

STEP 3 ALTITUDE



Focusing on the Marketplace

The goal of Step 3 is to identify prospective employers/customers and prepare for searching, sorting and selecting the right job, career or business opportunity for you. Altitude is focusing on the marketplace by combining a positive Attitude and clarity about your Aptitude. Let's look again at a verse that connects your gifts and opportunity to serve others...

*As each one has received a special gift, employ it in serving one another
as good stewards of the manifold grace of God. 1 Peter 4:10*

Seek employers/customers who need most what you do best and like most. There are two aspects to focusing...

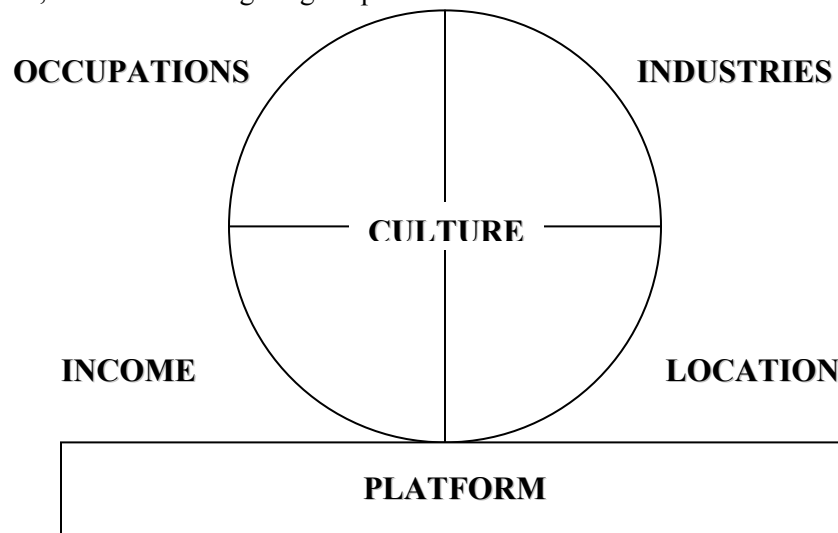
1. **IDENTIFY OPPORTUNITY TARGETS**
2. **PREPARE YOUR MARKETING PLAN**

IDENTIFY OPPORTUNITY TARGETS

If someone were to ask you right now: "what are you looking for?" What would you say? Can you say it clearly in 30 seconds? Listed below are six specific questions to think about, pray over and answer that will help you consider and communicate what targets of opportunity you would like to explore.

1. Occupations – job functions or the work you do – probably what you do best and like/value most?
2. Industries – where you work – types of employers or customers you seek to serve?
3. Location – where you want or feel called to live and work?
4. Compensation – how much you earn – salary, total cash compensation, benefits?
5. Platforms – work as an employee, independent contractor, your own business, volunteer?
6. Culture – what are the operating values important to you in an organization?

When put together, it looks like a sighting scope...



HOW TO EXPLORE OPPORTUNITY TARGETS

The assessments you completed in Step 2 Aptitude will be valuable as you begin to fill in the sighting scope to narrow your targets for your career exploration and possible job search.

1. Occupations

Occupations are about *what* work you do – the job functions you perform. If you completed the CareerDIRECT® Online Assessment, look in your report for Career Group Interests in which you scored highest. To begin exploring occupations, we recommend you take key position titles and words from your assessments and go to two excellent free online occupational databases:

- ❖ The *Occupational Outlook Handbook (OOH)*, 2008-09 Edition published by the U. S. Bureau of Labor Statistics at www.BLS.gov/OOH will tell you about the training and education needed, earnings, expected job prospects, what workers do on the job and working conditions, plus key associations and related occupations.
- ❖ For in-depth and continuously updated information, go to O*NET OnLine at www.OnLine.OnetCenter.org. This database includes information on skills, abilities, knowledge, work activities, and interests associated with over 950 occupations.

2. Industries

Industries are about where you work – the types of employers for which you might work or the customers you may seek to serve. There are two excellent online resources for your exploration:

- ❖ There are over 1,100 industries in North America, all of them listed in the *2007 North American Industry Classification System (NAICS)* www.Census.gov/NAICS. As you consider different types of employers, invest time in researching different industries.
- ❖ The *Career Guide to Industries (CGI)*, 2008-09 Edition published by the U. S. Bureau of Labor Statistics, provides information on www.BLS.gov/CGI. It includes the nature of the industry, working conditions, employment, and occupations in the industry, training required, advancement opportunities, earnings and benefits, employment outlook, and lists of organizations that can provide additional information. It covers 47 major industry groups, accounting for 70% of wage and salary jobs.

3. Income

As you develop your own personal or family budget and explore different career paths, you can begin to put together the total income you need. This income might consist of wages or salary, incentive compensation, commissions, bonuses, or tips; benefits such as insurance and retirement plans; and equity such as stock or stock options. See the “Understanding and Negotiating the Offer” Exercise on page 74 for a checklist.

When thinking of the income you want, consider a range. The bottom of the range is the least amount of money you need to have per week, month, or year to pay your bills. The upper part of the range is the amount you believe you need to pay your bills and save for the future (new car or home, children’s education, retirement). Most people have a goal of making at least what they currently or used to make and, ideally, 10% to 20% more. In turbulent times or if you are changing careers, you may initially have to take a lower compensation to “get started.” There are a variety of helpful online salary information websites – the fastest and easiest that also gives you total compensation, as well as salary information is www.Salary.com.

4. Location

Think about the geographic areas in which you want to work. Be as specific as possible. You may want to target by city or by area within a state. If you want to work close to where you live, you may want to target by counties or ZIP Codes. Two popular websites for location information are www.BestPlaces.net and www.HomeFair.com.

Consider several factors in making this decision. You may want to consider cities and counties with lower unemployment, which can mean more job opportunities at higher pay. Be aware that compensation and cost of living vary widely from area to area. Be sure to research areas you're interested in and then determine the cost of living and lifestyle issues, such as availability of recreation, quality of education (if you have or expect to have children), available housing, and other areas of particular concern to you. Next, after you determine desirable areas in which you would like to live and work, rank them according to desirability.

5. Culture

Employers and even industries vary widely when it comes to “corporate culture” or actual “operating values.” Many publish core values along with vision and mission statements on their websites. If you have completed the [CareerDIRECT® Online](#) assessment, you will have a list of most important-to-you work environment and outcome values. If you are interested in a particular employer, search the internet for articles about the company and its leaders. If you know employees, ask “what’s it really like?”

6. Platforms

There are four different work platforms on which you can work: Employee (W2); Independent Contractor (1099); Business Owner; or, Volunteer.

Employee: A general rule is that you are an employee *if the employer can control what will be done and how it will be done*. It is critical that the employer correctly determine whether the individuals providing services are employees or independent contractors. Generally, they must withhold income taxes, withhold and pay Social Security and Medicare taxes, and pay unemployment tax on wages paid to an employee. At the end of the calendar year, employers issue W2 statements to employees summarizing gross earnings and taxes withheld. Advantages to you as an employee usually include:

- ❖ Qualifying for company benefits such as medical insurance and savings or retirement benefits
- ❖ Being counted as part of the organization with usually longer terms of employment
- ❖ Receiving training, development and other career enhancing benefits

Independent Contractor: A general rule is that the employer has the *right to control or direct only the result of the work* done by an independent contractor, and *not the means and methods of accomplishing the result*. Employers do not withhold or pay any taxes on payments to independent contractors. At the end of the calendar year, employers issue 1099 statements to independent contractors summarizing earnings. It is the responsibility of the individual to file estimated tax payments to the IRS during the year, as well as file annual taxes. Advantages usually include:

- ❖ Higher rates of pay for a particular job
- ❖ Greater flexibility and freedom as to how work is done, with less supervision
- ❖ Working for shorter periods of time, and having a wider variety of job and industry experiences

Business Owner: It is not unusual for independent contractors to become business owners/ entrepreneurs. As you begin to earn between \$25,000-50,000/year, you may find tax, legal and other advantages to incorporating, especially if you are coordinating or managing the work of “sub-contractors.” You may even want to start or buy a business of your own, and for some of you that would be great. Just be aware that half of business start-ups are out of business within a year. If you are attracted to the idea, however, we recommend you apply the appropriate principles and practices you will find in this Guide, and also contact the U.S. Small Business Administration at www.SBA.gov. If you want to be in business for yourself, but not by yourself, you might consider buying a franchise; for more information check with the International Franchise Association at www.Franchise.org.

Volunteer: Work for no pay? Yep, and there are two good reasons for you to work as a volunteer.

- ❖ You believe in what the organization is doing or really like the “work” you are doing. Money does not matter. Maybe it is because you have “retired” and want to do something for fun, friends or just to “give back.” It might be volunteering for a community service effort, church or other non-profit enterprise. It could be an avocation you really enjoy, like teaching your favorite subject for kids. Whatever it is, you do it because you want to and have the time.
- ❖ You are starting or changing careers and need experience in an industry or occupation. Volunteering or doing internships at no pay are a great way to learn new skills, build your base of contacts and explore whether you like the work.

For volunteering in church or other ministry organizations, review the spiritual gifts assessment from Place Ministries (see page 29). To find organizations for whom you might want to volunteer, check out local opportunities through people you know or go to www.VolunteerMatch.org.

HOW TO GET MORE INFORMATION

Informational Interviewing

List the people you know who work in the occupations and industries you have targeted. Talk to them about their jobs, careers, and industries. If you can’t get an appointment to meet in person, try to talk with each one by phone or trade email. Most people who enjoy their work usually like to talk about their work.

Associations

Associations are professional organizations to which people in particular occupations and/or industries belong. These organizations have meetings and usually produce publications for their members. Most of them also have websites, and many even have job posting services. You can explore several ways to find the names of trade associations related to your targeted occupations and industries.

- ❖ Find associations at the Internet Public Library (www.IPL.org). A collection of over 2200 Internet sites providing information about a wide variety of professional and trade associations

Magazines and Newspapers

Many industries have magazines and newspapers published specifically for people who work in and with a particular industry. These publications are wonderful sources of information on the industry, the companies in the industry, key people who work in the industry, and even suppliers to the industry. Some sources for finding trade publications are as follows:

- ❖ *Pub-List* (www.PubList.com) is a directory of information about more than 150,000 publications and 8,000 newspapers around the world.
- ❖ *TradePub* (www.TradePub.com) offers free trade magazine subscriptions & technical document downloads.

PREPARE YOUR MARKETING PLAN

Marketing plans for job and career search at their simplest include 4 Ps...

1. **Product:** You and your unique qualities (see page 30)
2. **Place and Price:** List selected targets of opportunity

Occupation:	
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Industry:	
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Income:	
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Location:	
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Culture:	
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Platform	
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3. **Promotion:** Message and media communicate the value you bring to selected targets of opportunity. To maximize career opportunities, we recommend preparation in these areas...

- Your Career Brand
- List of Targets and Contacts
- Networking Scripts
- Personal Business Cards
- Resumes
- Emails and Letters
- References
- Compensation History

Your Career Brand

According to Career Coach Academy Director Susan Whitcomb in her book, "The Christian's Career Journey," a compelling, cohesive career brand will help maximize your career by...

- ❖ Creating employer desire to hire you.
- ❖ Differentiating you from the competition
- ❖ Influencing what interviewers remember most about you
- ❖ Lowering the barriers to hiring by creating trust and conveying value
- ❖ Elevating you from the status of commonplace commodity to offering a one-of-a-kind service
- ❖ Making you more attractive to employers, even when there are no formal job openings

For your brand to accomplish its purpose, it must knit together these three A's:

- ❖ *Authentic Image:* "The genuine you" when cast in the right role in which your qualities allow you to be radically rewarded and enthusiastically engaged in work that adds value.
- ❖ *Advantages:* Synonymous with benefits and value. Identify and articulate advantages with **STAR** stories (see page 26) that capture a numbers-oriented, bottom-line value to employers.
- ❖ *Awareness:* Communicating your brand in a manner that makes people attentive and responsive.

As you consider you and your qualities, also take into account the needs and language of the employers and customers whom you seek. The table below will help you identify the “Building Blocks of Your Career Brand”

Adjectives	Nouns	Verbs
<i>Brand-Building Questions:</i> What do people admire/love most about you? (including your boss, coworkers, colleagues, friends, family)	<i>Brand-Building Questions:</i> What reputation are you most proud of? What products/services are you most passionate about? What roles or titles do colleagues most associate you with?	<i>Brand-Building Questions:</i> If you could have just one impact on your work-world, what would it be? What's your value proposition? (I help my employers by _____)
<i>Example (the authentic you):</i> Ethical, experienced, intellectual, level-headed, methodical, driven, productive, cool under pressure.	<i>Example (titles and/or areas that capture the authentic you):</i> Business strategist, financial director, troubleshooter, artist, transformer, corporate marketing, leader	<i>Example (your impact, results, value proposition, advantages):</i> Resurrect failing or fledgling telecom ventures; bring technology concepts to reality; leverage market opportunities
<i>Your Keywords</i>	<i>Your Keywords</i>	<i>Your Keywords</i>

Follow this 3-part process to help you practice presenting keywords of your unique design and career brand to others. If a person were to ask you to tell them what you uniquely offer, you'd want to give a short, clear answer about the positive and meaningful difference you have made in the past and will make in the future.

Part (1) Describe your target position(s).

Part (2) State two or three keyword strengths related to your target(s).

Part (3) State contribution you will make.

Examples Using 3-Part Process

Example A:

(1) A management position in finance that requires (2) in-depth knowledge of accounting and auditing, strong process improvement skills and (3) the demonstrated ability to achieve substantial cost savings.

Example B:

(1) An operations position that will utilize (2) versatile experience and broad knowledge of manufacturing processes in order to (3) improve product quality and overall productivity.

Templates to Write Your Career Objective(s)

1. A _____ position in the _____ industry that will utilize _____ and _____ as well as the demonstrated ability to _____.
2. A _____ position that requires _____ and _____ in order to _____.

Try different combinations of keywords until you find phrases that seem most effective in getting response.

List of Targets and Contacts

Identify potential employers that match your focus. Professional associations, trade magazines, and research on the internet can help you. If you've done informational interviewing, you may have discovered potential employers in which you're interested.

Then list everyone you know: family, friends, neighbors, work associates, past acquaintances, former schoolmates, etc. You'll be contacting them to ask if they know *anyone* within your target companies, occupations, or industries.

You can use the Networking Log on page 58 to make your list. If you are comfortably proficient with using your computer, you might find a contact management program that came with it.

Networking Scripts—The 30-Second “Elevator Pitch” (see page 48)

Imagine being on an elevator and meeting a former work associate who asks how you are doing. You tell him/her that you are seeking a new job or career, and he/she asks, “What are you looking for?” You have less than 30 seconds to respond before the “elevator doors” open and your friend walks off.

Maximize use of your career brand and objective with the Elevator Pitch. It is a brief overview of the position you are seeking. It can be used to explain to friends, associates, and interviewers exactly, and succinctly, the goal of your job search. It should be a couple of sentences and no more than 30 seconds long when spoken. It should include most of the following information on the position you're seeking:

Job Function	(marketing research director)
Type of Industry	(computer software)
Geography	(Atlanta)

Get Personal Business Cards

When you don't have a resume with you, and you meet someone with whom you want to follow-up, trade business cards. You not only get their card, but they get a better impression of you and your important info: name, number, email, career brand and objective. Get 250 business cards for free at www.VistaPrint.com.

<p>Bill Smith 505-555-1234 Bill.Smith@gmail.com</p> <p>Marketing Research Director Computer Software Atlanta, GA</p>
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Resumes

Resumes are marketing communications that highlight your accomplishments, work experience, education, special knowledge, and skills that align with your occupation and industry focus. Resumes do not result in job offers. Resumes get interviews.

Let's start with the Master Resume Exercise on page 45, where you can...

- ❖ Make a list of all your past employers and positions and the dates worked in each.
- ❖ Make a list of your job-related accomplishments. Refer to your "Self-Assessments Accomplishments" Exercises; see pages 26 and 27. Select the accomplishments that best support the most valuable abilities for the occupation and industry on which you're going to focus.

Resume Tips

- ❖ Never, ever put anything in your resume that is not completely true.
- ❖ Read it again for accuracy. Ask others to read it. Be sure all spelling and punctuation is correct.
- ❖ Emphasize the last 5 to 7 years of experience. Keep your resume to a maximum of two pages
- ❖ Customize resumes for each career opportunity. Focus on what is important to each employer
- ❖ Allow for lots of white space in the margins. Make your resume visually appealing.
- ❖ Focus on accomplishments. Show what you can do for a prospective employer. Use action verbs.
- ❖ Avoid gimmicks, color, fancy borders, boxes, shading, or cute graphic designs. Use white paper.
- ❖ For resumes sent by email or posted on the internet, see page 40.

Resume Components

- ❖ Contact information (name, email and postal address, preferred telephone number) should be at the top of the first page and your name repeated on the top of the second page.
- ❖ Objective and/or Qualifications: Brief, focused statements of the type of job/occupation and industry you seek and/or experience you have.
- ❖ Work Experience:
 - List in reverse chronological order if using chronological format.
 - Group accomplishments by functions if using functional format.
 - Give basic company information (name, city, dates of employment). If a company is not well known, include company statistics (line of business, revenue, number of employees, etc.).
 - Show job title(s) and dates with each employer.
 - Highlight accomplishments for each position. Give brief descriptions of responsibilities using action verbs. Choose accomplishments and responsibilities that relate to the job you seek.
- ❖ Education:
 - Show each school, degree, degree month and/or year, major and accomplishments
 - Omit high school information if you have a college degree.
 - Only list significant job-related continuing education.
- ❖ Other Sections:
 - Professional certifications
 - Job-related technical skills, such as computer proficiencies
 - Community awards (list only significant, job-related awards)
- ❖ Exclude:
 - Personal interests or activities unless directly related to job opportunity
 - The phrase "references available upon request"
 - Reasons for leaving previous positions
 - Personal data (age, gender, marital status)
 - Names of references (List in separate document)
 - Compensation information (list in separate document)

Resume Formats

Begin by preparing a Master Resume with all of your background, education, experience and accomplishments. It is the complete record of your employment related history. See Master Resume Exercise, starting on page 45. From the Master Resume, you can select the most relevant parts for the career or position you wish to explore. You can use either of two formats.

- ❖ Chronological (when continuing in the same career path). See sample on page 42.
 - List work experience in reverse chronological order, listing the most recent experience first.
 - List accomplishments under each employer.
- ❖ Functional (when changing careers or entering the job market after an absence). See page 43.
 - List accomplishments and expertise in functional categories (marketing, sales, management, operations, communications, etc.) in first section.
 - List work experience (company name, job titles, dates) consecutively in next section.

Resumes online and in-email

Here are tips for maximize opportunities via on the web and email for your resume to be “picked” for the job you want:

- ❖ Use WORD or PDF format when submitting resumes. Best font to use is 12 pt. Times New Roman.
- ❖ Use the built-in resume builder template with a .TXT format of your resume to cut and paste.
- ❖ Find keywords in jobs you want – put them in a keyword section at the end of your resume.
- ❖ Use nouns or titles instead of verbs, such as “Project Manager” versus “Managed Projects.”

Prepare Emails and Letters

You’ll need at least three types of emails and letters:

- ❖ A cover letter or intro email for sending your resume
- ❖ Email or letter for requesting information and contacts
- ❖ Thank you emails and letters for sending after interviews

While you can (and should) create sample letters in advance, each letter you send should be personalized and customized to the particular situation. Letters should be concise, to the point, appreciative, and have three parts:

- ❖ The opening sentence or short paragraph should state your objective. If you have a personal referral to the addressee or the company, be sure to mention the referring person’s name first.
- ❖ The middle part should tell something about you, including one or two related accomplishments.
- ❖ The final paragraph should include a call to action, telling the person what you would like for the individual to do or what you will do next (“I will call you in a few days to see if we can talk”).

References (See Master Reference Exercise page 68)

- ❖ Think of everyone you worked for in your past plus co-workers, customers, vendors, and others who can testify to your work/accomplishments. Select 2 to 5 most relevant references for the specific job.

- ❖ For each reference, list the name the way they are normally addressed, title, company name, phone numbers, and the nature of relationship (personal, professional former supervisor, co-worker, etc.).
- ❖ Ask permission from each reference before listing them. Be sure to check spelling of their name and accuracy of contact information. It is even better to send them a copy of your resume so they can give you feedback, as well as be prepared to act as a reference.
- ❖ When you're asked to submit references, choose which ones you'll submit depending on the job, the company, and the situation. Ask the company if they prefer a certain type of references (former supervisors only, or a mix of supervisors and peers).

Compensation History

List each company where you have worked and your salary or pay rate, commissions, bonuses, and other compensation such as stock options. If you received pay increases during your employment with a company, show beginning and ending compensation so a hiring organization can see your progress.

Now you are ready for the next step in the process: Searching. But remember this truth:

The mind of man plans his way, But the LORD directs his steps.
Proverbs 16:9

For more online career tools, log in to www.CrossroadsCareer.org. On your Career Resources page, scroll down to See 100+ Online Career Tools and click on Search by 6 Steps. Then search more links under Step 3.

Step 3: Altitude - Focusing on the Marketplace

[Connect to the Web](#)

[Plan Your Career Resources](#)

[Occupations](#)

[Industries](#)

[Locations](#)

[Resumes and Applications](#)

[Your Own Business or Ministry](#)

SAMPLE OF CHRONOLOGICAL RESUME

Your Name

Your.name@youremail.com
Street, City, State, Zip
505-555-1234

Career Branded Objective

Concisely state your Career Brand Objective with target opportunity occupation, industry and location.

- ❖ Write 3 short statements that summarize why you would be good at your objective
- ❖ Each statement should highlight your accomplishments and experience
- ❖ Prioritize statements so the most relevant one comes first

Work Experience

ORGANIZATION NAME, City, State, 20xx-Present

Job Title

- ❖ Write 2 or more statements about the work your performed and what you accomplished
- ❖ Quantify results of your accomplishments and how they positively affected the organization
- ❖ Mention on-the-job recognitions and rewards you received that relate to your job objective.
- ❖ Prioritize statements so the most relevant one comes first

ORGANIZATION NAME, City, State, 20xx-xx

Job Title

- ❖ Write 2 or more statements about the work your performed and what you accomplished
- ❖ Quantify results of your accomplishments and how they positively affected the organization
- ❖ Mention on-the-job recognitions and rewards you received that relate to your job objective.
- ❖ Prioritize statements so the most relevant one comes first

ORGANIZATION NAME, City, State, 19xx-xx

Job Title

- ❖ Write 2 or more statements about the work your performed and what you accomplished
- ❖ Quantify results of your accomplishments and how they positively affected the organization
- ❖ Mention on-the-job recognitions and rewards you received that relate to your job objective.
- ❖ Prioritize statements so the most relevant one comes first

Education

SCHOOL, City, State

Degree, Major (if relevant), 19xx

List scholarships, extra-curricular activities, recognitions, rewards, and jobs while in school

Other Sections

- ❖ Professional certifications
- ❖ Job-related technical skills, such as computer proficiencies
- ❖ Community or other awards (list only significant, objective-related awards)

SAMPLE OF FUNCTIONAL RESUME

Your Name

Your.name@youremail.com

Street, City, State, Zip

505-555-1234

Career Branded Objective

Concisely state your Career Brand Objective with target opportunity occupation, industry and location.

- ❖ Write 3 short statements that summarize why you would be good at your objective
- ❖ Each statement should highlight your accomplishments and experience
- ❖ Prioritize statements so the most relevant one comes first

Professional Accomplishments

Key Skill

- ❖ Write two or more short statements about employment or volunteer accomplishments
- ❖ Quantify results of your accomplishments and how they positively affected the organization

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Work History

ORGANIZATION NAME, City, State, 20xx-Present

Job Title

ORGANIZATION NAME, City, State, 20xx-Present

Job Title

ORGANIZATION NAME, City, State, 20xx-Present

Job Title

Education

SCHOOL, City, State

Degree, Major (if relevant), 19xx

List scholarships, extra-curricular activities, recognitions, rewards, and jobs while in school

Other Sections

- ❖ Professional certifications
- ❖ Job-related technical skills, such as computer proficiencies
- ❖ Community or other awards (list only significant, objective-related awards)

FOCUSING  EXERCISE

Putting it all together, fill in these charts reflecting the information you've just read to begin to focus on the best targets of opportunity for you.

Occupations	Key Websites, Associations and/or Publications

Industries	Key Websites, Associations and/or Publications

Income Needed and Wanted
Need \$ _____ per _____ <i>(amount required to live excluding savings and retirement)</i>
Want \$ _____ per _____ <i>(amount desired including savings and retirement)</i>

Locations in Order of Preference	Key Websites, Associations and/or Publications

Culture: Work environment and outcome values that are important to you

Platform(s) in order of preference: Employee, Contractor, Own business, Volunteer

MASTER RESUME  **EXERCISE**

(This worksheet also may be useful in preparing a marketing piece for self-employment.)

Name _____

Preferred Phone (cell phone is usually best) (____) _____

Address _____

City/State/ZIP _____

Email address _____

Career Objective

Position title or type of work and industry _____

Work Experience

Most recent employer _____ City/State _____

Size and description of employer/what they do for whom _____

Position title _____

Dates: From _____ To _____

Major responsibilities _____

Relevant Accomplishments _____

Position title _____

Dates: From _____ To _____

Major responsibilities _____

Relevant Accomplishments _____

Prior employer _____ City/State _____

Size and description of employer/what they do for whom _____

Position title _____

Dates: From _____ To _____

Major responsibilities _____

Relevant Accomplishments _____

Prior employer _____ City/State _____

Size and description of employer/what they do for whom _____

Position title _____

Dates: From _____ To _____

Major responsibilities _____

Relevant Accomplishments _____

Prior employer _____ City/State _____

Size and description of employer/what they do for whom _____

Position title _____

Dates: From _____ To _____

Major responsibilities _____

Relevant Accomplishments _____

Education

Current/most recent school _____ City/state _____

Degree/major _____ Year _____

Honors/awards and accomplishments _____

Jobs while attending school _____

Prior school _____ City/state _____

Degree/major _____ Year _____

Honors/awards and accomplishments _____

Jobs while attending school _____

Prior school _____ City/state _____

Degree/major _____ Year _____

Honors/awards and accomplishments _____

Jobs while attending school _____

Additional Information and Activities

Special skills and certifications _____

Community service involvement _____



CREATE A 30-SECOND ELEVATOR PITCH EXERCISE

Remember what you read about a **30-second elevator pitch**? It can be used to explain succinctly to friends, associates, networking contacts, and even interviewers the exact goal of your job change. You can use it effectively whether you are seeking traditional employment or planning to start a business or work for yourself. Try this 3-part process! Refer to page 37 for your keywords.

- Part (1)** Describe your target position(s).
- Part (2)** State two or three keyword strengths related to your target(s).
- Part (3)** State contribution you will make.

Examples Using 3-Part Process

Example A:

(1) A management position in finance that requires (2) in-depth knowledge of accounting and auditing, strong process improvement skills and (3) the demonstrated ability to achieve substantial cost savings.

Example B:

(1) An operations position that will utilize (2) versatile experience and broad knowledge of manufacturing processes in order to (3) improve product quality and overall productivity.

Templates to Write Your Career Objective(s)

- 3. A _____ position in the _____ industry that will utilize _____ and _____ as well as the demonstrated ability to _____.
- 4. A _____ position that requires _____ and _____ in order to _____.

Try different combinations of keywords until you find phrases that seem most effective in getting response.

Now, see if you can make it better. Fewer words. More specific. Try using job titles and/or names of companies that help you illustrate the type of industry in which you're interested.

Keep on practicing and improving your networking script so you get contacts, ideas, and help.



READ & WRITE DEVOTIONAL



IN LITTLE WHITE LIES ARE BIG BLACK HOLES

The trouble with a lie is that it is never alone. Lies tend to run in packs, attacking and bringing down all who invite one into their mouths.

Here's how it works. Almost without thinking, you utter a tiny little lie. Then, when the truth confronts it, you put up another lie to protect the first lie. Then the truth comes up again, so you lie again. Soon, you're defending lies with more lies.

What began as a little white lie becomes a big ugly mess. Like big black holes, a pack of lies will suck you into oblivion.

*A false witness will not go unpunished,
and he who pours out lies will not go free.*

Proverbs 19:5

Recheck your resume. Do any of the words or statements hide a little white lie? If yes, write the lie here.

Then put an X through it,
forever.

Note: Be sure to update your resume!