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***Module 1: Mindset Transformation & Confidence Building***

**Exercise 1:**

Let’s face it. We are usually our own worst enemies. Some of the thoughts we tell ourselves are never ones that we would say to a friend or loved one. What are some of the negative thoughts or beliefs that arise when thinking about the job search that lies ahead? List an opposing, positive statement that aligns towards your goal. Remember to assess your negative thought. Is it true, helpful, kind? Write down as many as possible! It’s all about perception.

|  |  |
| --- | --- |
| **Negative Thought** | **Positive Thought/Perception** |
| I am afraid I won’t find a job that matches the salary range I am looking for. | I am willing to do whatever it takes to make myself a valuable, desirable, and marketable candidate. |
|  |  |
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**Exercise 2:**

Write down your new decisions to position you for a new job. Think about what you will no longer tolerate from yourself and what will you be doing differently? For example, I am no longer going to wait for things to get better at my current job. I am going to do what it takes to find a new job by completing the steps within this program. I am no longer going to tell myself I am incapable of more. Instead, I fill my mind daily with confidence-enhancing content to increase self-esteem and hope for my future.

**Exercise 3:**

Although you may not know exactly the type of job or company you are looking for, give yourself permission to dream big. Write down whatever comes to mind related to your job search goal. What does a great life look like if you had the perfect job?

**Exercise 4:**

Based on Module 1, what are the mindset and confidence-boosting activities you will integrate into your daily routine to keep you positive, hopeful, excited, and persistent towards reaching your goal? For example, reading, guided meditation, Podcasts, faith-based activities such as prayer, etc.

***Module 2: Job Search Clarity & Career Exploration***

**Step 1: Let’s think from a high level! Answer the following questions:**

What kind of work situation would you like to be in? For example, you would like to work in a hybrid model instead of working an office job 9-5.

Let’s think of companies you would be interested in. What are the missions that are most important to you? For example, being interested in working for a company that lifts up women in business through training and education.

Now let’s just focus on you. What would you love to do in the role itself? For example, train staff, improve operations, manage finances etc.

Without necessarily knowing the job title and company, think about some aspects of your next job/career that will bring joy, fulfillment, and purpose.

What would a day in the life look like if you were to land a job that totally lit you up! Literally walk me through from when you wake up to going to bed.

Highlight your top 3 non-negotiables. This exercise is similar to a “wish” list. Ideas include salary range, where you will be working, what responsibilities you would like to have, etc.

**Step 2: Let’s talk about your skills and strengths!**

What skills do you possess? What do you know how to do?

What are you great at doing?

What type of help do others come to you for?

Have you been praised by your teammates, managers, or customers? What have they praised you for?

How have you made teams, departments, and organizations improve?

Rank your skills (from above) based upon your enjoyment level.

What skills or duties would prefer not to use in your next role?

**Self/Career Assessment Resources:**

[Career Tests: Our Top 10 (monster.com)](https://www.monster.com/career-advice/article/best-free-career-assessment-tools)

[JobTest.org - Take our career test to unlock the future you deserve](https://www.jobtest.org/?utm_content=646569576475&utm_campaign=ga_dg_tpv_generic_career&utm_medium=cpc&gclid=CjwKCAjwsvujBhAXEiwA_UXnAGE_WlM8eKY9CdY-ulegH7_bseMXO4leEO148_yF-P0mRSud7-QQohoCHh8QAvD_BwE&utm_term=career%20path%20quiz&adposition=&utm_source=google) (there is a fee to this after going through the assessment but you will receive a sample report)

[O\*NET Interest Profiler at My Next Move](https://www.mynextmove.org/explore/ip)

<https://www.mynextmove.org/explore/ip>

**Step 3: Putting in the time to RESEARCH! (review some of the resources and sites below to help you gain clarity on roles and companies that speak to you)**

**Job Boards**

Linkedin.com

indeed.com

https://www.builtinboston.com/

https://www.mass.gov/topics/finding-a-job

flexjobs.com

https://www.BuiltIn.com

https://www.wellfound.com

https://www.inhersight.com

https://www.Otta.com

https://jobs.workable.com

**Explore careers:**

[Exploring Careers | The Muse](https://www.themuse.com/advice/exploring-careers)

One Stop Careers Homepage: <https://www.careeronestop.org/ExploreCareers/explore-careers.aspx>

Find company by industry: <https://www.careeronestop.org/Toolkit/Jobs/find-businesses.aspx>

See potential job titles you may be interested in/qualified for based on your current position:

https://www.myskillsmyfuture.org/

Boston Business News: <https://www.bizjournals.com/boston/>

Data into specific job titles: <https://www.bls.gov/ooh/a-z-index.htm>

Find companies based on industry and location: <https://www.careeronestop.org/toolkit/Jobs/find-businesses.aspx>

**Articles/Blogs related to job search/career exploration**

https://www.thebalancecareers.com/different-types-of-jobs-a-z-list-2059643

https://www.thebalancecareers.com/career-exploration-525632

<https://www.thebalancecareers.com/steps-to-choosing-career-525506>

**Best Company Lists (Google Search)**

Glassdoor.com’s Best Places to Work

Fortune’s 100 Best Companies to Work For

Search for “Top 100” and “Best Employer” lists for your area

**Salary Insights/Employee Reviews**

Salary.com

Glassdoor.com

Payscale.com

<https://www.bls.gov/>

**Step 4: Setting up Informational Meeting/Interviews**

Step 1: Review Informational Interviewing Resources below

Step 2: Write down the people you would like to schedule informational interviews with and why

Step 3: Prepare your messages/emails/inMails to 5 people you would like to set up meetings with and do it!

https://www.themuse.com/advice/informational-interview-best-questions-to-ask

https://www.livecareer.com/resources/interviews/questions/information-interview

https://www.thebalancecareers.com/informational-interview-questions-to-ask-2061056

<https://www.linkedin.com/pulse/you-should-requesting-informational-interviews-heres-how-seaman/>

**Step 5: Nailing down your vision**

**Circle which of the following aligns most with your vision**

* Same Job, Same Industry
* Same Job, Different Industry
* Different Job, Same Industry
* Different Job, Different Industry

**Create your Job Search Affirmation Statement:**

*After completing research activities to help gain clarity, please write out your clarity statement to help you stay focused on your end goal. I recommend writing this out on a post-it note, putting it on your fridge, or just putting it in a place where you can see it all the time! Here are some things you may want to include in your statement.*

* Targeted Job Title(s)
* Job specialty or focus:
* Industry you would like to work in:
* How can you make an impact?
* When do you want to start?

**Example**:

I am targeting a Career Counselor or Career Advisor role within a local college or university where I will empower college students to land their first professional job after graduation with an ideal start date of September 1, 2023.

I am targeting an Executive Director role within a non-profit organization that supports homeless veterans where I can shape new programs and services, generate state and federal funding, and increase community engagement. I would like to start April 2023.

I am targeting a Customer Success role within an IT company whose solutions support events/hospitality organizations where I will ensure customers gain competency on using the tool and are continuously satisfied with the solution. I would like to start by August 1, 2023.

**Your Turn:**

**Identify Skills or Knowledge Gaps:** In reviewing job postings, are there any skills or knowledge gaps? For example, are you seeing roles that frequently require a specific certification? If so what are you seeing and are you willing to invest your time or money to acquire this skill or knowledge in order to increase your qualifications.

*\*Once you are clear on your job search target and why you would be a great candidate, it is time to complete the Resume and Cover Letter Info Collector Form to begin the process of revamping your documents.*

***Module 3: Job Search Strategy Development + Learn Linkedin***

**Exercise 1: Answer the following questions to build your job search strategy.**

1. What type of jobs am I targeting (job title, experience level)?
2. What industry or industries and I targeting?
3. What salary range am I targeting?
4. Where do I want to work (location)?
5. What are the top three things I am looking for when evaluating a company’s culture?
6. What are my three non-negotiables?
7. When would I like to start my new job?
8. What trainings/certifications/educational experiences will go after me to qualify for the jobs that I want?
9. How many hours per week can I focus on my job search?
10. What days/timeframes will I be focusing on my job search?
11. Who are the people I want to connect with/talk to/schedule info interviews with?
12. What job search activities will I be engaging in to accelerate job search results (job boards, informational interviews, working on my resume etc.?
13. How and where will I track my job search goals and progress?
14. What mindset activities will I be engaging in to manage anxiety, self-doubt, fear, negative thought patterns, etc.?
15. Who will hold me accountable?

**Additional assignments and tips related to job search strategy:**

* Before you begin applying for positions, be sure that your Job Search Marketing Documents are fully up to date and make a great first impression. This includes your resume, cover letter, Linkedin profile, and Linkedin headshot.
* Follow companies on Linkedin that you are interested in. Don’t be afraid to engage by commenting.
* Leverage the Networking Guide to begin reaching out to known and unknown contacts.
* Now is the time to execute! I recommend that you track in an Excel or Google sheet
* Don’t forget to continue focusing on boosting your mindset.
* Getting ahead will require you to step outside of your comfort zone.

*\*Don’t forget to track your progress in a way that works before for you. You are welcome to use the Excel trackers provided in the program or I also recommend checking out https://www.tealhq.com*

***Module 4: Professional Branding & Elevator Pitch Development***

**Exercise 1: Write your brand story. Tell me how you got here, what you want to be known for or what you are already known for, how you can make a difference, and what make you unique!**

**Exercise 2: Watch these videos to learn how to prepare your elevator pitch.**

https://www.youtube.com/watch?v=6C03u9qvSEQ

https://www.youtube.com/watch?v=Et10P4sHblA

<https://www.linkedin.com/learning/jodi-glickman-on-pitching-yourself/why-is-the-pitch-so-important>

**Exercise 3: Write your value/elevator pitch (here are some examples). Please note that your elevator pitch will change based upon the type of interaction you are having.**

Hi, my name is **XYZ**. For the past **TIME PERIOD**, I have been working for **XYZ** doing **WHAT YOU DO BEST**. I am always looking to grow and evolve. I am here today because I am looking to **WHAT IS YOUR GOAL?** I am really interested in **OR** passionate about **XYZ** and interested in doing **XYZ** which is what led me to apply for the XYZ position.

Hi, my name is **XYZ**. I am a **JOB TITLE for COMPANY NAME** and have really played or succeeded in **DOING WHAT**? I love making new connections that inspire me to grow and enjoy supporting others in **XYZ** space (such as women owned businesses). Tell me a bit about what you do?

**Exercise 4:** Based on the lessons within the module, how can you promote and amplify your brand aside from updating your job search marketing documents? For example, posting content on Linkedin, joining a professional affiliation, attending an industry conference, enrolling in a training program, etc.

***Module 5: Interview Mastery***

**Exercise 1: Spend time preparing answers to the most common interview questions**

**Common Interview Questions:**

* Tell me about yourself?
* Why do you want this job?
* What do you know about our company?
* Why do you want to work for us?
* Tell me about a time that you initially failed at something but were able to turn things around?
* Tell me about a time that you worked with a difficult co-worker/client and how you handled it?
* What unique abilities or qualities would you bring to this job?
* What are your major strengths/weaknesses?
* Where do you see yourself in five years?
* Tell me about a challenging initiative that you were involved in. Describe in detail how you managed it and what was the outcome?
* Describe a time when you worked on a challenging team project. What was your relative position on the team? Were you satisfied with your contribution? How could have it worked better?
* Think back to a situation in which there was a conflict you had to resolve. Tell me how you resolved that conflict.
* Why should I hire you?
* Why are you exploring new opportunities?
* Why did you leave your last role/why do you want to leave your current role?
* How will you add value to this company/department?
* What is your salary expectation?

**Sample Questions to Ask Interviewer:**

* What’s the next step in the interview/hiring process?
* What are the immediately challenges that you would like this person to address/resolve?
* Do you have any hesitations about my qualifications?
* What makes people stay at this company?
* What do you like about working here?
* How do you help your team grow professionally?
* Who would I be reporting to?
* How has this position evolved?
* What have past employees done to succeed in this position?
* Is this a new position? If not, why did the person before me leave this role?
* What can you tell me about the job apart from what was in the description?
* What would I be expected to accomplish in my first month/year on the job?
* What is the key to succeeding in this role?
* What does it look like during the busiest and toughest times for this role?
* Would I need to travel for the position?
* How do you evaluate success here?
* Where do you see the company in XX years and how would the person in this role contribute to this vision?
* Is there anything else I can provide to help you make your decision?
* Could you tell me a little bit about the person I would report to directly?
* What is the onboarding process like for new hires?
* How many people will I be working with?
* If I were hired for the position, what would be the ideal starting date?
* Do you expect the responsibilities for this role to change in the near future?
* What types of skills is the team missing that you’re looking to fill with a new hire?
* What metrics or goals will my performance be evaluated against?
* What are the current goals that the company is focused on, and how does this team work to support hitting those goals?
* What’s the most important thing I should accomplish in the first 90 days?
* Do you expect my main responsibilities in this position to change in the next six months to a year?
* Is there anything that I should read before starting that would help me have a shared understanding with my colleagues?
* What do new employees typically find surprising after they start?
* How does the team I’ll be part of continue to grow professionally?
* Where have successful employees moved on to?
* Is there anything I clarify for you about my qualifications?

**Additional resources to help you prepare for an interview:**

<https://www.linkedin.com/interview-prep>

<https://startup.jobs/interview-questions>

[How to Use the STAR Method to Ace Your Job Interview | The Muse](https://www.themuse.com/advice/star-interview-method)

***Module 6: Offer Evaluation & Salary Negotiation***

**Use the following list to help you determine if this is the right offer to accept.**

**Career Values:**

* Reflecting on your career values established at the beginning of the program, does this opportunity align

with what’s most important to you at this stage in your career? Remember that we may not get everything

on our list but we should strive to receive our top three.

* Think about the job after this job. Does this job align to the vision you have for your career over time?
* What are your non-negotiables? Has the offer awarded you with those non-negotiables?

**Compensation & Benefits:**

* Salary/Compensation: Does the offer provide a level of income that will enable you to maintain your
* present standard of living?
* General Benefits: Be sure to ask what the benefit package includes, if the prospective employer has not

already made it clear.

* Health and Dental Insurance: Does the employer offer health insurance? Does the policy cover just you

or eligible dependents also? How much of the premium does the employer pay?

* Retirement: Does the employer have a retirement plan? How is it structured? Do you have to contribute to

it? Are there any restrictions on accessing the funds in your retirement account? At what age can you begin receiving retirement benefits?

* Bonus and Profit Sharing: Does the company offer any bonus or profit-sharing programs? What do you have to do to become eligible for these programs?
* Signing Bonuses: Will the company offer a signing bonus in lieu of another benefit?
* Maternity/Family Leave: What is the company policy regarding maternity or family leave?

**Lifestyle Impact:**

* Flextime: Does the company provide for a flexible working schedule? If so, under what circumstances? Is
* working from home an option? If so, does using flextime or working from home change any other benefit,
* such as insurance coverage?
* Vacations and Holidays: How many paid holidays are offered? What is the vacation policy? Can unused
* vacation days be carried forward into the next year, or will they be lost if not used? Can unused days be
* converted into cash?
* Personal Days and Sick Days: Does the company allow personal days or sick days? If so, how many and
* under what circumstances? Can unused personal or sick days be converted to cash?
* Will you need to travel further than you would like?

**Company Culture:**

* Does it seem like a place you will enjoy working at?
* How will the organization support your professional development and career growth?
* Performance and Salary Review: Does the company have a policy about reviewing performance and
* salary? If so, how often? Are the opportunities for career advancement based on performance, seniority
* or both?

**Out of Pocket Expenses:**

* Heath Insurance: How much will you be paying each week for health insurance?
* Day Care: Will you need day care? Does the employer offer any plan that will facilitate obtaining this
* service for your children?
* Relocation Reimbursement: If the job requires moving, does the company offer relocation assistance?
* Travel Expenses: How much will you be spending per week on travel costs such as gas, train fare, and/or parking?
* Travel Reimbursement: If the job requires travel, what is the company policy regarding reimbursable expenses?