less aware we are of its movements and hence the less we are able to manipulate it. This means that while we can easily manipulate our facial expressions but it’s hard to do so with feet. The direction in which we point our feet reveals where we want to go or who we want to talk to (Parvez, 2015).



Connect and build rapport with others by listening, mirroring, and reciprocating. Use your posture, voice, and style of dress to convey confidence. Ask open-ended questions and listen for key words and understanding. Use eye contact as a way to connect and show engagement. But limit it: An overly aggressive eye lock can be read as threatening. “When you give more than 80 percent, the person you are communicating with will feel uncomfortable,” explains Janine Driver, author of the New York Times bestseller *You Can’t Lie to Me*. (Driver, 2014). And by all means, remember to genuinely smile. A smile displayed at the appropriate time adds additional meaning to your words and can deepen the connection. Infuse your greetings with warmth and reciprocate the handshake.

This is just the tip of the iceberg when it comes to body language. Fluency in body language is an instrumental ability, that can provide an edge in many aspects of life. Simply stated, it speaks. Becoming devoted to the understanding of this subject can prove invaluable in communication, relationships, and in acing any job interview.

### **Additional Resources:**

Amy Cuddy

[Your Body Language May Shape Who You Are TedTalk by Amy Cuddy](#)  
[Presence by Amy Cuddy.](#)

### **Misc.**

[Body Language Tips for your next interview](#)

[Great Article on Body Language](#)

[Winning Body Language by Mark Bowden](#)

[The Power of Nonverbal Communication by Tony Robbins](#)

[Body Language of Leaders](#)

### **Janine Driver**

[Janine Driver YouTube Page](#)

[One of my favorite videos on body language by Janine Driver](#)

[You Say More Than You Think by Janine Driver - Book](#)

[10 Ways to Get What you Want by Janine Driver – very helpful for interviews](#)

## **Digital Body Language**

It's become increasingly difficult to express what you mean in our modern world, especially in like of COVID and the virtual world we all live in. Three fourths of face-to-face communication is body language. Yet, 70% of team communication is virtual. These days we don't talk the talk, we write the talk. Let's face it. We are facing a massive empathy deficit at work and when digital communication is high, but lacking empathy, innovative behaviors drop, trust declines, and organizational commitment and satisfaction drop by up to 50%. It is important to fight back to our loss of digital body language cues and build healthier, stronger relationships with our colleagues, clients, and our friends. (Taken from LinkedIn Learning – [Digital Body Language by Erica Dhawan](#)).

This is a great video by Vanessa Van Edwards on making a [great video first impression](#). This is a must watch presentation if you are having zoom meetings and interviews.

## How to Build Rapport

- One way to build rapport is to be interested instead of being interesting. In other words, be genuinely interested in people. Steven Covey said this another way, “first seek to understand rather than be understood. Instead of thinking of your next response stay solely focused on them.
- Allow yourself to be vulnerable and share some mistakes – make yourself human and more approachable.
- We love our families, but we don’t ask about them enough. Ask people about their kids or parents and they will light up.
- Learn the art of empathy – entering into people’s pain and really being present. When people speak show respect by actively listening and being interested in what they are sharing. Actively listening shows that you value them and your time together.
- Find commonality, whether it's with humor or with conversation – find connection through your common interests.
- Mirror their behavior in order to build connection and trust. Again, people like people that are like us. If their energy is high, match theirs.

[How to Build Rapport by Tony Robbins](#)

## Emotional Intelligence

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.

Emotional intelligence is commonly defined by four attributes:

1. **Self-management** – You’re able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.
2. **Self-awareness** – You recognize your own emotions and how they affect your thoughts and behavior. You know your strengths and weaknesses and have self-confidence.
3. **Social awareness** – You have empathy. You can understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.
4. **Relationship management** – You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict. (Segeal, October 2019)

## Charisma

What makes people so magnetic? According to psychologists charismatic people can INFLUENCE people with relative ease while making their presence felt. Some people just seem to have it: The way they communicate energizes others and makes people want to be around them. What makes someone charismatic:

- Passionate – Being around them motivates others to action.
- Confidence - [Carnegie Mellon researchers](#) have found that displaying confidence is even more influential in establishing trust than past performance.
- Warmth: People quickly feel that you are interested and care about them.
- Optimistic Energy: People who are upbeat and positive are infectious. Who doesn't like being around people that look at the world in a genuinely positive way?
- Presence: Emotionally expressive, self-aware, and vulnerable.
- Emotional Intelligence – People who can accurately read others' emotions, and communicate their feelings effectively tend to be more socially successful than those who don't.
- Mutual respect: "Ladies and gentleman serving ladies and gentlemen" (Ritz Carlton mission statement). Seek first to understand rather than to be understood.
- Listen wholeheartedly: Be attentive and reflective, ask questions, provide feedback.
- Body language – Body language conveys 55% of what you are communicating; voice tone signals 38%. Words, however, transmit only 7% of your message.
- Empathy – Leadership is about empathy. It's about being able to relate to and connect with people to inspire their lives.
- Humor – People that laugh freely and openly are a joy to be around. *Smiling and laughing are clear indicators of how much you are enjoying being with someone. Enough said.*

Charismatic people know how to find another person's essence and build a special rapport. It all comes down to how you make others feel.

[How to be more charismatic](#)

[Build confidence by being more charismatic](#) video by Vanessa Van Edwards

## COVID, Job Loss, and Unexpected Turns in your Career

Losing a job or being laid off is astonishingly similar to the loss of a loved one or the loss of something important to you. This response is known as grief and it has physical, behavioral, social, emotional, and spiritual ramifications. It's important to understand the stages of grief in order to get to a place of acceptance and ultimate healing.

The emotional reactions of loss were defined by Elisabeth Kubler-Ross using her DABDA (denial, anger, bargaining, depression, and acceptance) model. Your personality, your lifestyle, your

coping mechanisms, and your support system will determine how loss affects you. The timetable is different for everyone. In the midst of finally getting to acceptance there may be setbacks because the job search comes with rejection, mixed messages, and fear.

Denial is the first stage and consists of refusing to believe that the loss has occurred. Some people continue to believe a false reality or form their own narrative. You cling to a preferable reality and may constantly think about what led to this event.

Anger occurs when you recognize that denial cannot continue and that you cannot change the situation. You may blame others and get stuck in the victim state of believing this isn't fair. This is fraught with getting easily angered for no apparent reason. It's important to stay away from job interviews and talking to recruiters during this stage because they may sense the anger you feel inside.

The third stage of bargaining brings you hope that you can avoid the cause of grief. You may negotiate in exchange for a reformed approach to life.

Depression sets in and can lead to a lack of energy, motivation, and the desire to engage in normal activities. You may have nothing to look forward to or feel there is no meaning in life. At this stage you may feel out of control and vacillate in your feelings. The worst part of this is many times people isolate which can lead to loneliness and the feeling of being helpless.

Finally, acceptance sets in and you start to feel more in control of your life and your feelings. This stage brings you increased confidence and the ability to own and embrace what has happened. It's important in this stage to form your narrative or story around what has happened. It's also important to be able to articulate this ownership in order to no longer be a victim. The sooner you own it and recognize what you have learned from the experience growth and determination will return.

There are no short-cuts in this journey – you have to feel your emotions and really do a lot of self-reflecting. Find a trust friend or network that allows you to share openly and keep you accountable. Everyone goes through these stages at a different pace and with various emotions – there is no formula. You don't want to carry this carry or frustration into your next job or into your life. This weighs you down and drains your energy.

[Job Searching through COVID](#)  
[5 Stages of Grieving and Healing from a Job Loss](#)

## **Generations in the Workforce**

For the first time in history, there are five generations in the workforce. This creates unique challenges to employers, employees, and managers. We need to understand the traits, beliefs, and life experiences that influence how we work and communicate.

There are significant historical events that have shaped how each generation sees and operates in the world. It helps us to understand how to motivate and engage with people from every generation. HR managers use this information as they recruit, onboard, and retain employees. Knowing this information can also help us as we interview and understand workplace culture. In the end, it helps us in every area of life including how we interact with others.

The five generations in the workforce are:

- Traditionalists—born 1925 to 1945
- Baby Boomers—born 1946 to 1964
- Generation X—born 1965 to 1980
- Millennials—born 1981 to 2000
- Generation Z—born 2001 to 2020

Dr. Bea Bourne at Purdue University Global is an expert on generational differences and generational response to organizational change. I share her research in the following: (Bea Bourne, Purdue Global. [https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/.](https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/))

### **Traditionalists**

Born 1925–1945.

Dependable, straightforward, tactful, loyal.

**Shaped by:** The Great Depression, World War II, radio and movies.

**Motivated by:** Respect, recognition, providing long-term value to the company.

**Communication style:** Personal touch, handwritten notes instead of email.

**Worldview:** Obedience over individualism; age equals seniority; advancing through the hierarchy.

**Employers should:** Provide satisfying work and opportunities to contribute; emphasize stability.

### **Baby Boomers**

Born 1946–1964.

Optimistic, competitive, workaholic, team oriented.

**Shaped by:** The Vietnam War, civil rights movement, Watergate.

**Motivated by:** Company loyalty, teamwork, duty.

**Communication style:** Whatever is most efficient, including phone calls and face to face.

**Worldview:** Achievement comes after paying one's dues; sacrifice for success.

**Employers should:** Provide them with specific goals and deadlines; put them in mentor roles; offer coaching-style feedback

### **Stats:**

- (5) 65% of baby boomers plan to work past age 65
- (6) 10,000 baby boomers reach retirement age every day

### **Generation X**

Born 1965–1980

Flexible, informal, skeptical, independent

**Shaped by:** The AIDs epidemic, the fall of the Berlin Wall, the dot-com boom

**Motivated by:** Diversity, work-life balance, their personal-professional interests rather than the company's interests

**Communication style:** Whatever is most efficient, including phone calls and face to face

**Worldview:** Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives

Employers should: Give them immediate feedback; provide flexible work arrangements and work-life balance; extend opportunities for personal development

Stats:

- (7) Gen Xers make up the highest percentage of startup founders at 55%
- (8) Gen Xers will outnumber baby boomers by 2028

### **Millennials or Generation Y**

Born 1981–2000.

Competitive, civic-minded, open-minded on diversity, achievement-oriented.

**Shaped by:** Columbine, 9/11, the internet.

**Motivated by:** Responsibility, the quality of their manager, unique work experiences

**Communication style:** IMs, texts, and email.

**Worldview:** Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change.

Employers should: Get to know them personally; manage by results; be flexible on their schedule and work assignments; provide immediate feedback.

Stats:

- (9) By 2025, millennials will comprise 75% of the global workforce
- (10) About 15% of millennials age 25–35 live at home with their parents

### **Generation Z**

Born 2001–2020.

Global, entrepreneurial, progressive, less focused.

**Shaped by:** Life after 9/11, the Great Recession, access to technology from a young age

**Motivated by:** Diversity, personalization, individuality, creativity.

**Communication style:** IMs, texts, social media.

**Worldview:** Self-identifying as digital device addicts; valuing independence and individuality; preferring to work with millennial managers, innovative coworkers, and new technologies

Employers should: Offer opportunities to work on multiple projects at the same time; provide work-life balance; allow them to be self-directed and independent.

Stats:

- (11) 40% of Gen Z wants to interact with their boss daily or several times each day
- (12) 84% of Gen Z expects their employer to provide formal training

[There's a great graphic of this on Purdue's University's website.](#)

## **Career Switchers**

## **Giving**

Giving creates opportunity and can accelerate your career. But you don't want to give in order to get something back. Give to give. Look for how you can help others in your company or your network. It often doesn't take long – introducing them to a connection that is important to them, writing a recommendation, sharing an article you think would be of interest, volunteering for a project, just listening – these are all excellent ways to give.

While you take on being a positive giver, seek out other positive givers and watch out for negative takers. Positive givers will expand your world and opportunity while negative takers will suck your energy and enthusiasm.

## **Attitude**

Let's face it, people want to hire and work with people who have a great attitude. Any whining about how your last boss was terrible or the layoff was unfair, does not help your effort. It is critical to leave any disappointments or frustrations in your past and clearly face the future with optimism and possibility.

As you go through your career or a search process, see how you can frame your journey and anything that happens along the way in positive, generous terms. If you are rejected for a job, you could take on that you learned something in the process and are better prepared for the right role. If someone doesn't return your call, give them the benefit of the doubt and another chance, and if they continue to be unresponsive, move on to someone else. People are busy and you are often not their priority. And there are always positive givers out there who are willing to help you.

## **Preparation**

Don't wing it – in networking meetings, an interview, an important presentation or meeting. Preparation is essential for success, especially in today's highly competitive environment. Being prepared gives you confidence and allows you to present your "best" you. It also indicates to a hiring manager the type of employee you will be – one who prepares, pays attention to detail, considers contingencies, and so on.

Some people might say that certain successful people are "lucky". Consider that luck happens "when opportunity meets preparation". This toolkit gives you advice on how to be prepared for the right opportunity.

As you consider new career opportunities, it is critical to be clear about your objectives and priorities. These can change over time but should provide the guideposts to evaluate new career opportunities both inside your current company or when looking to make a transition. Make sure you include your family's needs as you establish your goals.

## **Key items to consider:**

1. Where do you want to be?
  - a. Location, flexibility, family, community
2. With whom do you want to work?

- a. Leadership, culture, coworkers, work ethic
3. What are your specific talents and gifts and how do you want to use them?
4. What do you want to do?
  - a. Industry, company, functions, roles, career path, growth opportunities
5. What are your financial needs/objectives?
  - a. Ideally and minimally; short and long term
6. What are you passionate about? What makes you happy?
  - a. Purpose, mission, strengths, fulfillment
7. What is your timeframe for change?
8. The Flip-Side – What don't you want to do?
  - a. Understanding what does not bring you happiness – or is a “red-line” – helps frame your optimal future.

**Visualize your perfect future**, i.e., bring it to life. What does it look like? What would you be doing? What successes would you have? How would it feel? Visualization helps you start to live “into your future”, to embody the role, and take actions in that direction. The clearer you are about what you want and the more you can envision it actually happening, the easier it will be to make it a reality.

**Give consideration to your purpose in life**, the “why” you do what you do, what gives your life and work meaning. Being in transition provides an opportunity to ask the following questions:

1. Who am I?
2. What is my reason for being? Purpose
3. What would I like to do with my life?

Take the time to discover this for yourself as it will inspire you moving forward as well as others you meet along the way and ultimately lead to greater satisfaction in your work.

**Consider tradeoffs** – what are “must haves” vs “nice to haves”? You might need to take a lateral or stepping-stone role first or get additional education or training. If you are switching industries or roles, the trade-offs will likely be greater. Try not to compare your career journey with others, everyone needs to chart their own course.

**Be thoughtful and brutally honest with yourself** in laying out your most important goals and priorities. This will become the filter for how you pursue opportunities and will shape the decisions you make and actions you take.

[LinkedIn Career Explorer](#) - uncover potential career paths and see how your skills match to real job titles. Before we dive into what opportunities might be relevant for you, let's start by learning how we match jobs and skills.

Other Resources:

[8 Steps to an Utterly Successful Career Change](#)

[Career Advice on Exploring New Careers](#)

[Take Control of Your Job Search Video](#) by Lauren Herring, Impact Group



[LinkedIn Learning – Switchers by Dawn Graham](#)

[Dr. Dawn Graham on Careers](#) – Website Packed with Great information

#### Books

[Switchers by Dr. Dawn Graham](#)

[Take Control of Your Job Search: 10 Emotions You Must Master to Land the Job Book](#)

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*“He who goes about to reform the world must begin with himself, or he loses his labor.”*

*“Go forth and set the world on fire.”*

-St. Ignatius of Loyola