

CREATING CAREER SUCCESS

A Flexible Plan for
the World of Work

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Chapter 8: Tools

Let's Discuss



Michael D Brown

“Your premium brand had better be delivering something special, or it’s not going to get the business.”

~Warren Buffett

Job search tools and your career development

Basics

- Resume
- Cover letter
- Thank you letter

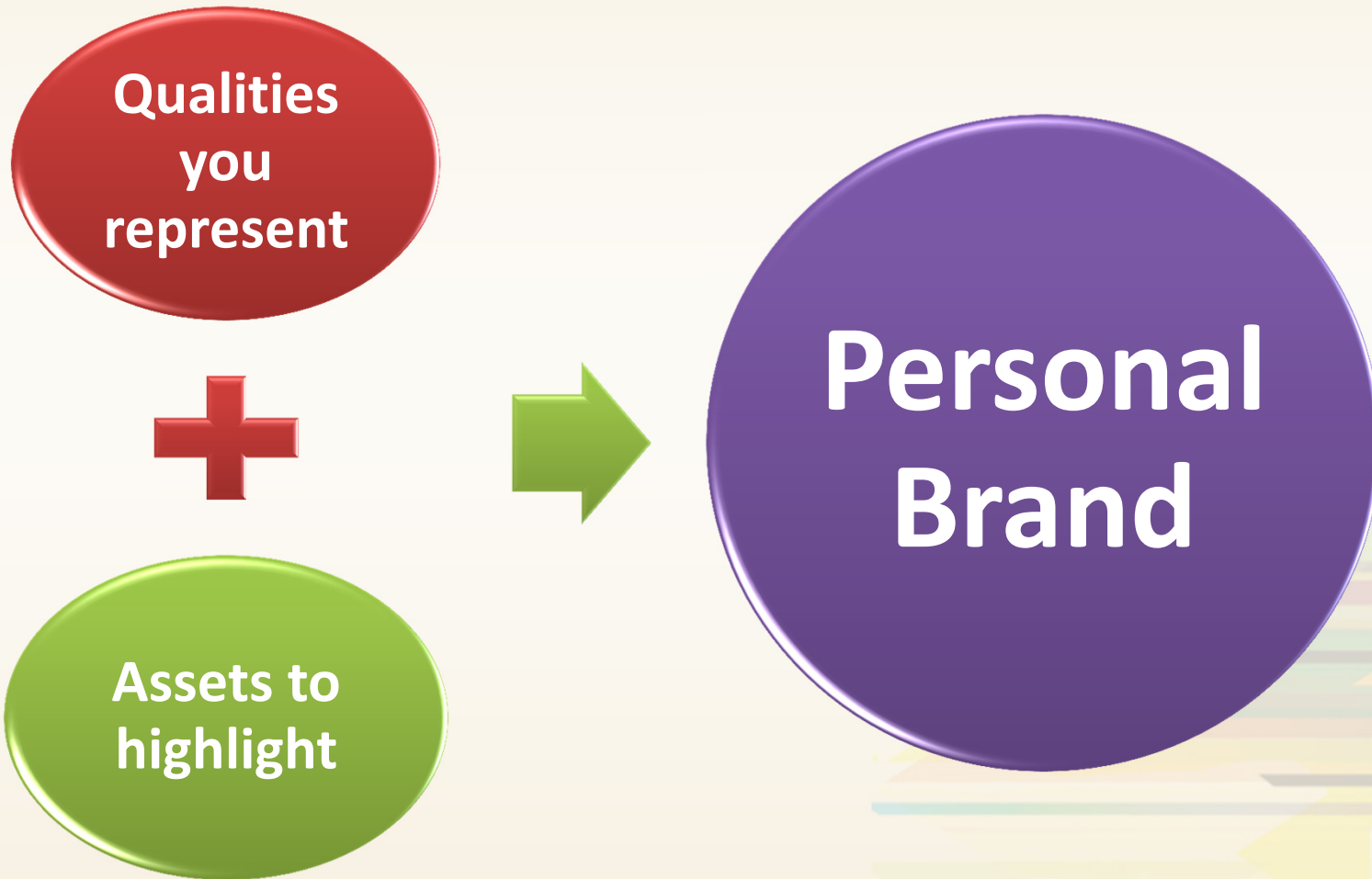
Supporting materials

- Reference page
- Networking letter
- Online profile

Portfolio

- Writing samples
- Design work
- Publications
- Presentations

» Clear and consistent message



What can you learn from your job search tools?

How strong is your message?

Are there gaps in your skills?

Develop relevant skills to market yourself

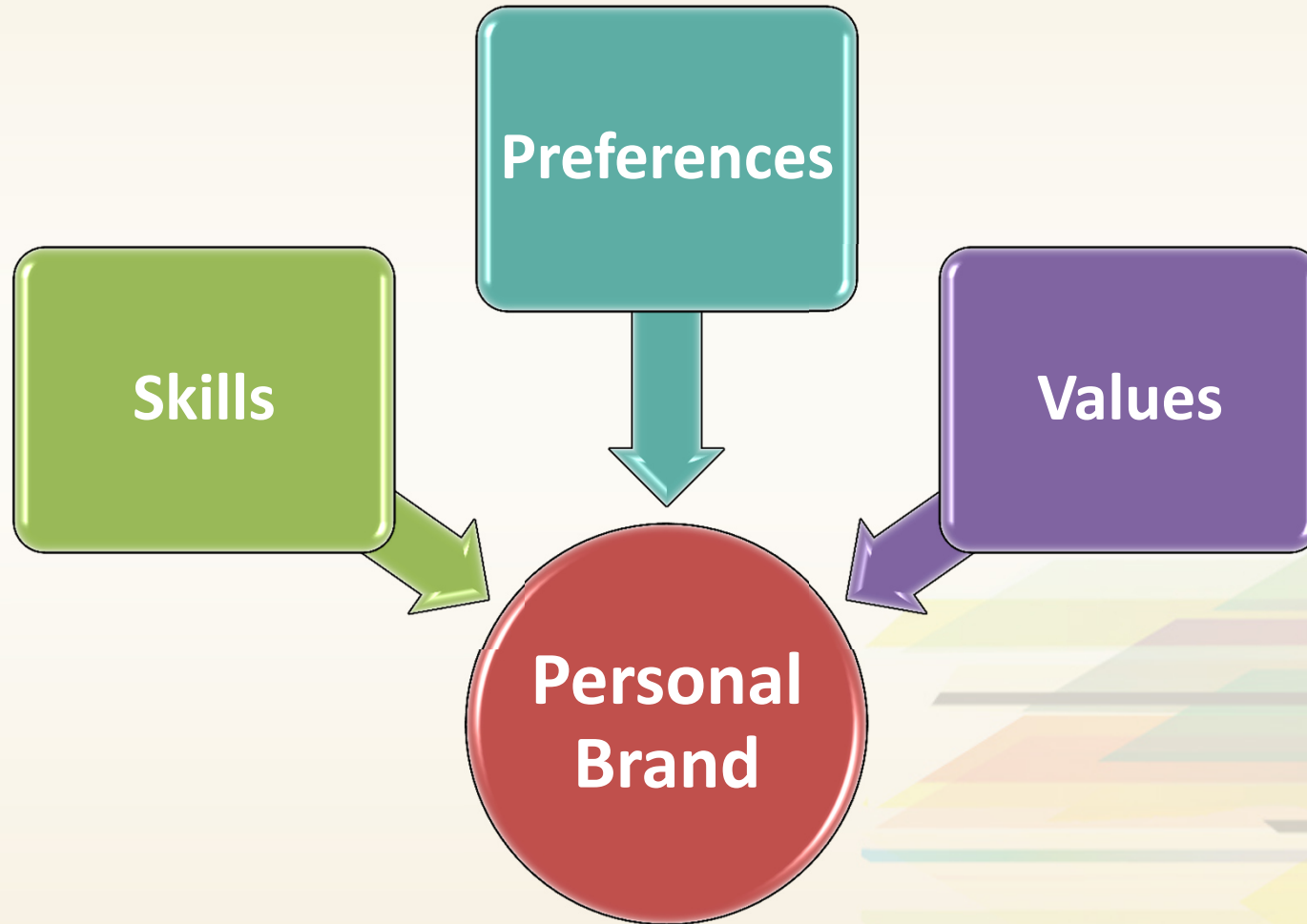
Build Your Brand

**Build your
career
intentionally**

**Choose
experiences
to develop
motivated
skills**

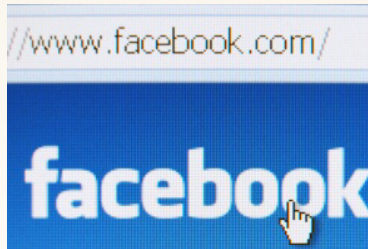
**Become
"go-to"
person for
tasks you
enjoy**

Identify and demonstrate your brand



Tech savvy:

Branding yourself with blogs, social networking sites and online discourse



1000 Words



Oleksiy Mark



1000 Words



almagami



Mihai Simonia



ra2 studio

Plan and Choose your Resources

Resumes for the real world:

Choose a format

Reverse chronological

- Linear career path
- Recent grads with some experience

Functional

- Focused on skill sets
- Inexperienced candidates
- Career changers

Combination

- Highlights key assets while listing experiences
- Experienced job seekers
- Graduates with extensive school and work activities

Curriculum vitae (C.V.)

- More comprehensive
- Generally reserved for academics, scientists,
- Professionals with advanced degrees

Biography

- Highlights of career
- Written as short story
- Celebrities, public figures, senior-level executives

» The Basics of Resume Writing

Content

Length

**Layout and
design**

Fonts

**Naming your
document**

**Sharing your
resume**

Prepare a targeted resume



Sections of your resume

Online profile
or personal
website

Objective

Profile or
summary

Education

Experience

Activities

Skills

Certifications

Specialty
headings

Tech savvy:

*Email and electronic
resumes*

Job boards

**Submitting
your resume
online**

Online profiles

Applicant tracking
systems

Just say it! Action verbs

Describe exactly what you did

Different types of skill sets

- Leadership/management
- Administrative/organizational
- Communication/interpersonal
- Analytical/research
- Creative/innovative
- Counseling/helping/teaching

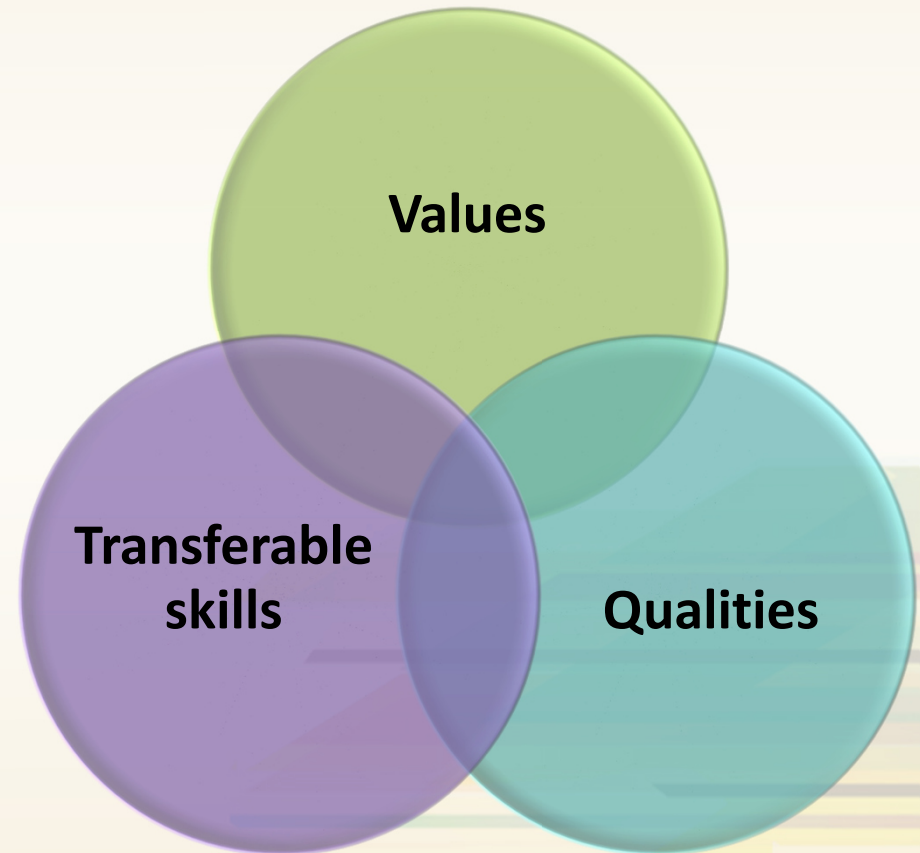


RAGMA IMAGES

Work with Awareness: Market your social awareness



iQconcept



» Prepare Winning Cover Letters

Four components of letter

Greeting

Introduction

Body

Closing

» Create Targeted Cover Letter

Review job listing



Which skill sets match requirements?



Choose three area to address



Alexandar Iotzov

Embracing Differences:

Cultural differences in job search materials

Cultural norms in the search

Variations on the resume

Communication for international search

Additional job search tools



thumb



karen roach



karen roach

Thought questions

- Do you feel prepared to sum up your assets in a resume?
- Do you feel that your experiences reflect your best assets? Do your activities and involvement reflect your leadership potential?
- Do you feel your reputation and personal choices present a consistent brand that makes you proud? Why or why not?