

TOOLS & TACTICS WORKSHEET

✓	TARGET DATE	TASK
		1. Clarify the time frame and available resources
		2. Set and confirm the Vision (worksheet)
		3. Identify Job Options
		4. Profile the "ideal" organization e.g. (function, location, industry)
		5. Create a list of target organizations (5 – 10)
		6. List the target companies in priority order
		7. Research the top 5 organizations (e.g. hiring manager, culture, reputation)
		8. Develop a value proposition
		9. Develop 4 – 6 CART stories
		10. Create personal marketing documents <ul style="list-style-type: none"> • Resume • Cover letter • Email introduction • LinkedIn profile • Leave behind (e.g. business card)
		11. Create networking scripts (e.g. elevator speech, informational interview, cold call)
		12. Network and apply to target companies (directly and/or on-line)
		13. Manage search activities, action items and follow-up
		14. As the job search progresses, continue adding information to targeted organizations profiles
		15. Self-care – periodically ask, "What is it I need to be my absolute best?"
		16. Network to build relationships, gather info., get referrals to target companies, etc.
		17. Create and manage the list of networking contacts (10+)
		18. Contact the target companies (5+ per week) – sustain contact even after becoming employed
		19. Stay current with target company and industry trends, issues, etc.
		20. When networking keep in mind – <ul style="list-style-type: none"> • R – What should I be reading • E – What events should I be attending • A – What activities should I participate in to meet hiring managers/networking contacts • P – Which people should I be talking with to "fast forward" my search
		21. Manage social networking (LinkedIn, Facebook, etc.)
		22. When applying on-line, if possible, reference an internal contact. Follow-up on-line applications with a call to the hiring manager or other relevant contact
		23. Follow-up with prior contacts in a timely manner and give (not just take) – (e.g. journal article)
		24. Practice interview responses (FAQs, CART stories, salary and availability questions)
		25. Interview with the organization, demonstrate how you'd do the job and fit-in
		26. Send a thank you within 24 hours of the interview being completed
		27. Follow-up with the interviewer at the agreed upon time.
		28. Prepare for subsequent interviews, background and health screenings
		29. Respond to the offer, understand total compensation, accept the offer and get to work