**Establish Career Objective/Target**



**Step 1: Assess Your Options (IF YOU ARE TRANSITIONING MILITARY, SKIP TO STEP 2)**

Before you begin your job search, it is wise to consider the options you have during your search for your next opportunity.

**Option #1** - Explore the **same type of job** within the **same industry**. Essentially looking for a job with a competitor of your current or most recent company.

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| Does this option work for me? |  |
| Where can I find this type of job? |  |
| Who can help me? |  |
| What are the obstacles? |  |

**Option #2** - Explore the **same type of job** but in a **different industry**. For example, an accountant who previously worked for a manufacturer, might now, consider a similar job but with a retail business.

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| Does this option work for me? |  |
| Where can I find this type of job? |  |
| Who can help me? |  |
| What are the obstacles? |  |

**Option #3** - Explore a job that **uses your abilities and knowledge in a different way**. For example, consultants for businesses, who were previously in that business, belong in this category. Another example might be the salesman who pursues becoming a purchasing agent for the product he previously sold. This option is really wide open for ideas.

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| Does this option work for me? |  |
| Where can I find this type of job? |  |
| Who can help me? |  |
| What are the obstacles? |  |

**Option #4** - Explore a **completely new career path**. This could include starting a new business venture, going back to school for an advanced or different degree, or combining an interest with abilities/knowledge gained in previous jobs to head in a new direction.

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| Does this option work for me? |  |
| Where can I find this type of job? |  |
| Who can help me? |  |
| What are the obstacles? |  |

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| **My primary option for my job search:** |
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**Step 2: Prioritizing Career Values**

The following list of values and goals should help you accurately and clearly understand **what is important to you in a job and in a company.** For each item listed below, circle the number on the five-point scale that most accurately reflects the level of importance that item has to you.

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| --- | --- | --- | --- | --- | --- |
|  | **Not**  **Important** | |  | **Extremely**  **Important** | |
| **Items:** | 1 | 2 | 3 | 4 | 5 |
| 1. Advancement: Promotion potential beyond starting position |  |  |  |  |  |
| 1. Career Advancement: Opportunity to enhance career growth |  |  |  |  |  |
| 1. Affiliation: Association with a particular organization, usually high quality or specific industry |  |  |  |  |  |
| 1. Diversification: Variety and frequent change in your job responsibilities |  |  |  |  |  |
| 1. Location: A place you and your family enjoy and which affords you the lifestyle that is important to you |  |  |  |  |  |
| 1. Compensation: Paid at or above your recent level |  |  |  |  |  |
| 1. Base Salary |  |  |  |  |  |
| 1. Variable Compensation: Individual bonus and/or commission |  |  |  |  |  |
| 1. Additional Compensation: Stock options, group or company bonus |  |  |  |  |  |
| 1. Equity Potential |  |  |  |  |  |
| 1. Benefits: Similar or better benefits than your past job |  |  |  |  |  |
| 1. Management: Direction of others in a specific area or areas of responsibilities |  |  |  |  |  |

**Step 2: Prioritizing Career Values**

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| --- | --- | --- | --- | --- | --- |
|  | **Not**  **Important** | |  | **Extremely**  **Important** | |
| **Items:** | 1 | 2 | 3 | 4 | 5 |
| 1. Leadership: Positioned to influence opinions and attitudes of others |  |  |  |  |  |
| 1. Excitement: High level of excitement in the day-to-day activities of your job |  |  |  |  |  |
| 1. Satisfaction: Feeling or sense of achievement |  |  |  |  |  |
| 1. Company Size |  |  |  |  |  |
| 1. Company Type: Public, private, nonprofit |  |  |  |  |  |
| 1. Teamwork: Close working relationship with others |  |  |  |  |  |
| 1. Reporting Relationships |  |  |  |  |  |
| 1. Supporting Relationships |  |  |  |  |  |
| 1. Stability: Constant and predictable responsibilities not likely to change |  |  |  |  |  |
| 1. Independence: Freedom to determine nature of work without assistance or direction from others |  |  |  |  |  |
| 1. Fast Pace: Always active, busy, on the go all the time |  |  |  |  |  |
| 1. Corporate Culture: Organization or individual that shares your values |  |  |  |  |  |
| 1. Creativity: Requirement for new programs, solutions, and ideas not already existing |  |  |  |  |  |
| 1. Work Alone: Performance job responsibilities without company or associates |  |  |  |  |  |
| 1. Public Contact: Regular contact with others outside company |  |  |  |  |  |

**Step 2: Prioritizing Career Values**

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| --- | --- | --- | --- | --- | --- |
|  | **Not**  **Important** | |  | **Extremely**  **Important** | |
| **ITEMS:** | 1 | 2 | 3 | 4 | 5 |
| 1. Self-Employment |  |  |  |  |  |
| 1. Workplace Conditions: Office environment, fieldwork, home office, etc. |  |  |  |  |  |
| 1. Career Change: Different industry or function |  |  |  |  |  |
| 1. Stability of Company: Stable history, good future outlook |  |  |  |  |  |
| 1. More Personal Time |  |  |  |  |  |
| 1. Recognition: Opportunity for personal achievement and recognition |  |  |  |  |  |
| 1. Job Opportunities for Spouse: Appropriate career option either with the same company or in the same geographic area |  |  |  |  |  |
| 1. Moral Rewards: Work that is intrinsically satisfying such as charitable or humanitarian work |  |  |  |  |  |
| 1. Competition: Provides the opportunity to compete internally and/or externally |  |  |  |  |  |
| 1. Physical Challenge: Includes an element of physical activity |  |  |  |  |  |
| 1. Professional Challenge: Provides the opportunity to create or innovate within an industry or function |  |  |  |  |  |
| 1. Autonomy: Set own schedules, priorities, etc. |  |  |  |  |  |
| 1. Work Hours: Part time, fulltime, overtime |  |  |  |  |  |
| 1. Commute Time |  |  |  |  |  |
| 1. Travel Requirements: No travel, some travel, or heavy travel |  |  |  |  |  |

**Step 3: Rank your Career Values**

Below, list the **five top** items you marked as being **Extremely Important** in Step 2 of this exercise. Then, briefly describe why you consider each to be important to you. Use this worksheet as a benchmark for assessing prospective job opportunities.

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| --- | --- |
| **1st Priority** |  |
|  | |
| **2nd Priority** |  |
|  | |
| **3rd Priority** |  |
|  | |
| **4th Priority** |  |
|  | |
| **5th Priority** |  |
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**Step 3: Define Your Job Preferences**

Once you become clear about the directions in which you would like to take your job search, it is equally important to define the issues you would like to avoid in your next job. This list may include items that you ranked lowest in the Values Exercise. Pay close attention to these items -- these are factors that cause your personal/professional dissatisfaction or that are of no interest to you. You can use this list to remind you of things that really diminish your job satisfaction as you are making your final choices on offers. Although there are no perfect opportunities, you should avoid ones in which these elements are significantly present.

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| **Qualities to SEEK in an ideal job opportunity** |
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| **Qualities to AVOID in an ideal job opportunity** |
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**Step 4: Set your Career Objective**

While your career objective might alter as you move through the job search process and are presented with opportunities, it is difficult to effectively build a strategic and effective job search campaign without a starting point. Fill in each item to set the parameters of your career objective.

This worksheet is for your planning purposes and to aid your coach in helping you meet your goals.

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| **Targeted Job Function –** i.e. Human Resources, Engineering, Accounting, Operations, Logistics |
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| **Targeted Areas of Specialty –** i.e. Benefits Administration, Tax, Global Procurement |
|  |
| **Targeted Job Level –** i.e. Supervisory, Management, Executive, Professional, Consultant |
|  |
| **Most common job title for targeted position** |
|  |
| **Geographic Preferences –** Willing to relocate? |
|  |
| **Targeted Salary & Benefits** |
|  |
| **Potential Targeted Companies** (Be general at this point, type of industries, size of company, branch or headquarter location, public, private, non-profit, etc.) |
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