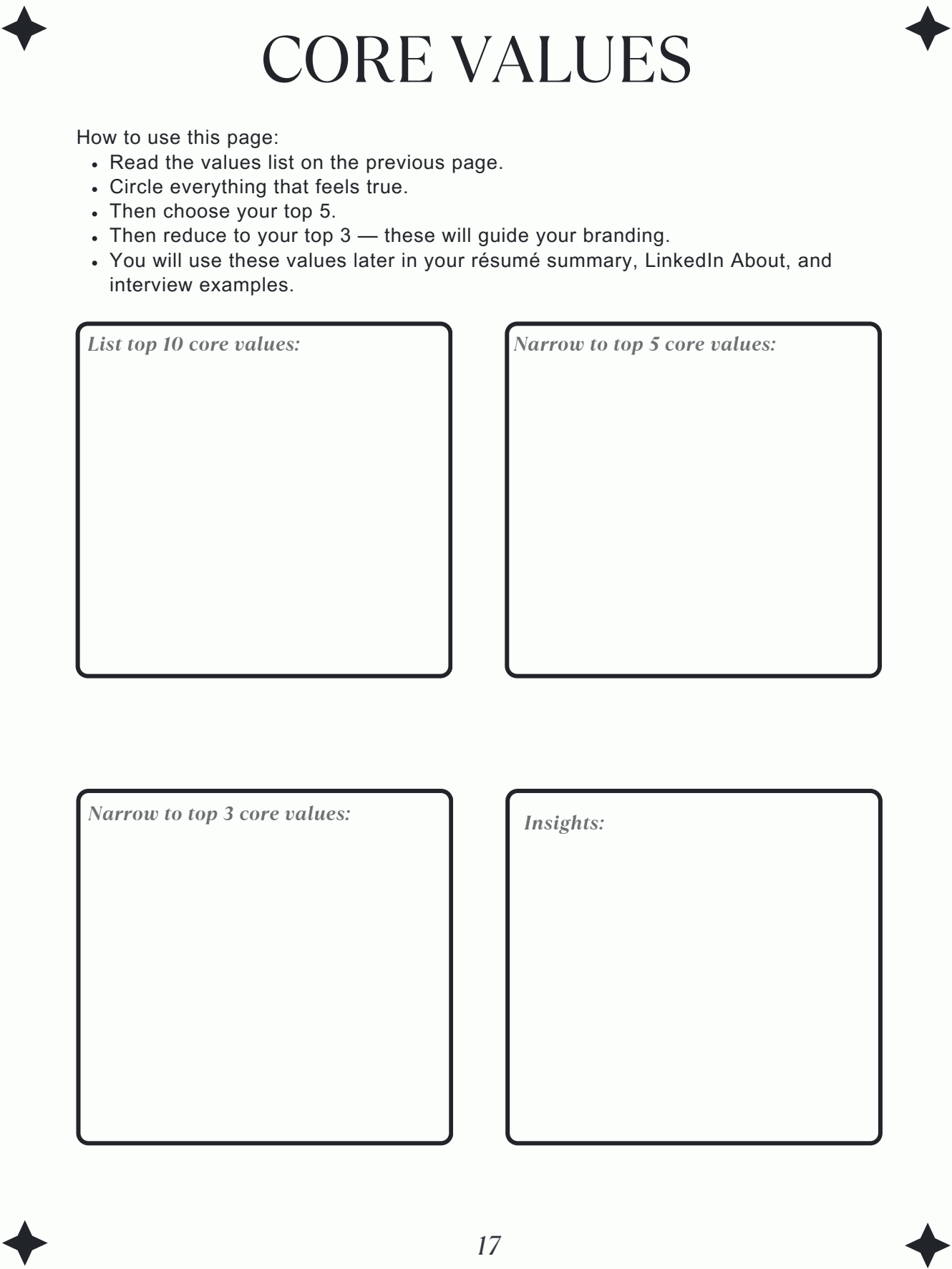




CORE VALUES

How to use this page:

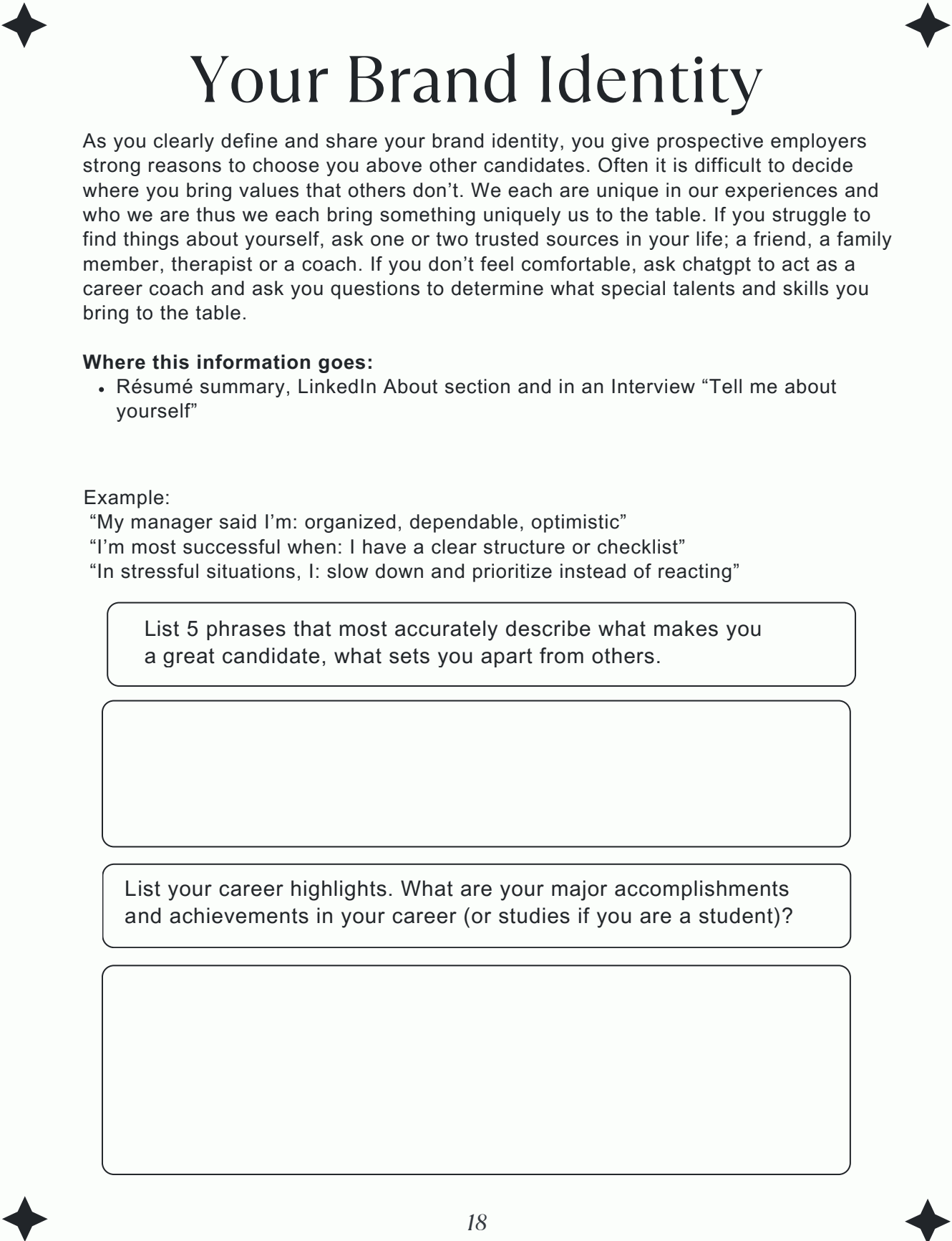
- Read the values list on the previous page.
- Circle everything that feels true.
- Then choose your top 5.
- Then reduce to your top 3 — these will guide your branding.
- You will use these values later in your résumé summary, LinkedIn About, and interview examples.

List top 10 core values:

Narrow to top 5 core values:

Narrow to top 3 core values:

Insights:



Your Brand Identity

As you clearly define and share your brand identity, you give prospective employers strong reasons to choose you above other candidates. Often it is difficult to decide where you bring values that others don't. We each are unique in our experiences and who we are thus we each bring something uniquely us to the table. If you struggle to find things about yourself, ask one or two trusted sources in your life; a friend, a family member, therapist or a coach. If you don't feel comfortable, ask chatgpt to act as a career coach and ask you questions to determine what special talents and skills you bring to the table.

Where this information goes:

- Résumé summary, LinkedIn About section and in an Interview "Tell me about yourself"

Example:

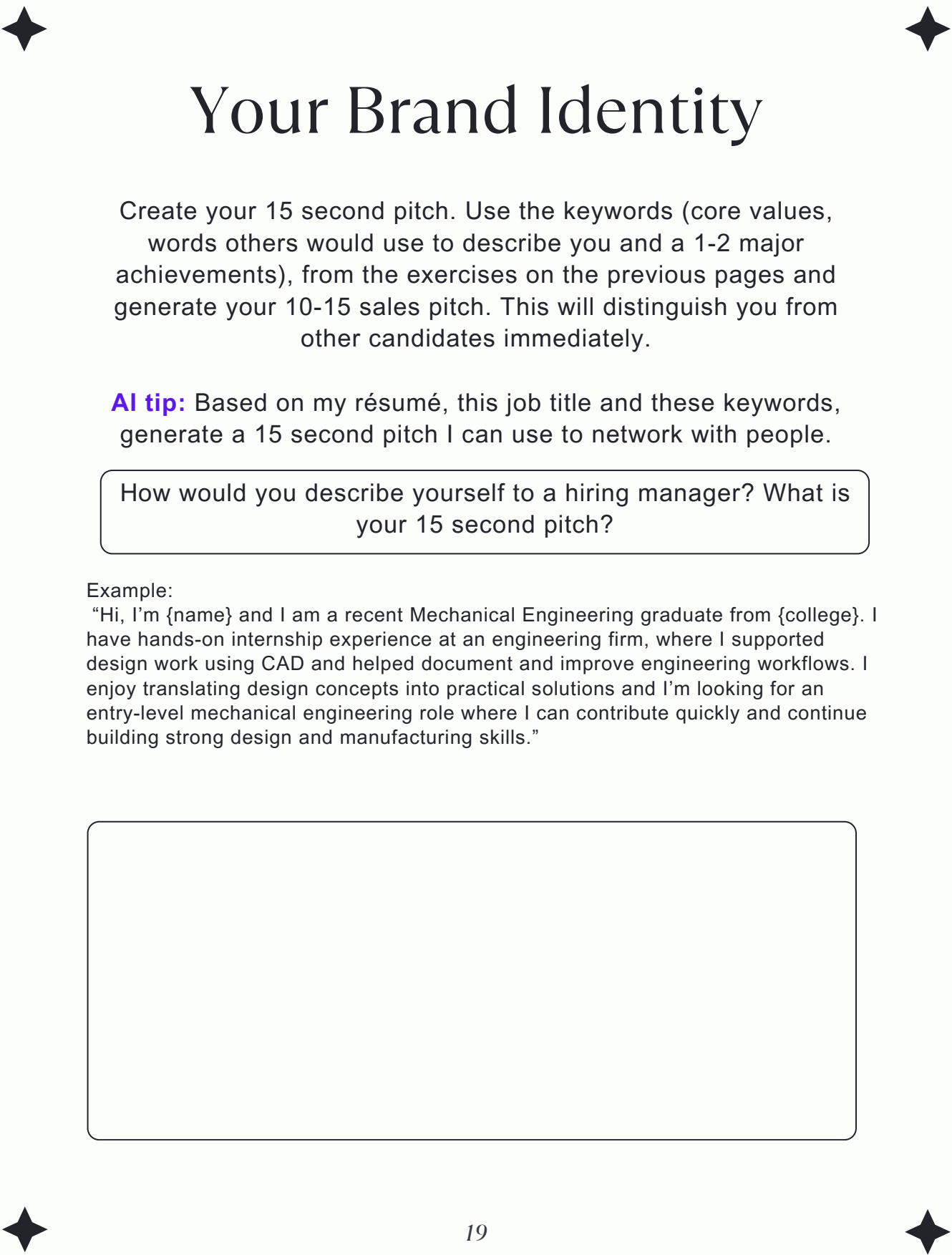
"My manager said I'm: organized, dependable, optimistic"

"I'm most successful when: I have a clear structure or checklist"

"In stressful situations, I: slow down and prioritize instead of reacting"

List 5 phrases that most accurately describe what makes you a great candidate, what sets you apart from others.

List your career highlights. What are your major accomplishments and achievements in your career (or studies if you are a student)?



Your Brand Identity

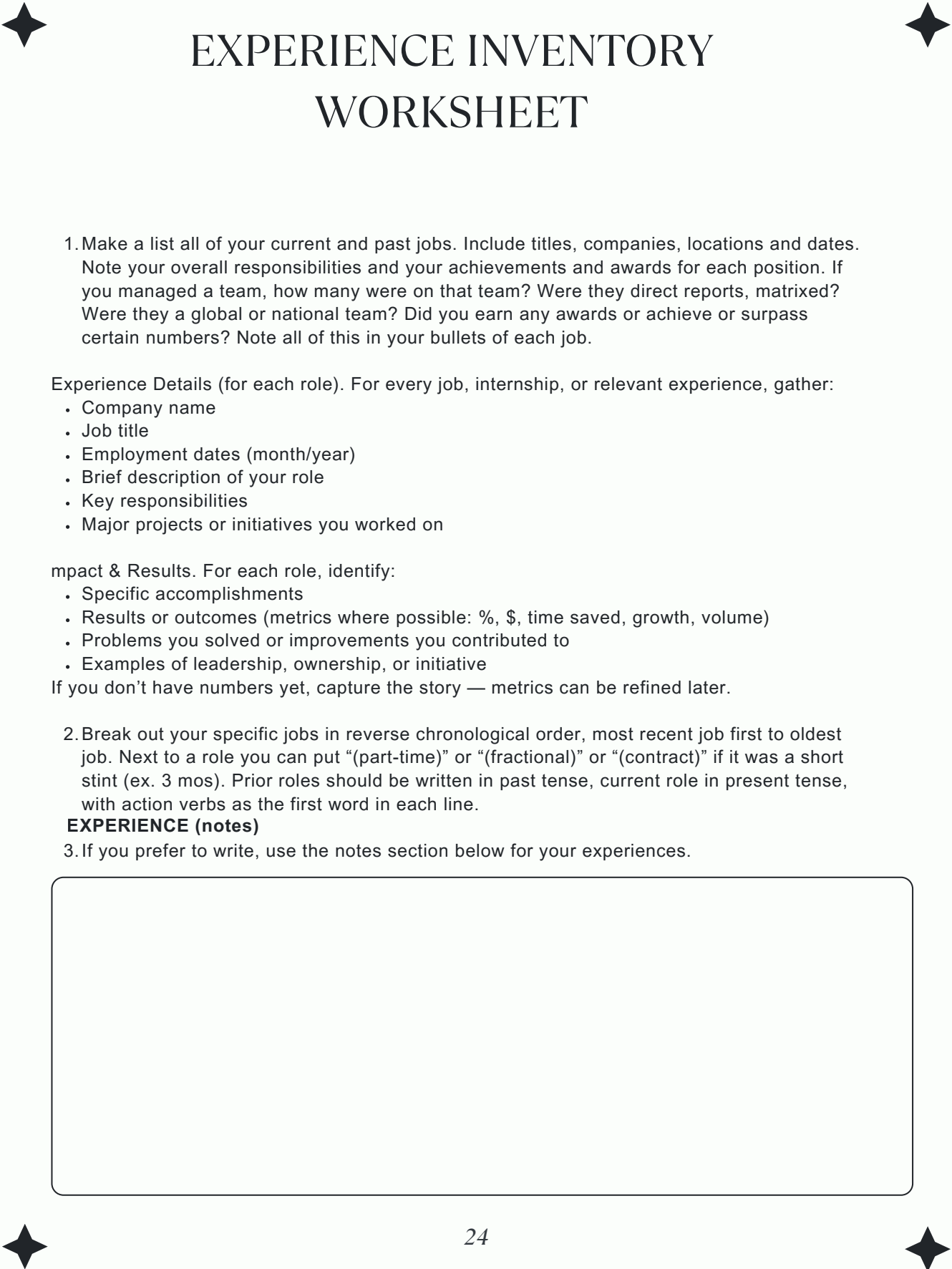
Create your 15 second pitch. Use the keywords (core values, words others would use to describe you and a 1-2 major achievements), from the exercises on the previous pages and generate your 10-15 sales pitch. This will distinguish you from other candidates immediately.

AI tip: Based on my résumé, this job title and these keywords, generate a 15 second pitch I can use to network with people.

How would you describe yourself to a hiring manager? What is your 15 second pitch?

Example:

“Hi, I’m {name} and I am a recent Mechanical Engineering graduate from {college}. I have hands-on internship experience at an engineering firm, where I supported design work using CAD and helped document and improve engineering workflows. I enjoy translating design concepts into practical solutions and I’m looking for an entry-level mechanical engineering role where I can contribute quickly and continue building strong design and manufacturing skills.”



EXPERIENCE INVENTORY WORKSHEET

1. Make a list all of your current and past jobs. Include titles, companies, locations and dates. Note your overall responsibilities and your achievements and awards for each position. If you managed a team, how many were on that team? Were they direct reports, matrixed? Were they a global or national team? Did you earn any awards or achieve or surpass certain numbers? Note all of this in your bullets of each job.

Experience Details (for each role). For every job, internship, or relevant experience, gather:

- Company name
- Job title
- Employment dates (month/year)
- Brief description of your role
- Key responsibilities
- Major projects or initiatives you worked on

Impact & Results. For each role, identify:

- Specific accomplishments
- Results or outcomes (metrics where possible: %, \$, time saved, growth, volume)
- Problems you solved or improvements you contributed to
- Examples of leadership, ownership, or initiative

If you don't have numbers yet, capture the story — metrics can be refined later.

2. Break out your specific jobs in reverse chronological order, most recent job first to oldest job. Next to a role you can put "(part-time)" or "(fractional)" or "(contract)" if it was a short stint (ex. 3 mos). Prior roles should be written in past tense, current role in present tense, with action verbs as the first word in each line.

EXPERIENCE (notes)

3. If you prefer to write, use the notes section below for your experiences.

Skills Inventory Worksheet

Objective/Summary (top of résumé)

Write a brief summary of what you do.
This will be edited later when we do the branding for your résumé.

Expertise/Skills Section (top of résumé)

List any and all skills you possess you want listed on your résumé. What are you an expert at?

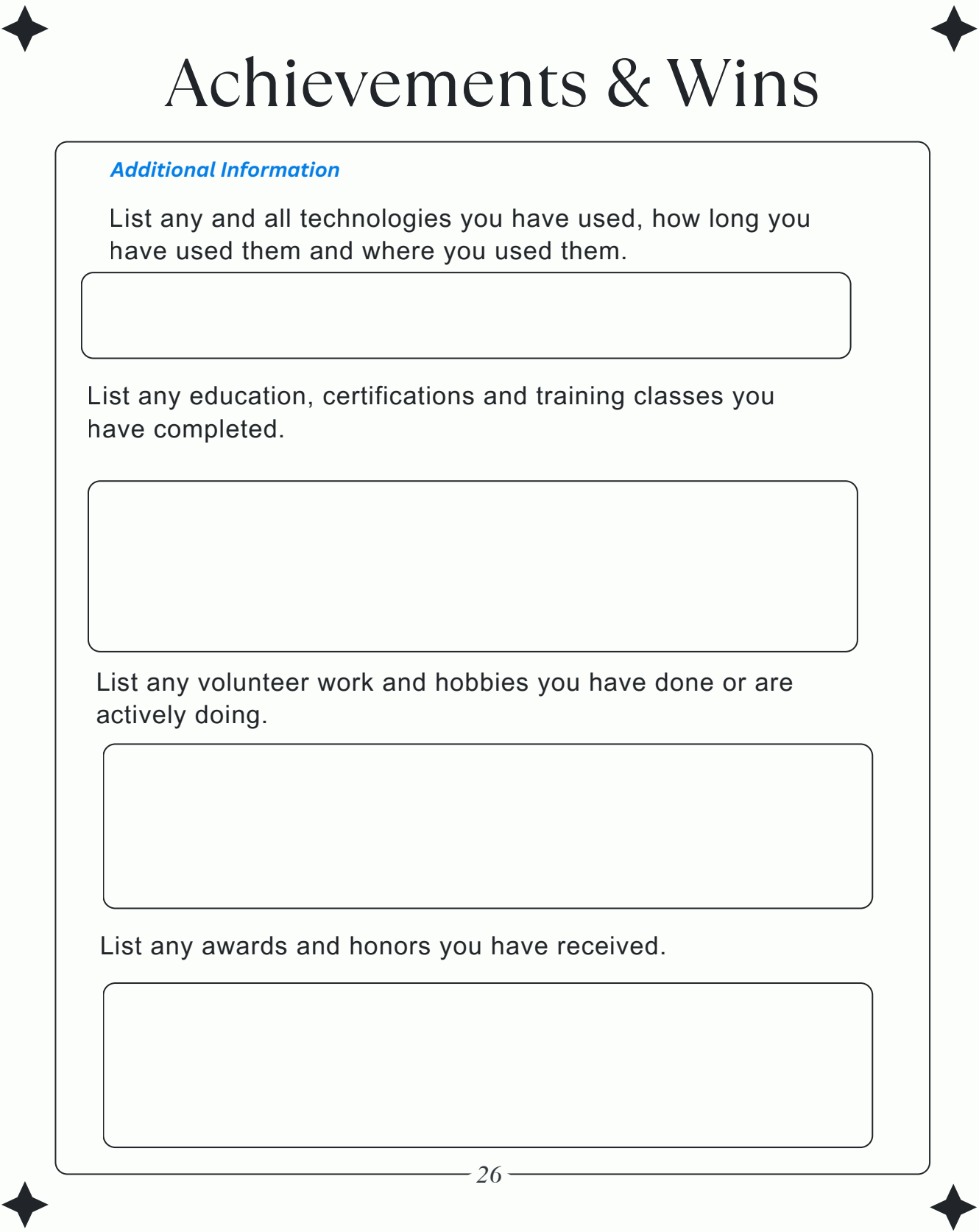
Technical Skills Section (top of résumé)

Enter any and all technical skills that you have. If you are a technical person, you can group your tech together. If you are non-technical, enter word processing, spreadsheet skills, creative and social media expertise.

Technical Skills: Java, html, Jscript, Typescript, C#, Objective-C, Swift, Kubernetes, Docker, Python, Apache Spark, Kafka, R, PostgreSQL, Cassandra, Hadoop, AngularJS, React JS, Vue.js, MySQL, MS365, iOS
Cloud Experience: AWS, Azure, IBM Cloud, Hybrid Cloud, Multi-Cloud, ISO certifications

Education Section

EDUCATION
Boston University, Boston, MA 2016
Bachelor of Arts degree in Psychology, Minor: Finance, Certification: Digital Media
Relevant Coursework: Fluid Dynamics, History of the World, Business Law



Achievements & Wins

Additional Information

List any and all technologies you have used, how long you have used them and where you used them.

List any education, certifications and training classes you have completed.

List any volunteer work and hobbies you have done or are actively doing.

List any awards and honors you have received.

Additional Transferable Skills

Additional Information

List any professional organization you are a member of, any boards, positions, etc.

Optional Additional Sections (after experience section)

This section includes any activities that may enhance your résumé. Refer to your notes above. You will typically not have enough room for too many, so don't let this section overflow pages. You can always combine items with commas or semi-colons.

VOLUNTEERISM / HOBBIES / PROFESSIONAL ORGANIZATIONS / AFFILIATIONS / BOARD MEMBERSHIPS / APPOINTMENTS

Branding: Summary Section

It's now time to augment your **Objective/Summary section**. Open your favorite AI app (I use ChatGPT for document edits). Enter the prompt, "**Edit my summary for my résumé given the information listed below.**" Cut and paste your core values, your highlights, what you want your future employer to know about you from the previous exercises (pages 15-18).

ChatGPT generated summary

Ask ChatGPT to reduce to 3-4 sentences and drop below:

Edit summary to make sure it sounds like you:

Reflections:

Core Competencies | Title Section

Once you have created your base résumé using an online résumé builder or modeling the example of a résumé found in the appendix, we will begin to brand your résumé. Start with the Title section. Use the template below to edit your résumé Title section, adding in core competencies and summary.

Core Competencies (see sample below)

This line is a list of titles you are applying for or hard skills/industry-relevant competencies to clearly frame who you are and what you are bringing to the table.

Title Section

Sally Sample

(781) 555-1212 ssample@gmail.com Brookline, MA

<https://www.linkedin.com/in/sallysample/>

Executive | Chief Marketing Officer | Vice President of Digital Communication

Core Competencies

Summary

Results-oriented professional with a proven track record of driving strategic initiatives and optimizing operational processes. Strong work history, consistent career growth, with continuous promotions and increased responsibility. Proficient in translating complex data points into actionable and easily digestible stories for non-data professionals.

AREAS OF EXPERTISE:

• Experience advising C-level executives, creating strategies to build high

• Data-Driven Insights

• Digital Content Strategy

Create your Title Section and Core Competencies in the space below:

38

Skills Worksheet

Next it's time to brand the Expertise/Skills section. You can choose keywords from your experience based on job descriptions that you are reviewing.

You can use AI as well. **Prompt AI:** "Create a skills section for my résumé given this information on my résumé." Cut and paste your summary and résumé. You can also add "make it no more than 24 bullets" and then divide the skills into three bulleted columns when you add to your résumé.

ChatGPT generated summary

Ask ChatGPT to reduce to 3-4 sentences and drop below:

Edit this to make sure it sounds like you:

Reflections:



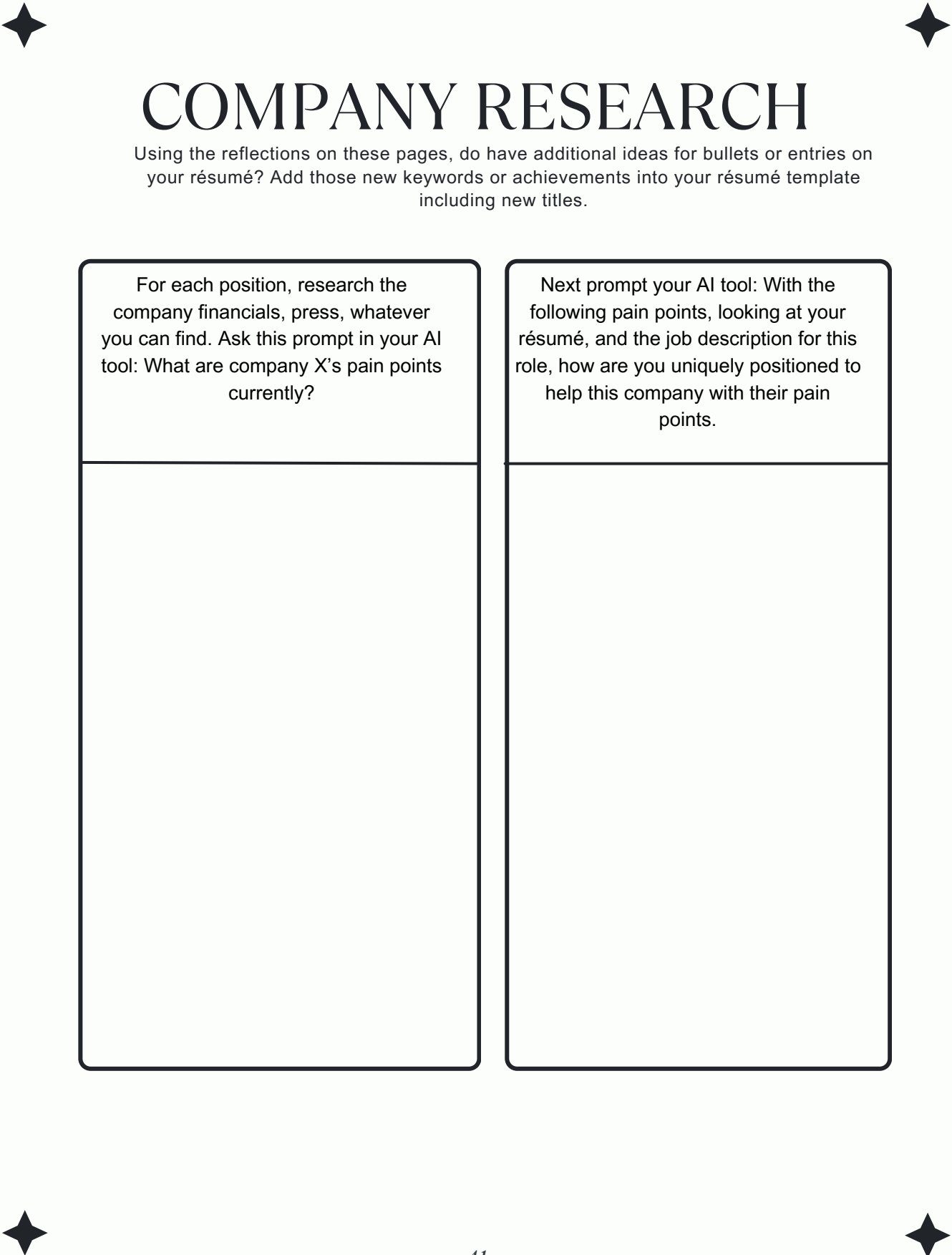
ALTERNATE TITLES

Go to ChatGPT and enter your core values and top skills from the list on page _____. Enter the prompt: “What job titles are a match to my keywords?”

List the new titles below.

Next, open a search browser and enter the new titles. Read the requirements of those positions. Write only the titles that are a match to what you are interested in below.

Record below ONLY the titles that are a match to your interests.



COMPANY RESEARCH

Using the reflections on these pages, do have additional ideas for bullets or entries on your résumé? Add those new keywords or achievements into your résumé template including new titles.

For each position, research the company financials, press, whatever you can find. Ask this prompt in your AI tool: What are company X's pain points currently?

Next prompt your AI tool: With the following pain points, looking at your résumé, and the job description for this role, how are you uniquely positioned to help this company with their pain points.

Are You a Match?

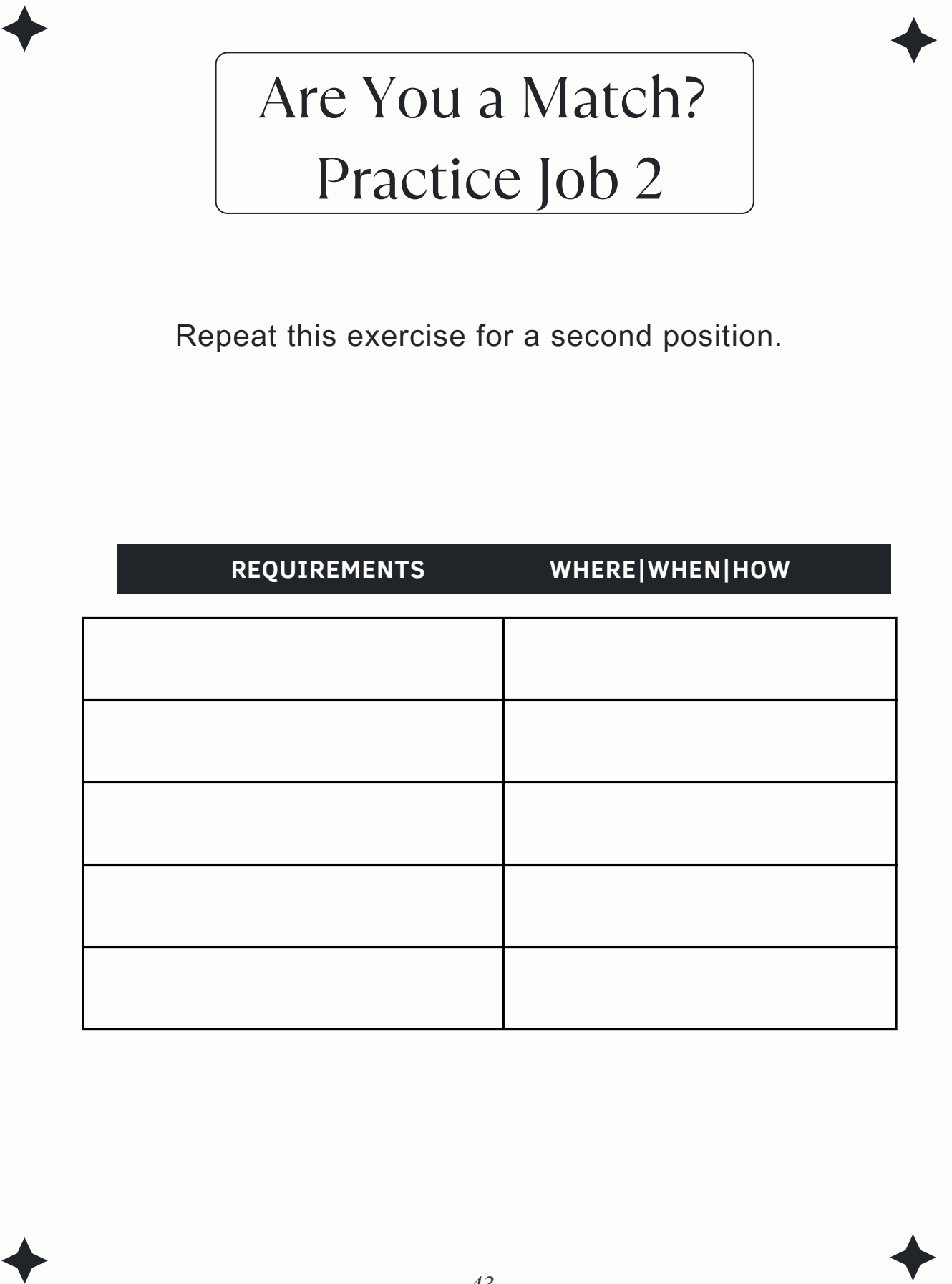
Practice Job 1

Let's check your bullets on your résumé. Choose one job you want to apply for. List the top 5 requirements for each job below and tell where, when and how you meet the requirements.

- "Does my résumé align with this job?"
- "Which requirements are already covered?"
- "How can I refine wording, bullets, or emphasis?"

This exercise is meant to help you evaluate alignment, not perfection. Use it to decide where to focus your time and energy, not to self-eliminate or overanalyze. This is how you edit and optimize.

REQUIREMENTS	WHERE WHEN HOW



Are You a Match?

Practice Job 2

Repeat this exercise for a second position.

REQUIREMENTS	WHERE WHEN HOW

DESCRIPTIONS vs. EXPERIENCE

Before completing this page, pause and reflect on the work you've already done. This exercise is designed to help you identify patterns and gaps — not to rewrite your résumé from scratch. Go back and review your experience and the requirements for both jobs. Do you notice any themes?

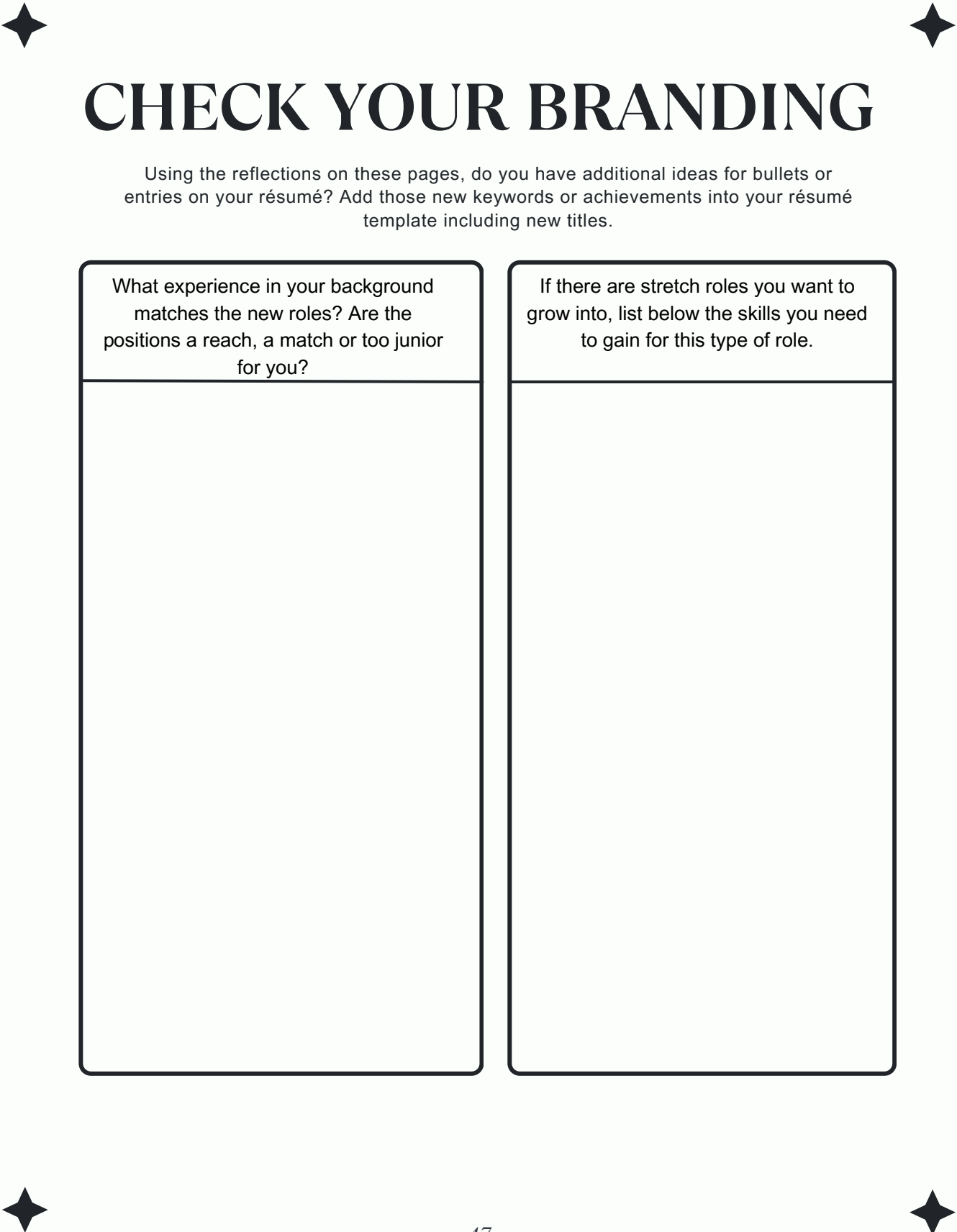
- “Across roles, what patterns am I seeing?”
- “What’s missing entirely?”
- “What gaps do I need to fill with added bullets, skills, or reframing?”

What themes did you identify in the positions you are interested vs. your experience? Are you a match?

Are your skills a match for those positions or are the jobs a reach?

Have you applied to similar positions in the past? What was the response? What could you have done differently to stand out for that role?

Notes:

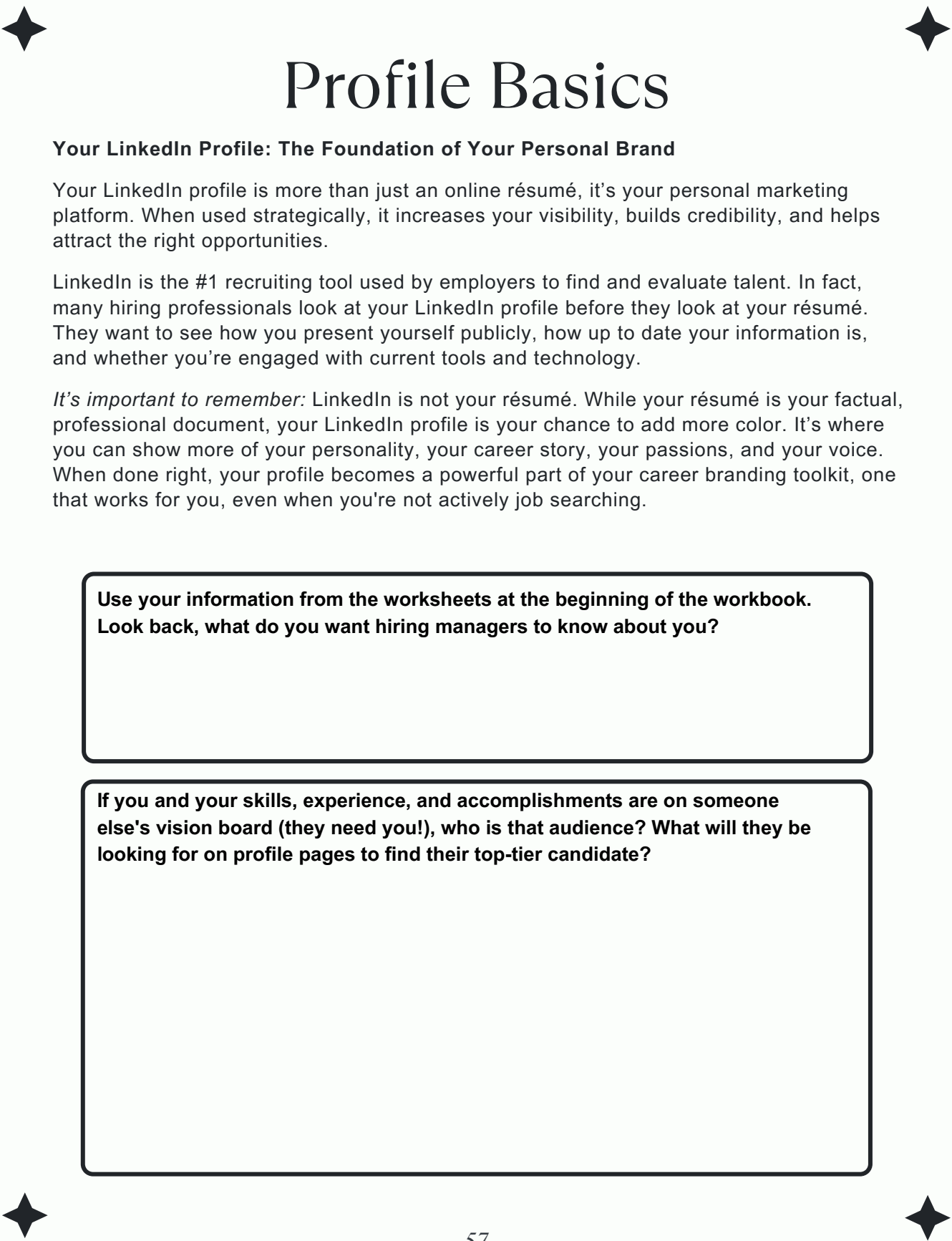


CHECK YOUR BRANDING

Using the reflections on these pages, do you have additional ideas for bullets or entries on your résumé? Add those new keywords or achievements into your résumé template including new titles.

What experience in your background matches the new roles? Are the positions a reach, a match or too junior for you?

If there are stretch roles you want to grow into, list below the skills you need to gain for this type of role.



Profile Basics

Your LinkedIn Profile: The Foundation of Your Personal Brand

Your LinkedIn profile is more than just an online résumé, it's your personal marketing platform. When used strategically, it increases your visibility, builds credibility, and helps attract the right opportunities.

LinkedIn is the #1 recruiting tool used by employers to find and evaluate talent. In fact, many hiring professionals look at your LinkedIn profile before they look at your résumé. They want to see how you present yourself publicly, how up to date your information is, and whether you're engaged with current tools and technology.

It's important to remember: LinkedIn is not your résumé. While your résumé is your factual, professional document, your LinkedIn profile is your chance to add more color. It's where you can show more of your personality, your career story, your passions, and your voice. When done right, your profile becomes a powerful part of your career branding toolkit, one that works for you, even when you're not actively job searching.

Use your information from the worksheets at the beginning of the workbook. Look back, what do you want hiring managers to know about you?

If you and your skills, experience, and accomplishments are on someone else's vision board (they need you!), who is that audience? What will they be looking for on profile pages to find their top-tier candidate?

SIDEBAR: What Not to Do on LinkedIn

Avoid These Common LinkedIn Mistakes

LinkedIn can be powerful, but only when it's used professionally and intentionally. The behaviors below often work against candidates, even when intentions are good.

- Do not ask for a job in your first message.
- Connection requests and early conversations are not the place to request referrals or opportunities.
- Do not send generic or mass messages.
- Messages that feel automated or impersonal are easy to spot — and easy to ignore.
- Do not over-follow up.
- If someone doesn't respond, respect it. Repeated follow-ups can damage credibility.
- Do not copy and paste your résumé into messages.
- LinkedIn conversations are not application portals.
- Do not overshare personal or emotional details.
- Keep communication professional, focused, and appropriate for a workplace setting.
- Do not post just to “be seen.”
- You do not need to post constantly or share personal stories to use LinkedIn effectively.
- Do not exaggerate or misrepresent your experience.
- Recruiters cross-check LinkedIn profiles against résumés and interviews.

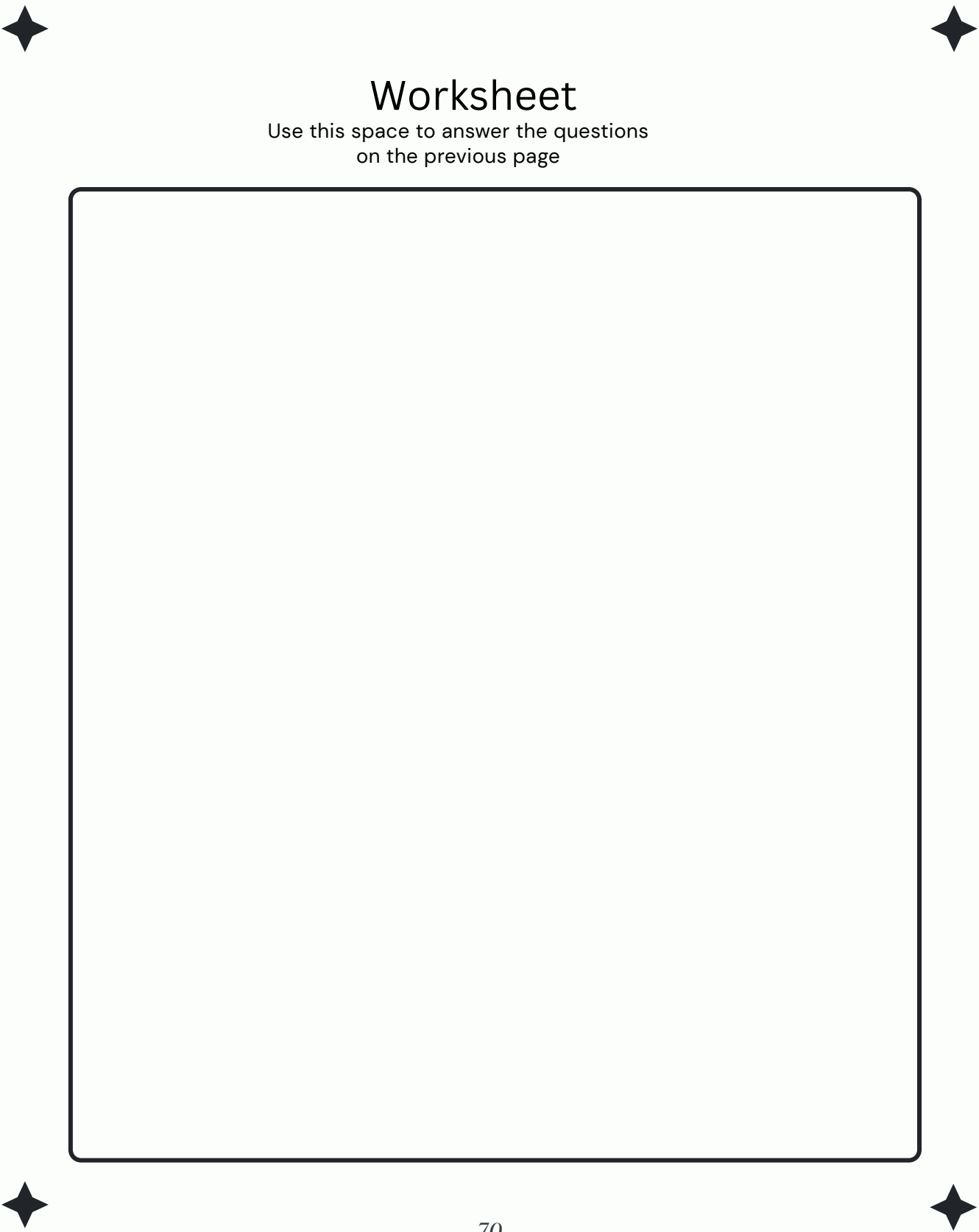
Coach's Reminder:

LinkedIn works best when you show up clearly, consistently, and professionally — not loudly.

Example of Job Search Worksheet

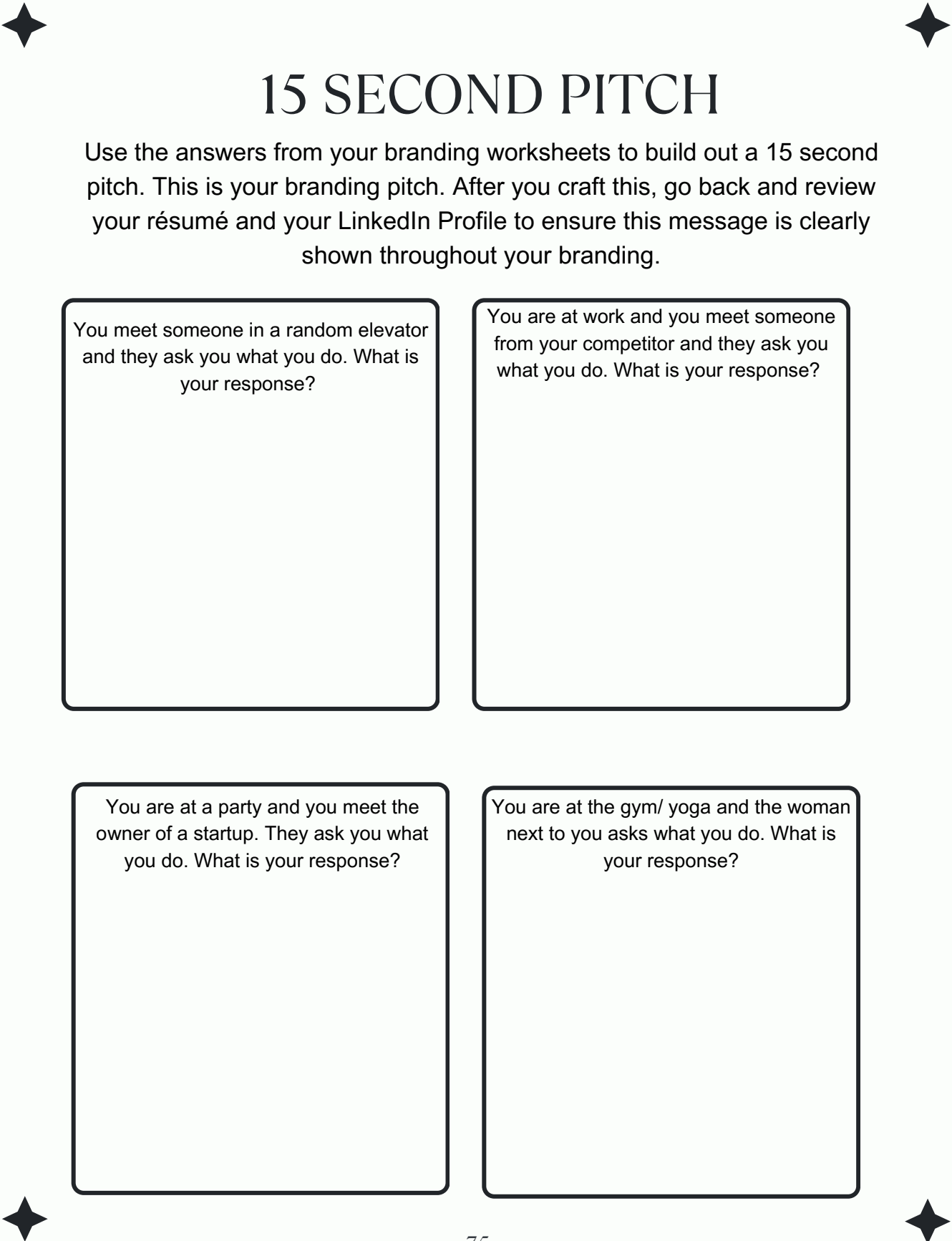
Create a spreadsheet to track all of your networking and outreach. You will then have data for what is working in your job search and what isn't.

	A	B	C	D	E	F	G	H	I	J
1	Company	Title	Date	Link	Source (LI, etc)	Response	Date	Status	Notes	resume version?
2										
3										



Worksheet

Use this space to answer the questions
on the previous page



15 SECOND PITCH

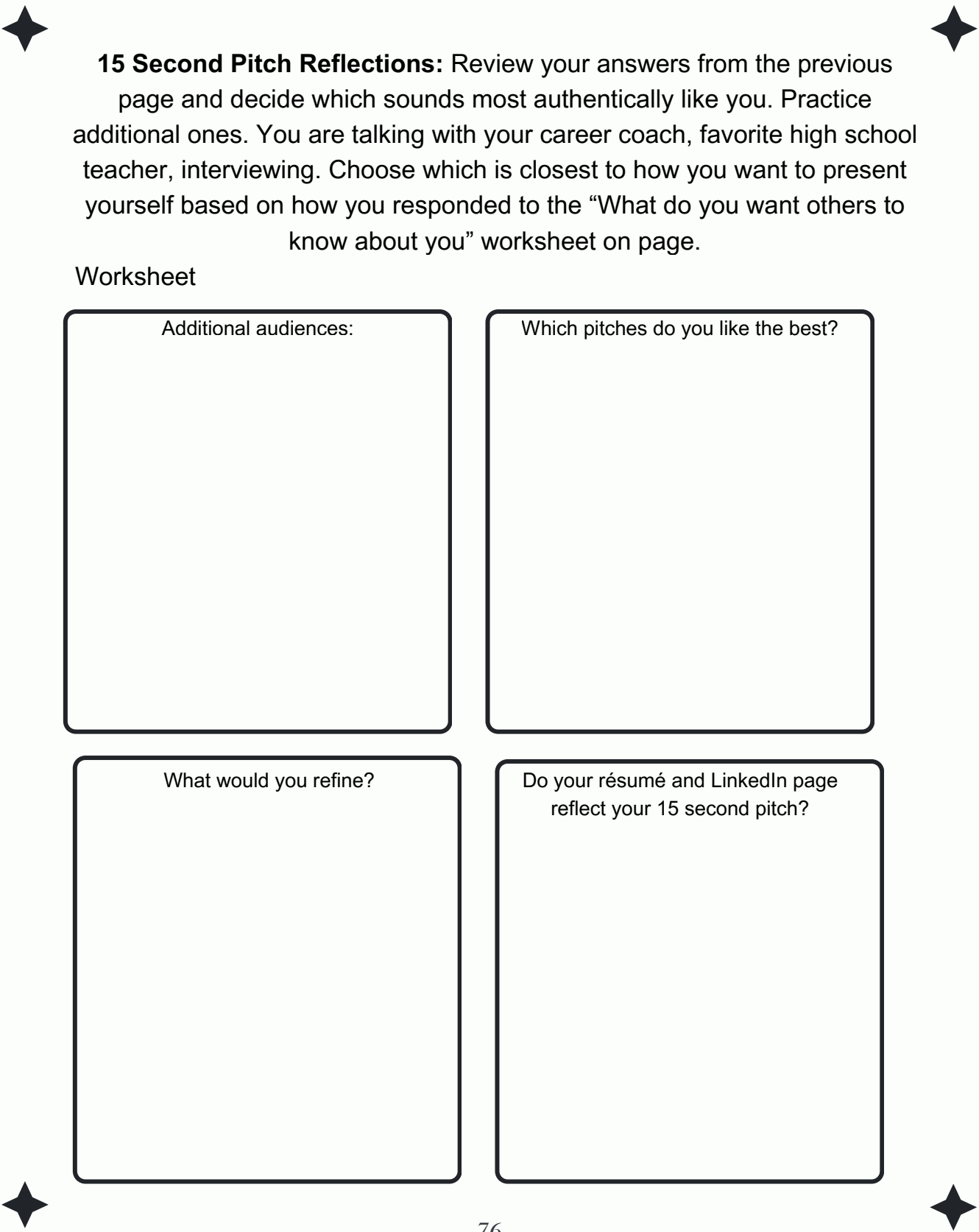
Use the answers from your branding worksheets to build out a 15 second pitch. This is your branding pitch. After you craft this, go back and review your résumé and your LinkedIn Profile to ensure this message is clearly shown throughout your branding.

You meet someone in a random elevator and they ask you what you do. What is your response?

You are at work and you meet someone from your competitor and they ask you what you do. What is your response?

You are at a party and you meet the owner of a startup. They ask you what you do. What is your response?

You are at the gym/ yoga and the woman next to you asks what you do. What is your response?



15 Second Pitch Reflections: Review your answers from the previous page and decide which sounds most authentically like you. Practice additional ones. You are talking with your career coach, favorite high school teacher, interviewing. Choose which is closest to how you want to present yourself based on how you responded to the “What do you want others to know about you” worksheet on page.

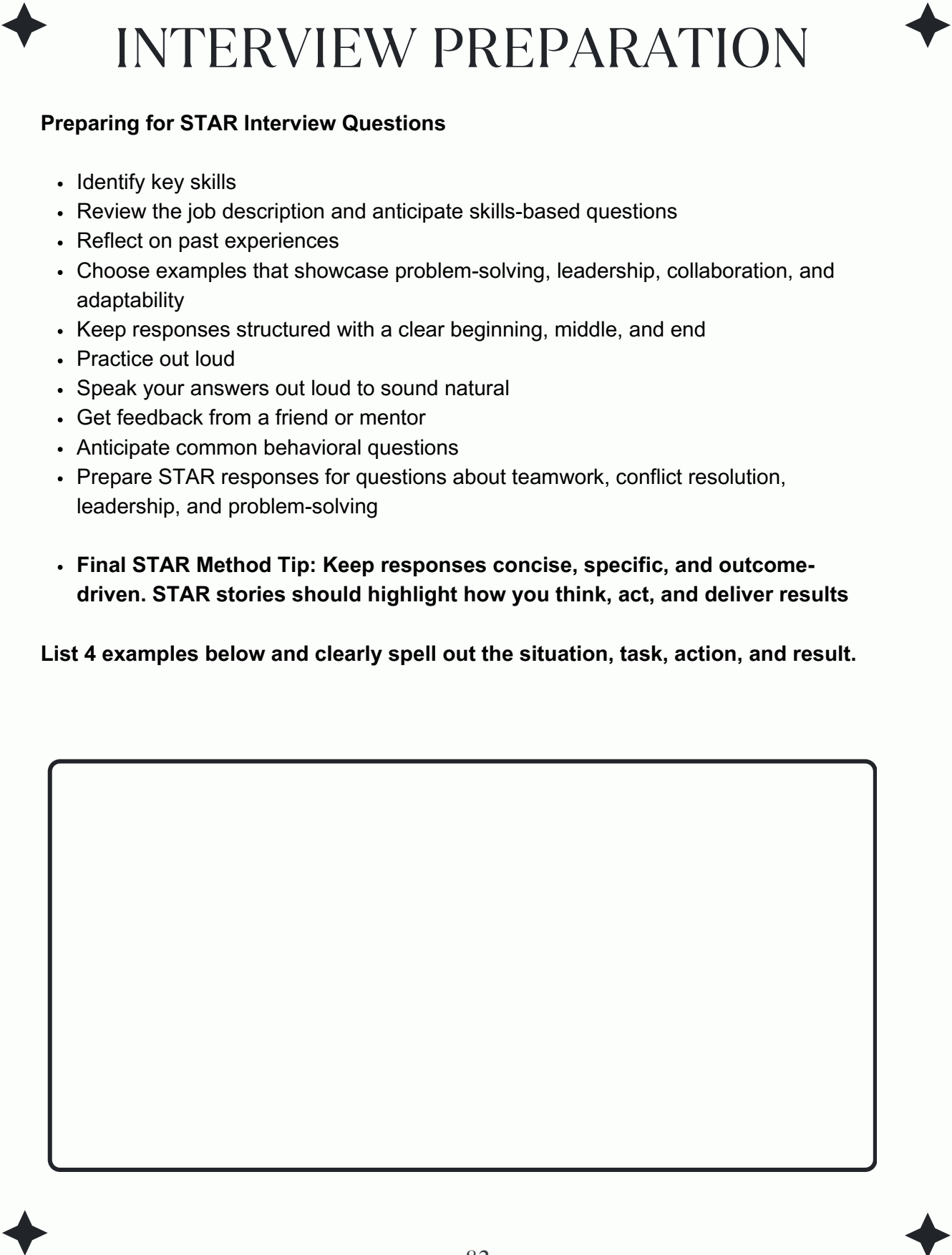
Worksheet

Additional audiences:

Which pitches do you like the best?

What would you refine?

Do your résumé and LinkedIn page reflect your 15 second pitch?



INTERVIEW PREPARATION

Preparing for STAR Interview Questions

- Identify key skills
 - Review the job description and anticipate skills-based questions
 - Reflect on past experiences
 - Choose examples that showcase problem-solving, leadership, collaboration, and adaptability
 - Keep responses structured with a clear beginning, middle, and end
 - Practice out loud
 - Speak your answers out loud to sound natural
 - Get feedback from a friend or mentor
 - Anticipate common behavioral questions
 - Prepare STAR responses for questions about teamwork, conflict resolution, leadership, and problem-solving
- **Final STAR Method Tip: Keep responses concise, specific, and outcome-driven. STAR stories should highlight how you think, act, and deliver results**

List 4 examples below and clearly spell out the situation, task, action, and result.

Wins and Milestones

Keep a record of every win and milestone. Look for small goals and wins to celebrate every day.

WINS	TARGET ACTUAL	
Received a response to an application.		
Gave my 15 second pitch.		
First interview, great practice!		
Had my first screening call!		
This interview went even better than the first!		
Made it to final rounds! Learning more each day!		