

The Career Search ACTION Plan™

FOCUS of Georgia
Career Workshop

FOCUS of Georgia



- **FOCUS** is an Atlanta-based boutique staffing firm specializing in
 - Accounting / Finance
 - Administrative / Clerical
 - Help Desk / Call Center
 - IT / Technology

FOCUS of Georgia



- We have a seasoned team of recruiting experts who are dedicated to each niche area of business. Our approach is simple: the better you **FOCUS**, the better your results.
- We **FOCUS** proactively on your strategic staffing needs.

Purpose of Today



- Introduce you to a career search methodology which will help you find a new opportunity to match your strategic career goals and objectives.



Your Customized Career Search

- Get Ready to find a fulfilling and meaningful career which matches your true values, passions and Balanced Life objectives.

Proactive vs. Reactive: Your Choice

- Blind job board submittals are futile
- Networking is the key to success
- A Targeted Career is the way to go
Targeted Career Search vs. Job Boards
- Do you want to get out of the Infamous BLACK HOLE? Choose Proactive approach.

The Career Search ACTION PLAN TM Workshops



- Phase I Career Goals & Balanced Life Plan
- Phase II Career Branding & Marketing Plan
- Phase III Career Search Networking Plan
- Phase IV Career Search Phone Phobia Plan
- Phase V Career Search ACTION Plan

The Career Search ACTION PLAN™ **Workshops**



Phase I

Career Goals & Balanced Life Plan –

PHASE I – Career Goals & Balanced Life Plan

- **How do I Live the Balanced Life I Expect & Deserve?**
- **You must Recognize, Understand & Choose a career that matches your Goals!**

PHASE I – Career Goals & Balanced Life Plan

- Most people have no idea what they want out of life, much less who they want to be when they grow up. “
- If they know what they want, they have no idea how to get it.
- If they know what they want and how to get it, then they are usually not consistent enough to get it done. up.”

PHASE I – The Power of Setting Goals



- Setting and writing down your goals adds validity and changes the perception of the outcome in your mind.
- Create your own destiny by picturing your dreams in your mind.
- Consistent focus on your goals helps them become a reality.

PHASE I –

Am I living the Balanced-Life I expect & Deserve?

Am I applying for opportunities that truly match my:

- Personal Goals
- Career Goals
- Knowledge, Skills, & Abilities
- True Talents & Strengths
- Ideal Work Environment
- Preferred Management Style
- True Personality & Temperament
- True Passions, Interests & Fascinations
- TRUE Values & Motivations

PHASE I - How do I Live the Balanced-Life I Expect & Deserve?

The title is centered at the top of the slide. It is surrounded by five decorative circles of varying shades of light purple and lavender. Two circles are solid, and three are hollow with a thin outline.

- Creating a balanced life and career is your choice.
- You can create your own success
- If you can think it; then you can do it!

JUST DO IT!!!

- **ACTION STEP 1:** Write down your goals & objectives

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Phase II

Career Search Branding & Marketing Plan

PHASE II – Career Branding & Marketing Plan

- Branding is your identity.
- Every piece of your marketing collateral package should be identical.
- **Purpose: Effectively communicate your**
 - Personal knowledge
 - Skills
 - Abilities
 - Career goals & Objectives
 - Ideal Career

PHASE II – Career Branding & Marketing Plan

- Career Search Marketing Plan
- T-Letter
- Star Letter
- Technical Skills or Expertise Summary
- Power Point CD-Rom Business Card
- Website
- Business Card
- Resume
- Cover Letter
- Reference Page
- E-mail Signature
- Letterhead –News Envelope
- Fax Cover Sheet
- Professional, Executive or Career Summary
- Services Portfolio

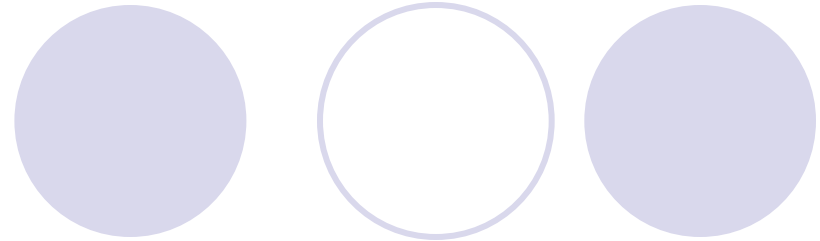


PHASE II –

The Career Search Marketing Plan

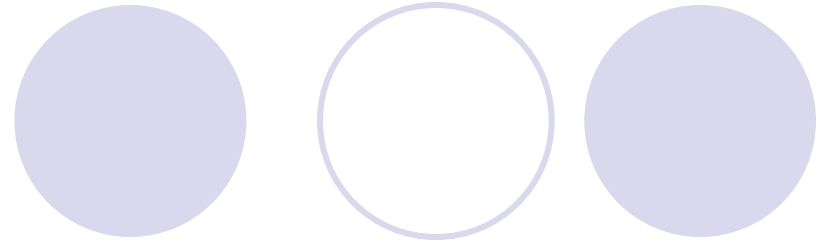
- CSMP educates your networking partners about your knowledge, skills, and abilities as well as your career goals and objectives.
- CSMP educates your network with adequate information so they can discuss and market you to targeted companies ☐
- CSMP helps saves you time and gives you qualified referrals.

PHASE II – The T-Letter



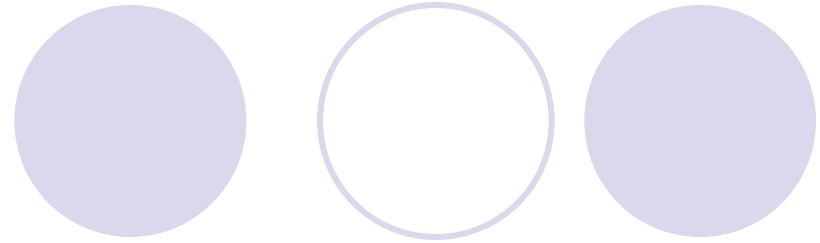
- “T”-letter is Tailored to Tease the targeted hiring manager just enough information to peak their interest in your knowledge, skills & abilities.
- The T-letter will give the targeted hiring manager the sense of urgency to call you for a phone interview
 - E-mail T-letter **WITHOUT** the resume
 - Send as Attachment Format is everything
 - Call & Qualify the status of the job & hiring manager
 - Email Creates the sense of URGENCY

PHASE II – The STAR Letter



- **S** - Situation
- **T** - Task
- **A** - Action
- **R** – Result

Phase II Email Signature



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Invite me 2day to connect via LinkedIn:

<http://www.linkedin.com/in/bobbierogersstaffing>

- **ACTION STEP 2:** Create your branding & marketing plan

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Phase III

Career Search Networking Plan

Phase III – Career Search Networking Plan

- Targeted networking generates warm qualified job leads
- Gives Access to the hidden job market.
- Referrals give Inside information about specific targeted positions
- Access to positions that may be “Created” &/or “Customized” due to referrals.

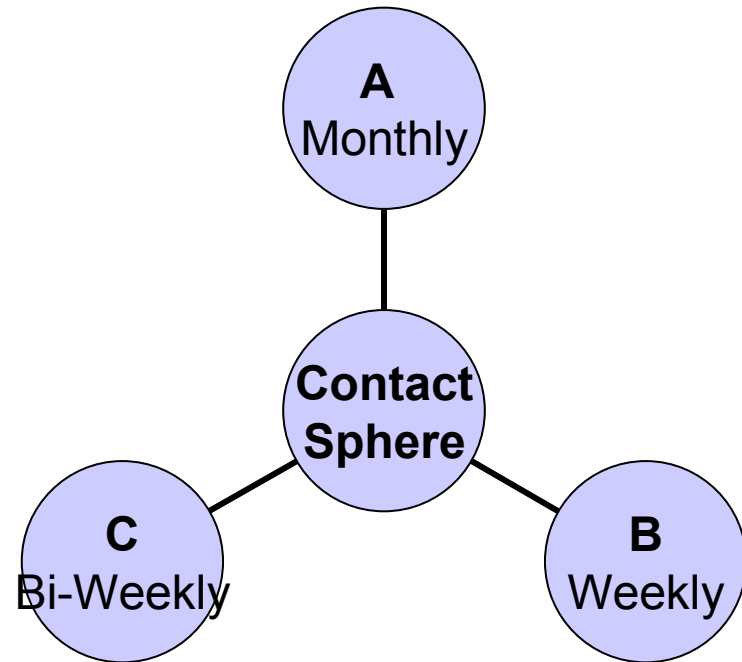
Phase III – Contact Sphere Database



- Get Linked-IN with your peers and colleagues in social networks like Facebook & Twitter
- Invite me 2day to connect via LinkedIn:
<http://www.linkedin.com/in/bobbierogersstaffing>
- Meet & greet at Industry association meetings
 - **Action Plan Step 3:** Build Your Own Contact Sphere Database with everyone you have ever met (100-200 People minimum)

Phase III – Contact Sphere Communication Plan

- Classify Contact Sphere & Create Communication Plan
 - A = Executive Level Closers, Hiring Managers (Contact Monthly)
 - B = Managers No Budget & Strong Networking Partners family, close friends (Contact Weekly)
 - C = Acquaintances Referrals of Referrals (Contact Bi-Weekly)
 - 1 = Close Friends & Family
 - 2 = Partners w Rapport
 - 3 = Networking Acquaintances



Sample Plan during job search

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Phase IV -

Career Search Phone Phobia Plan

Phase IV- Career Search Phone Phobia Plan

Fear of Networking, Fear the Phone, Fear of Rejection, Fear of the word NO!

- Over 75% of the population has been caught in a downsize It's NORMAL! You are NORMAL! YOU ARE NOT ALONE!
- It is normal to feel nervous & anxious.
- Over 85% of job seekers admit to being reluctant & nervous when they start calling their network.

Phase IV- Career Search Phone Phobia Plan

- Overcoming the Fear of Telemarketing
 - Identify the roots of your fears
 - Set goals & find your motivators
 - Control & tame your mind
 - Develop flexibility stretch comfort zone
 - Keep your pipeline full
 - Stay in the game
 - Turn complaints/no s into opportunities no'

Don't Give up! JUST DO IT!

Phase IV- Career Search Phone Phobia Plan

What do I ASK the Receptionist:

- Who is the X Dept. Manager/Director?
 - Is that that spelled _____?
 - I have his/her e mail address as ____@____.com, is that correct?
 - What is his/her direct extension number?
- Who is his/her Administrative Assistant?

Phase IV- Career Search Phone Phobia Plan

- What do I ASK the Hiring Manager?
- Hi _____, This is ____ I noticed your job posting for a _____.
- It says that you are looking for someone with _____ experience. Are you the one responsible for interviewing for this position?
 - **What are the top 3-5 skill sets you are looking for?**
 - How long has this position been open?
 - What s been missing from the candidates you've seen so far?
 - Is this position approved and budgeted?
 - When do you need this position filled?
 - Why is it so important that you fill this position by then?
- Who else is involved in the interview process?
- I have a cover letter available that proves why I am the best fit for your position today. What is your e-mail address so I can send it to you today?

Phase IV- Career Search Phone Phobia Plan

Hiring Manager Questions Continued:

- **WHO** - Are you the person responsible for hiring this position?
Great, can you tell me where you are in the interviewing process with this position?
- **WHAT** - Out of all the resumes you've seen so far, what has been missing?
- **WHEN** - When are you looking to have this person on your team?
- **WHY** - Why is this position open? Is it a new position or are you replacing someone? Were they promoted?
- **HOW** – How will it affect you if you don't fill this position by the estimated timeframe?

Phase IV- Career Search Phone Phobia Plan

- What do I ask acquaintances at my target company if I have a specific targeted job description/position? - (Inside Informants, Private Investigators & Networking Partners)
- Hi _____, This is ____ We met at the _____ meeting on _____. I was hoping I could get your help. I noticed on your website that your company is hiring for a _____. I match this position by 90%. I have the experience that is listed in the job posting. I'm in the infamous black hole in HR. I've already applied online for position # _____. Do you know who the Director of _____ is?
 - I'd like to reach him/her to find out more details on what he/she is looking for in this position. The _____ position is in the ____ department.
 - Would his/her e-mail be _____@_____.com
 - May I tell him/her that you referred me?

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Phase V

The Career Search ACTION Plan TM

Phase V – The Career Search ACTION Plan™

- A Targeted Career search gives you control of your own destiny!
- Higher success rate in your interview.
- Faster time to the offer you expect & deserve
- A targeted career can get a position created and customized to match your knowledge, skills & abilities.

Phase V – The Career Search ACTION Plan™

- A Career Search is time consuming.

Unemployed?

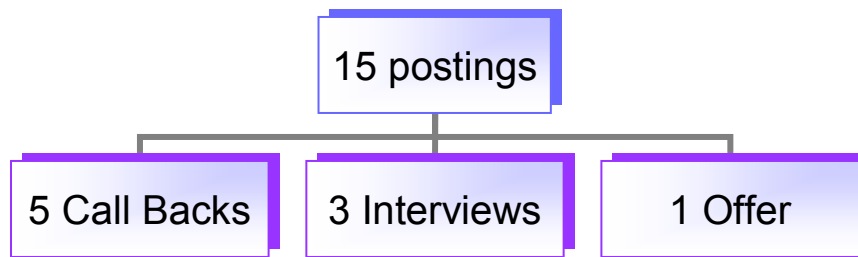
- An effective career search must be conducted just as if it was an 8-5 Monday through Friday job.

My Career Search DAILY ACTION Plan

- 8 AM - 9 AM **Emails/Administrative**
- 9 AM - 10 AM **Phone Calls**
- 11 AM - 2 PM **Interviews, Info
Interviews or Industry Networking**
- 3 PM - 4 PM **Phone Calls**
- 4 PM - 5 PM **Emails/Administrative**

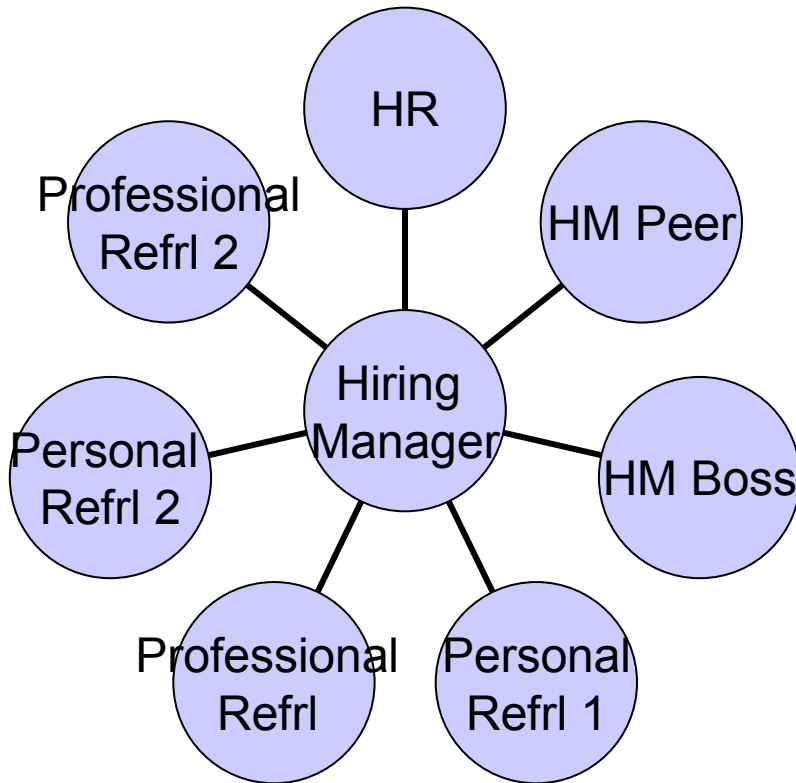
Phase V –

Your Career Search Is A Numbers Game



- **Find 15** Job Postings / Target Companies that match your knowledge, skills, & abilities **90%-100%**
- Find **3-5** networking partners for each target company
- Closing ratios go from 15:1 to 15:3

Phase V – The Career Search ACTION Plan™



- Build Rapport with the target hiring manager by executing a customized communication plan
- Keep your name at the top of his/her mind over the next 3-6 months.
- Each referral will send a different career search marketing collateral from your branding portfolio

Phase V – The Career Search ACTION Plan™

- 1. **Search Web for Specific Job Postings** - Apply online & then PERSERVERE! Be Proactive not reactive.
- 2. **Research Target Company** for contacts, financials, values etc
- 3. **Find Inside Informants within** the Target Company through networking & your contact sphere database
- 4. **Ask for Referral Networking Partners** to research internal resources to help Find the Hiring Manager
- 5. **Call Hiring Manager** directly to **Qualify & Clarify** the Need of the posting found
- 6. Verbally Highlight **Matching Skills** once hiring manager has stated the need for your skills
- 7. **Send Only the T-letter**
- 8. Follow-up to confirm receipt of T-letter if he/she has not responded within 24 hours
- 9. **Implement Consistent Communication Plan with anyone who can keep your name at the top of his/her mind over the next 3-6 months**
- 10. **Follow Up Communication Plan** by sending various career search marketing collateral to the target hiring manager over the next 3-6 months. Don't forget to invite to LinkedIn, Twitter & Facebook.

My Career Search ACTION Plan

- How many Marketing Plans will I distribute?
- How many new job postings & target companies per week will I get?
- How many ACTIVE employed networking events will I attend?
- What are my weekly T letter goals? T-
- What are my weekly interview & informational interview goals?
- How many phone calls should I make weekly?

My ACTION Plan



- Write down your goals & objectives
- Customize Resume
- Career Search Marketing Plan
- Create Branding Portfolio
- Update Personal Networking Database
- Attend Industry Networking Events
- Invite everyone to your Social Network
- Identify Target Companies

FOCUS of Georgia



- **Supplemental Staffing Solutions**
- **Supplemental to Direct**
- **Payroll Service**
- **Single Source Management Program**
- **Direct Placement**
- **Bilingual Services**
- Other services include probationary hiring, flexible staffing, vendor on premise, and outsourcing.

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FOCUS
where opportunities connect