

Self-evaluation of what you want, need, and prefer on options for reaching your goal

We hope that your discovery from the following exercise contributes to a more productive conversation with your client success advisor. Rate the following on a scale of 1 to 5, 1 being of little importance/preference and 5 being of high importance/preference. Circle the relevant number and add up the total. This exercise should take about 5–10 minutes.

1. Do you need a resume & cover letter that ...					
Magnify your capabilities that employers need and are willing to pay big bucks for?	1	2	3	4	5
Help employers see you as an outcome-oriented ace who will be focused on their success?	1	2	3	4	5
Persuade employers that you can meet and exceed their expectation of what you can do?	1	2	3	4	5
Use hypnotic mind-lines that make employers crave you?	1	2	3	4	5
Apply Neuro-Linguistic Programming that commands the employer to invite you in?	1	2	3	4	5
Lead to more interviews with a pre-formed, positive impression of you?	1	2	3	4	5
Total Score:					

2. Do you need a LinkedIn profile that ...					
Enhances credibility and trust by being in harmony with your resume and cover letter?	1	2	3	4	5
Increases the likelihood of your profile being found by recruiters for the right positions?	1	2	3	4	5
Improves the fit of positions LinkedIn will suggest to you?	1	2	3	4	5
Uses quantified accomplishments to make employers interested in what you can do for them?	1	2	3	4	5
Facilitates your executive access campaign by projecting a credible stature?	1	2	3	4	5
Increases your chances of engaging other professionals as your advocates and champions?	1	2	3	4	5
Total Score:					

3. Do you want interview tips on ...					
Leveraging social and emotional intelligence to develop strong rapport with interviewers?	1	2	3	4	5
Putting interviewers and yourself in a relaxed and receptive state of mind?	1	2	3	4	5
Finding out in the interview the attributes they are looking for and those they want to avoid?	1	2	3	4	5
Identifying any concerns about you before you leave the interview?	1	2	3	4	5
Helping interviewers come up with their own solutions to minimize or eliminate concerns?	1	2	3	4	5
Making employers genuinely ask, “When can you start?” but only if you want them to!	1	2	3	4	5
Total Score:					

4. Do you want insights and guidance on ...					
Identifying organizations whose mission and values resonate with you?	1	2	3	4	5
Building informal yet strong relationships while vetting your ideal target organization?	1	2	3	4	5
Getting referrals for positions that match <u>your</u> selection criteria?	1	2	3	4	5
Helping your advocates to arrange “informal” meetings with prospective employers?	1	2	3	4	5
Getting a potential employer to create a position for you that will never be advertised?	1	2	3	4	5
Negotiating the best possible salary and other offer terms?	1	2	3	4	5
Total Score:					

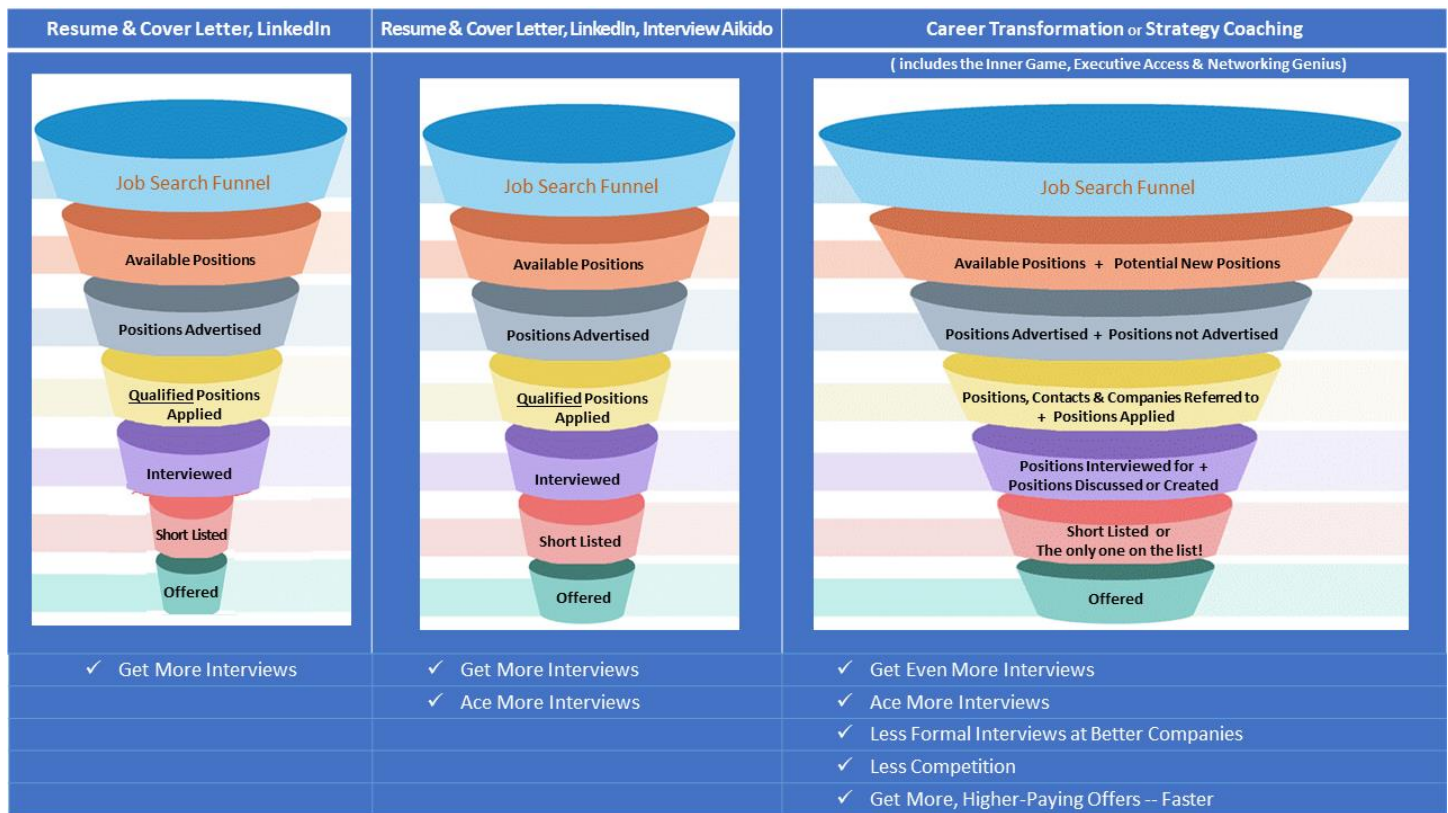
5. If you want to transition to a new career, do you want assistance with ...					
Identifying your selection criteria for an ideal career type?	1	2	3	4	5
Making an inventory of skills and gifts that can help you make the transition?	1	2	3	4	5
Identifying the organizations that best match your criteria?	1	2	3	4	5
Finding and enlisting a team of advocates and champions to help you with your transition?	1	2	3	4	5
Getting yourself invited into organizations on—or comparable to those on—your target list?	1	2	3	4	5
Dynamically reframing your accomplishments to the needs of your new industry and career?	1	2	3	4	5
Total Score:					

Which strategy is best suited for your goals?

Sometimes people think of searching for a new job like marketing and “selling” themselves. At Your Edge for Success, we encourage our clients to turn that feeling upside down and think of the process as the more fun exercise of buying—buying your next employer! The process of searching for the right job can be shown as a funnel with options at the top and selections at the bottom.

- The funnel on the left side of the picture below shows the process of a traditional job seeker who is applying for jobs that are advertised and may get invited to a certain number of interviews.
- The funnel on the right side of the picture is similar to that of a traditional job seeker, except that it yields a higher number of successful interviews that result in offers.
- An elite group of clients uses the funnel in the middle. Here, as you can see, more comes out of the funnel in the form of offers, not just because more options go into the funnel, which is significant by itself, but also because of the quality of activities these clients perform at each step of the funnel.

Based on your preferences on page 1 and your consultation, you can decide which approach is uniquely suited for you.



A word about timing

How soon should you be starting your campaign? Negotiating under time pressure is stressful and disadvantageous. Many people end up settling for less in terms of pay or the kind of jobs they could’ve chosen because they find themselves short of or out of time to get a new job when they need one. Even if you are employed, delaying getting a new job usually means leaving money or satisfaction on the table. Also, you could be asked for your resume at any time someone becomes interested in you. You want to be able to evaluate opportunities from a position of strength. What that specifically means for you in terms of timing is something you can further brainstorm with your client success advisor.

It’s your agenda

We look forward to speaking with you during your consultation. Please bring up anything you have on your mind, and we will do our best to make the time we both invest a worthwhile exercise for you.