

INITIATING THE SEARCH FOR A NEW ROLE

Initiating the search for a new role, with an employer or employers (when starting out as a Consultant or Independent Contractor) is never what we expect it to be. For the most part an individual begins his or her search with the preparation of a resume and moves from there. Most often the moves are without direction. Research has shown that 98% of those beginning a search start with a resume.

Biographies, resumes and a marketing strategy all come after developing and validating the “basics” not just for the search for a position but more importantly, to build, manage and control your career. Not knowing where you are with the following, I will merely list the categories, and offer some comment afterwards.

PRIMARY GOALS

1. Life Goals.
2. Family Goals
3. Financial Goals.
4. Career Goals.
5. Position Goals

The first three sets of Goals should be developed together by all family members. Obviously, follow-on goals, such as Professional, Career and Role Goals should be a part of, and help the Primary Goals above move forward. Studies have shown that less than 10% of the American workforce has established and documented any of the three.

Regardless of interest, direction, plan or inclination, Self-Assessment is the beginning. Without the Primary Goals, Assessment will not prepare, much less assist, the individual in managing a career without the development first of the Primary Goals. Naturally, part of Self-Assessment is the researching, thinking through, and writing down the answers to questions like the following:

1. What do you want to do? (What specific roles, not “jobs”.)
2. When do you want to start doing what you want to do (Give a target date that is realistic.)
3. Where do you want to do what you want to do?
4. How much do you want to do what it is that you want to do? (Offer a specific, realistic and researched range.)
5. How do you want to get there from where you are?

After you have answered the five questions above to your satisfaction (and that of your significant other) then address the following questions:

1. Put together a comprehensive, written work history. (This is not an employment history.)
2. Inventory and list all your Personal Resources.
3. Build a list of your personal satisfactions. (These are Accomplishments or Achievements that have given you personal satisfaction or a sense of pride when achieved.)
4. Identify the BARRIERS to your success.
5. Identify and rank the values that are important to you. This includes work roles, benefits, etc.

When this is all documented, then one can begin to think and identify “targets” for the search. A target is made up of three elements: 1.) an Industry or Company, 2.) a role (not a “job”), and 3.) a geographic location. Change any one of the three elements and you have another target. Successful transitioners identify in the neighborhood of 200 targets during their search. Only after identifying your targets should you prepare a resume, focused to the specific target..

Now, and only now should the Biography be drafted, based on the information developed from the above questions and “charges”. The Biography first, for it may and can be used for more than one search. The resume, however, must be focused to a specific target after research.