

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 ACTION.

Implementing a job search can become a full-time job. But all too often, most people 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 next *targeted* career move. It will help you focus your efforts and create a strategy that will move you in YOUR right direction.

The goal in using this planner is to help you position yourself for success.

Whether you wish to make a lateral move, position yourself for promotion, take on more responsibility on your career path, or change direction completely, this planner is designed to move you forward.

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 plan.

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

This planner requires time, effort, and commitment. For best results, schedule one hour each day (uninterrupted) to work your plan.

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 20 EMPLOYERS LIST

NAME	LOCATION
1.	
2.	
3.	
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19.	
20.	

IDEAL POSITION DESCRIPTION

Job Title:

Growth Potential:

Reports to:

Supervisory Responsibility:

Ideal Salary Expectation:

MINIMUM salary expectation:

PTO:

Benefits Package:

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

OTHER FACTORS TO BE CONSIDERED:

Travel (local? Overnight?)

Weekly hours expectations (standard workweek? Early morning and/or evening hours requirements?):

POTENTIAL EMPLOYER PROFILE**(Create this sheet for each of your Top 20 Employers List)**

Company Name	
Department Head	
Hiring Manager	
HR representative	
Personal contacts	
Relevant position title(s)	
Current news items	
Glass Door reviews	
Current job opportunities	
LinkedIn Connections	
Social Media	
Ranking (as possible employer)	
Comments/Follow up needed:	

Resume Upgrade

- **What are the top 2-3 things I'm known for/specialize in?**
- **What expertise do I plan to add to this list in the next 12 months?**
- **New things I've learned in the last 90 days**
- **New contacts made that support my career development plan?**
- **What steps will I take in the next 30 days to increase my professional visibility?**
- **Highest priority "resume enhancement" project/activity for next 90 days?**
- **Create a unique 10 word (or less) personal branding/positioning statement**
- **In what ways has my resume improved in the last 12 months?**

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's 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.

SUGGESTED ACTION ITEMS:

- Keep a file of positive testimonials from employers and clients
- Ask key people to add a testimonial on LinkedIn
- Look beyond your current position/employer. Include contacts you made through networking, your involvement in professional or civic groups, etc.
- What else comes to mind?

Body of Work

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

Include in your portfolio non-work items. Be bold here and focus on the full scope of your skills and abilities. If you don't do it, who will?

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.

PROFESSIONAL PORTFOLIO:

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

Don't have anything? No problem. What can you create? Aim for 5-6 items.

SUGGESTIONS:

- Case study
- How-to Article
- Best Practices report
- Blog posts in your area of expertise
- What else comes to mind that would be relevant to your career plan?

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. A 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.

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SUCCESS TIP: Network like a master—create an excel spreadsheet and add everyone you know, including their contact information. Make it a point to add to it daily. Ask people to connect you with persons of interest. Set up weekly/monthly columns and add a date when you connect with someone.

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.

ACTION PLAN (ideas):

- What group(s) might I join?
- Networking opportunities?
- Join a committee
- Volunteer for an event
- On-line groups?
- What else?

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 recruiters to keep your name and credentials at the top of their stack.

TIP: 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.

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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 of their time by phone. Identify your top three questions you'd like to ask them. This builds your presence and information base. There is no down side to informational interviews.

NAME	CONTACT INFO	INTERVIEW DATE
1.		
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Miscellaneous:

Brainstorm other ideas to consider/implement to execute a BOLD, targeted career development plan.

- Identify your next ideal career move
- Create a career vision that looks out 5 and 10 years
- Plan your career development in alignment with your life goals
- Create daily success habits to keep you on track
- Get support (a coach, mentor, or mastermind group)
- What else?

CALL TO ACTION:

I hope you find this Career Planner helpful. If you want to take your career planning to the next level, email me to schedule a complimentary discovery session. During that session, we'll spend two hours together discussing your life and your work and what it is you really want to accomplish.

I wish you continued personal and professional success. Think strategically, act **BOLDLY**, and commit to living and working on your terms!



Kathe helps mid- and late-career professionals get clear on what they want and create a personal strategy to get them there. All it takes is a clear vision, a targeted action plan, and a relentless commitment to moving forward.

Kathe has over 20 years in human resources, leadership, and personal development coaching. Her coaching is by invitation only.

Want to know more? Contact me today.

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