

Are you Master of your Career Domain?
ANNUAL CAREER PLANNER

Renaissance Coaching Group
Reinvent. Revitalize. Reconnect.
www.renaissancecoachinggroup.com

“The difference between who you are and who you want to be is what you do.”
Unknown

INTRODUCTION

Are you the master of your career domain? If not, this **Career Planner** will give you the framework to take charge of your career, create a personal marketing mindset for your job search, and get you into targeted action.

Implementing a job search can become a full-time job. But all too often, most of us just do a quick resume update and start applying for open positions. And nothing happens. Days, weeks, even months go by with no traction.

I created this **Career Planner** for my clients to give them a basic framework from which to formulate their job search. It will help you focus your efforts and create a strategy to target your ideal position and/or ideal employer.

The goal in using this planner is to help you identify your ideal position and your ideal employer. The **Career Planner** is designed to help you create a personal marketing strategy for finding your next position. Whether you wish to make a lateral move, move ahead, and take on more responsibility on your career path, or change direction completely, this planner can get you started.

Rather than just a quick update to your resume and uploading it to the major job boards, this planner requires you to strategize your next move. You'll define WHY you're looking for a new job and pinpoint exactly what you really want from your next gig. This planner will ask you to research a list of your top 10 to 20 employers that you find most appealing. It will require you to tap your network and make new connections. In other words, this planner will get you fully engaged in your career search.

Most of the sections in the **Career Planner** are self-explanatory. However, if you're not clear how to use the planner, feel free to email me for a complimentary strategy session.

Keep in mind that this planner requires time, effort, and commitment. Before you get started, find one hour each day (uninterrupted) that you can devote to your campaign.

I wish you great professional success!

Kathe

*“Success seems to be connected with action. Successful people keep moving.
They make mistakes, but they don’t quit.”*
(Conrad Hilton)

GOAL:

TIMELINE:

SUCCESS STRATEGIES:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

SUCCESS MANTRA:

PERSONAL BRAND (10-15 WORDS):

IDEAL EMPLOYER PROFILE:

Industry:

Leadership:

Mission/Vision:

Values:

Culture:

Key Traits/Attributes that appeal / are important to you:

(Examples: number of women/minorities in leadership roles, social integrity, focused on new technology, financially stable, experiencing significant growth, non-profit, philanthropic focus, flexibility, leads market in salary/benefits, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 10+ EMPLOYERS LIST

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

IDEAL POSITION DESCRIPTION

Job Title:

Growth Potential:

Reports to:

Supervisory Responsibility:

Starting Salary:

PTO:

Benefits:

1. _____
2. _____
3. _____
4. _____
5. _____

Hours:

Overtime expectations:

Travel:

EMPLOYER #1 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #2 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #3 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #4 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #5 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #6 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #7 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking

Notes:

EMPLOYER #8 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #9 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

EMPLOYER #10 _____

Department Head:

Hiring Manager:

HR representative:

Current employees to tap:

Relevant position titles:

Growth potential:

Current news:

Glass Door reviews:

Linkedin Connections:

Twitter Followings:

Current ranking:

Notes:

Resume Upgrade

Skills I need to add/develop

Additional certification/education required for greater growth potential

Recent achievements

Leadership roles/opportunities to pursue

Professional References / Testimonials

It is always a good idea to have these lined up before you need them. You also want to keep track of your key references as they change positions/companies. When it's crunch time and you need them, you don't want to find yourself spending hours trying to find them.

Keep a file of positive testimonials from employers and clients. Ask key people to add a testimonial on LinkedIn.

Body of Work

Compile articles, reports, PowerPoint presentations, blog posts and anything else that highlights your expertise.

If you've been in the same position for a few years and your scope of responsibility hasn't grown, consider writing up a few articles or tips sheets in your area of expertise. Compile a list of recent books related to your work, read them and comment on them. Do whatever you can to show potential employers that you're actively engaged in building your skill set even though your formal job responsibilities haven't changed.

Social Media Communication Strategy

It's great to post photos of your last vacation, but masters of their career domain know the VALUE of using social media to highlight their expertise and knowledge base. Make a point of joining on-line groups and participating in a meaningful way. Build your on-line network. Ask for and provide testimonials. Post a win or accomplishment. Upload an article. Congratulate others for their successes.

Linkedin:

Profile updates

Testimonials/recommendations

Articles to post

Groups

Potential contacts

Facebook:

Twitter:

Network (Work it!)

My somewhat informal research shows that many people find their next best gig through someone they know—either personally or professionally.

Start making a list of everyone you know, including phone and/or email. Create a plan to reach out to everyone on that list at least once or twice a year. I quick email just to check in is all it takes. Make note of their career changes, and add those companies to your list of potential employers.

Groups / Associations / Affiliations

Don't rely on job boards for your next important career move. Join groups and associations and build your network within those groups. Use the membership directory and aim for adding to your list of contacts weekly or monthly.

Potential Recruiters

Identify and connect with local recruiters and let them know you're out there. Be able to clearly state in a few sentences what makes you unique and what you're looking for. Stake a claim even if it's outside your comfort zone. Make it easy for the recruiter to keep your name and credentials at the top of their stack.

If you're receptive to relocating, identify recruiters in key geographic areas that appeal to you and make contact. Connecting with recruiters can give you a good sense of the hiring market in that area, which helps inform your top choice of cities. Rule of thumb is to first decide where you want to live and then look for work. If you love where you live, you can look for another job. But if you hate where you live, it becomes expensive to keep relocating.

Informational Interviews

Information really is power. If you're considering work in a new city or thinking of changing careers, informational interviews are a pivotal tool. It's been my experience and that of my clients that people are most always willing to offer advice and suggestions.

Identify people in key positions at employers that most appeal to you and ask them for 20 minutes by phone. Identify your top three questions you'd like to ask them. This builds your presence and information base. In short, there is no down side to informational interviews. The worst that could happen is that some people will say no!

Miscellaneous