

Job Search Strategy Planning

A Job Search Action Plan is a vital tool to ensure you implement your job search campaign effectively. When creating a Job Search Action plan, the first step in the process is to consider your options and opportunities.

Below outlines four example scenarios for you to consider:

Same Function/Same Industry: You are seeking the same kind of job, but with a different employer. Your career is compatible with your skills, talents and interests. You are content with the industry and are looking for a similar position. Fastest and Quickest path to a job.

Same Function/ Different Industry: You are satisfied with the work you have been doing, but have decided it is time to move to a different industry.

Different Function/Same Industry: You want to remain in the industry but want a different kind of work. You may have discovered that the match between your strengths and the job have drifted off track.

Different Function/Different Industry: You have decided that nothing short of a total career and industry change is what you want. This may be in response to the worldwide business and technological changes or elimination of a once-promising position. This is great for entrepreneurs and start-ups. This will likely take the longest of the four options.

Define Your Role / Function /Title:

- Role - this is your position within an organization: eg. management, individual contributor, or staff.
- Function - refers to your responsibilities: eg. marketing, operations, or information technology.
- Job Title – this could be as specific as Operations Director/Manager or could be more generic such as Operations Professional.

Opportunity 1

Opportunity 2

Opportunity 3

3. Target Company List

This is a list of specific organizations to approach for job opportunities that match the job search criteria that you have developed. This list can range from five to several hundred organizations, but it must be manageable for you. Even if you're still working on your Target Opportunity definition, and you know of some organizations you want to explore, add them here.

4. Formal Marketplace

Job postings and recruiters/search firms make up what is called the Formal Marketplace. This part of the job market includes positions that a company or organization has taken some active measure to publicize, usually through an ad, a recruiter/search firm, an internal posting, or the internet (company website or job bank). As soon as a position is placed on this open market any number of applicants can respond and the selection process for it becomes competitive.

Sources of Job Ads & Postings

Possible ad sources include: Professional association newsletters, the Internet, Alumni associations and newspapers.

List here the titles of periodicals, job banks, newspapers, etc., you're probably already checking. Come back to update this section as you identify additional sources.

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Search Firms/Recruiters

Contingency firms recruit for professional and middle-management positions. They receive their fee after they've filled an open position with a candidate whom the search firm submitted.

A retainer-based firm has a contract with a company to conduct a search and usually deals with senior positions. The firm receives agreed-upon payments throughout the process and final payment at the end.

List any search firms you've contacted or intend to contact. You'll want to talk to your consultant about using databases and other research resources at Right Management to supplement this list.

5. Network – Build Your Contact List

Networking is about building relationships and connections, it is about giving and receiving information, advice, support, and referrals.

Think of the people who will:

Give you ideas for organizations you could target

Give you information about organizations you are targeting

Share experiences and learning with you about your target market

Share their knowledge of your targeted industry's issues and trends

Introduce you to A, B or C network contacts

Refer you to people who can do any of the above – all important referrals!

The ABC of Networking

Think of the people who will:

Give you direct and honest feedback e.g. on your 30-second commercial; your resume; your career objectives.

- Give you feedback on what you offer e.g. your skills; accomplishments; personal qualities in relation to your target market.
- Challenge you to grow and “think outside the box”.
- Accept you for what you are and give you emotional support
- Speak highly of you; sing your praises; help you to increase your visibility - Refer you to people who can do any of the above – all important referrals!

6. Implement the Strategy

Step 1: Review your Job Search Action Plan and look for gaps. Then translate each gap into a set goal. Define the activities needed to reach each set goal. For example, "I will find five more appropriate companies to add to my target list."

Step 2: Set target completion dates. You'll be more likely to follow through on activities if you've given yourself a time frame in which they must be completed.

Step 3: Follow through. Identifying action steps is only valuable when these steps are taken.

Examples of Next Steps

Gap	Goal	Target date
Target company list is very limited	Identify 5 new target companies.	Monday, mm/dd/yy
Unsure of my own Unique Selling Points.	Complete self-assessments and set lunch dates to talk with 3 past co-workers or bosses to ask for their thoughts.	Tuesday, mm/dd/yy
Resume does not promote my Unique Selling Points.	Update resume using RightEverywhere resume resources.	Friday,mm/dd/yy
Not sure what risks might be associated with type of work I seek.	Make calls to set meetings with 2 people doing the type of work I am pursuing. Ask for general advice and info as well as help in identifying pitfalls or risks associated with this type of work.	Wednesday, mm/dd/yy
Don't know how to approach contacts.	Review RightEverywhere resources related to networking.	Thursday, mm,dd,yy.
Not sure what types of questions to ask contacts identified.	Reach out to _____ to share this Job Search Action Plan and brainstorm to develop appropriate list.	Wednesday, mm/dd/yy

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