



OurExperienceCounts.com Job Search Action Planning Kit

The most effective way to conduct a successful job search is to create an action plan and treat the execution of that plan as a fulltime job. This can be challenging and does take discipline, but **OurExperienceCounts.com** is here to help. We have developed a job search action planning kit to provide you with the fundamental tools required to successfully manage your job search. This action planning kit is absolutely free and is our gift to you.

OurExperienceCounts.com cares

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Please Print all the Pages – This is our Gift to You

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Table of Contents:

Overview	2
STaR Worksheet	3
Information Organizer	
Company Worksheet.....	4
Network /Contacts List.....	5
Recruiter Log.....	6
Leads List.....	7
Interviews / Promising Leads Worksheet	8
Your One Minute Commercial	9
Your “Why I am Looking” Speech	10
Your Essential Job Search Action Planning Checklist	
Interview clothes and haircut.....	11
Business cards.....	11
Calendar/time planner.....	11
Cell phone	12
Job search specific email account	12
Current computer skills	12
Updated LinkedIn profile.....	12
Clean up and tune up your social networking sites.....	12
STaRs library.....	13
Basic resume information.....	13
References.....	13



JOB SEARCH ACTION PLANNING KIT

Kit Overview

The most effective way to conduct a successful job search is to create an action plan and treat the execution of that plan as a fulltime job. This can be challenging and does take discipline, but **OurExperienceCounts.com** is here to help. Our team of experts has developed a job search action planning kit to provide you with the fundamental tools required to successfully manage your job search.

Your kit can be used as a stand alone guide or as a supplement to our training workshops, which cover many of the topics in greater detail.

The forms in the **Information Organizer** section are in our suggested format. You may copy them for use in a binder, or you may re-create them for access on your computer, which is our preferred method.

Note: If it is difficult for you to re-create the forms, you probably need to update your computer skills.

OurExperienceCounts.com welcomes your feedback and input. Feel free to contact us at: info@ourexpereincecounts.com.

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Your *STaR* Worksheet

A *STaR* is a brief story about a work success you have experienced. It includes a description of a difficult work **Situation**, the **Tactics** you used to deal with it and the successful **Results** of your actions. ***Take our “It’s the *STaRs* That Get You Hired!” workshop***

Think of specific moments in your career when you felt satisfied and successful. Then, note them in the appropriate section of the worksheet.

Situation –

Visualize situations where you knew change was necessary or a problem needed to be solved for ultimate success or growth of your business.

Tactics –

Think about the actions you took to plan and implement the change or address the problem. For example, if you created new communications materials, overhauled your staff meetings or made a significant process improvement, record that in the tactics section.

Results –

What were the tangible results of the actions you took? How did things change; how did the problem get resolved. For example, if the time you recall is about how new procedures made measurable or visible improvements to your company or department, put that in the results section.

<u>Situations</u>	<u>Tactics</u>	<u>Results</u>
Sales Declining	Developed Sales Training	Sales improved by --%
Poor morale in department		New procedures resulted in time and money savings
Product quality declining		--% decline in quality complaints
Not enjoying a good relationship with your manager	Listed issues and began 1:1 weekly meetings with manager	

Now you have enough information to write a *STaR*; a story of your success. Take any one of your entries, in any column and fill in the other two columns with the relevant information.



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Company Worksheet

Use this form to list your target companies and companies you have contacted. Where would you like to work? These are companies whose business values you admire; they resonate with you. A place where you can visualize spending challenging and fun work time. Do your research. Which of these companies has the best reputation; which is profitable and has a good track record? How large is each company? If fairly new, how was it founded, and when? And, as important, identify companies that match the industry where you have had the experience and can best utilize the skills you'll bring to these companies.

Name	Location	Business or Product	Position(s) Desired	Sales (\$)	Profit (Y/N)	Website	Contact	Resume Sent	Notes - Outcome

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Your One Minute Commercial

So what do you really want?

Think it through carefully and write it down. Then boil it down to something crisp and easy to say.

It should be no longer than one minute; it's your introduction to yourself that you may use to start off your interview or in networking situation. This one can feature your best **STaR**.

Then you need to boil it further down to a 15 to 30 second version for those 'quick hit' opportunities where you want to first tantalize them to get a conversation started. This includes job fairs, mixers and large group networking events, and other social events or gatherings of other types you may attend.

That's how it is like your commercial – it has to be something truthful, but quick, memorable, positive and end with engaging your listener in further conversation.

Here is a **'Quick Hit'** example:

Hi, I'm Mary Jones, a human resources executive with success at large companies and startups. I'm looking for a position as a Staffing Manager. My specialty is locating and hiring top technical talent; my name is Mary Jones.

Here is a full **"One Minute"** example:

Hi, I'm Mary Jones, a human resources executive with success at large companies and startups. I'm looking for a position as a Staffing Manager. Previously, I have managed hiring at Acme Widgets and Superior Clamptors. I have also have managed benefits, recruiting and training, and have experience as a full service HR Generalist at ABC Biotech. How is recruiting currently being handled in your organization.

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Your 'Why I Am Looking' speech

1. Write a short summary of why you are looking for work, and/or no longer employed by your last company. Keep it **brief, concise, factual, and positive**. Focus on your next position, rather than dwelling on your past situation.
2. Ask someone to give you feedback after you have practiced it out loud a few times.
3. Make the necessary changes.
4. **DO NOT** say anything negative about the company, your manager, the product, etc. **DO** emphasize your interest and skills for your next position.
5. Always use these words when you are asked why you left your last employer or why are you looking for another position. Continue to practice it out loud until you feel natural and comfortable when asked why you left your last job.

Here are a couple of examples:

Company Closing:

I am looking for work because Acme Widgets, my previous employer recently closed operations. I'm looking to leverage that high tech marketing experience I gained there in my next role.

Staff Reduction:

I was previously employed at Acme Widgets which unfortunately had to make some significant organizational changes, and my position was impacted. I'm looking to leverage the high tech marketing expertise I developed there in my next role.

Returning to Work After Prolonged Absence (including medical reasons):

I took a year off to be with my family and work on some personal projects that I have always dreamed of completing. I always had planned to return to work after one year, and am now looking to return to the widget industry where I have significant expertise.

Looking For a New Position While Employed:

I am looking for opportunities in the health care field. I've taken some Continuing Education courses in that area and would like to put that knowledge to work, while still leveraging the Marketing Experience I gained in the widget industry

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Your Essential Job Search Action Planning Checklist

Interview clothes and haircut:

You don't need to go crazy here, but you want to be certain you are ready for an interview at any time.

HAIR – Have you changed your hairstyle in the last 10 years? Maybe now is the time to try something new. Check out classic professional looks that would not only update your look, but make you feel good too.. Ensure your hair is clean and well groomed when meeting potential employers or networking contacts.

CLOTHES – Classic and professional are the key words here. Even though many companies are more casual these days, you want to look your very best. For women it can be a pants suit, skirt, blouse and jacket. For men, a suit, or slacks and a jacket are the uniform of the day. Make sure your clothes are clean, well-pressed, and don't have holes or loose threads.

Business Cards:

You must have a good supply!

You may have business cards printed at a local printer or sent to you from several low cost printers on the Web.

These two have been very reliable:

www.vistaprint.com

www.123print.com

Your card should contain:

Your name

Phone number(s)

Generic (job search only) email address. Note: a Google "g-mail" account is the current 'hip' type to have.

Address or P.O. Box

Brief description, or Job Title, of your desired position.

You can use the back of the card to give your One Minute Commercial or other pertinent information about you.

Calendar/Time Planner:

You can either buy one or design your own. Schedule each day at the beginning of the week, then update activities as your schedule changes. Complete your daily activities every day. Don't forget to schedule time for exercise and recreation!

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Cell phone:

Always carry it with you.

Have a personal, professional greeting in your own voice.

Example:

“Hello, this is Morgan Zimmerman. I’m disappointed to have missed your call. Please leave your name, number, and a brief message with the best time to reach you. Thank you.”

Because some callers may not leave messages, it is a good idea to always return each call for which there is a number recorded on your cell phone. They take for granted you will understand to return their call. Don’t ignore the calls that leave no message. That may be the “NO MESSAGE” you’ve been waiting for!

Job Search email account :

Have one specifically for your job search. This will make it easier to concentrate on your search when you need to and also to easily look up when you sent out a resume and to whom. Make sure that the e-mail address you choose is professional and easily identifies you. **DO:** john.smith@google.com; **DON’T:** J_Man@google.com

Current computer skills:

This is a must in today’s job market. Nothing screams “OUTDATED” quite like obsolete or inadequate computer skills. If you are rusty, look for an adult learning center or community college for reasonably priced classes. You can also look on the Internet for Microsoft self-paced training and tutorials, some of which are available at no cost.

Updated LinkedIn profile:

Your LinkedIn profile should have at least 50 active connections and 5 current recommendations. Always keep your profile current.

Clean up and tune up your social networking sites:

Review the content of your social networking sites and delete any information you do not want to share with prospective employers. Yes, increasingly, the hiring process includes a check of your social networking profiles. Keep them professional, in a job search campaign they are part of your marketing effort, intentional or not.

JOB SEARCH ACTION PLANNING KIT

Your Essential Job Search Action Planning Checklist

STaRs library:

You want to create 12-20 bright, shining **STaRs**.

A **STaR** is a brief story about a work success you have experienced. It includes a description of a difficult work Situation, the Tactics you used to deal with it, and the successful Results of your actions.

(A **STaRs** worksheet is part of this package.) ***Take our “It’s the **STaRs** That Get You Hired!” workshop***

Basic Resume Information:

Gather the material you will need to build a great resume.

You will need:

- Company names
- Locations
- Current name and dates of departments in which you worked
- Job titles
- Relevant professional organization information
- If applicable, recent certificate programs or classes

References:

Four to six references who will say good things about you and your work.

Touch base with them first to ensure they are willing and prepared to be a reference for you.

Prepare a word document listing this information about each reference:

- Name
- Job Title: current or previous if retired
- Phones: business, cell, home (as many as feasible)
- How long you have known the person
- What the relationship was (manager, colleague, employee, etc.)