



# Jessica Warta Career Coaching

REFRESH & RELAUNCH  
YOUR CAREER WORKSHOP

Creative Den

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# RESUME PRE-WORK / PREPARATION

- Your comprehensive personal branding and marketing toolkit includes your resume, LinkedIn profile and cover letter *with the most important of these tools still being your resume*
- **Hiring managers and recruiters need to understand HOW your skillset and competencies can transfer and apply to the role they are hiring for** and they can easily ascertain this via a stream-lined resume which powerfully highlights and quantifies your accomplishments to tell how you made a role, job, project, or assignment better
- **EXERCISE:** Annual Work Reflection & Identification of CORE COMPETENCIES and/or TRANSFERABLE SKILLS if seeking a career change
- **Step 1: Reflect on this past year's work "wins" as well as struggles**
  - Take the time in the beginning of the new year to hit the reset button and REFLECT and REFOCUS in a big picture, holistic way to IDENTIFY what went particularly well this year in your career (*areas of strength and assignments/projects where you excelled*) as well as projects that perhaps didn't turn out as expected and you struggled and even failed to meet such as deadlines/clients lost/etc.
  - Think about & document if you've volunteered for something that's out of your comfort zone at work or proactively sought out a game-changer/recognition booster project and if so reflect on it including qualifying and quantifying your role and contribution

# RESUME PRE-WORK / PREPARATION

What are the 3 to 4 areas, projects or functional aspects of your current or former roles that you enjoy(ed) most?

- What motivates you in your current role?
- Often, there is overlap and an **intersection** between functional areas of your role you enjoy and core competencies as we tend to enjoy things we are good at and keep working on them and therefore building our expertise, but it may not necessarily be the case. This exercise looks like the following for my current role as a Career Coach;

What are your 3-4 self-assessed core competencies and areas of expertise?

- IF pivoting OUTSIDE your current industry/sector/role function & seeking a role change, CORE COMPETENCIES identification is an even more critical exercise to identify those TRANSFERABLE SKILLS/CORE COMPETENCIES applicable to the next role you're targeting and highlighting these on your resume

# RESUME PRE-WORK / PREPARATION

What are the 3 to 4 areas, projects or functional aspects of your current or former roles that you enjoy(ed) most?

- **This exercise looks like the following for my current role as a Career Coach:**
- **Client Needs Analysis:** Coaching and guiding the process of client's holistic career self-reflection and evaluation of what and how to target their next role
- **Partnering** with my client to identify and uncover core competencies and key strengths to leverage for their personal marketing tool kit
- **Creation and delivery** of personal marketing tools that highlight client's quantifiable impact and qualify the value-added skills

What are your 3-4 self-assessed core competencies and areas of expertise?

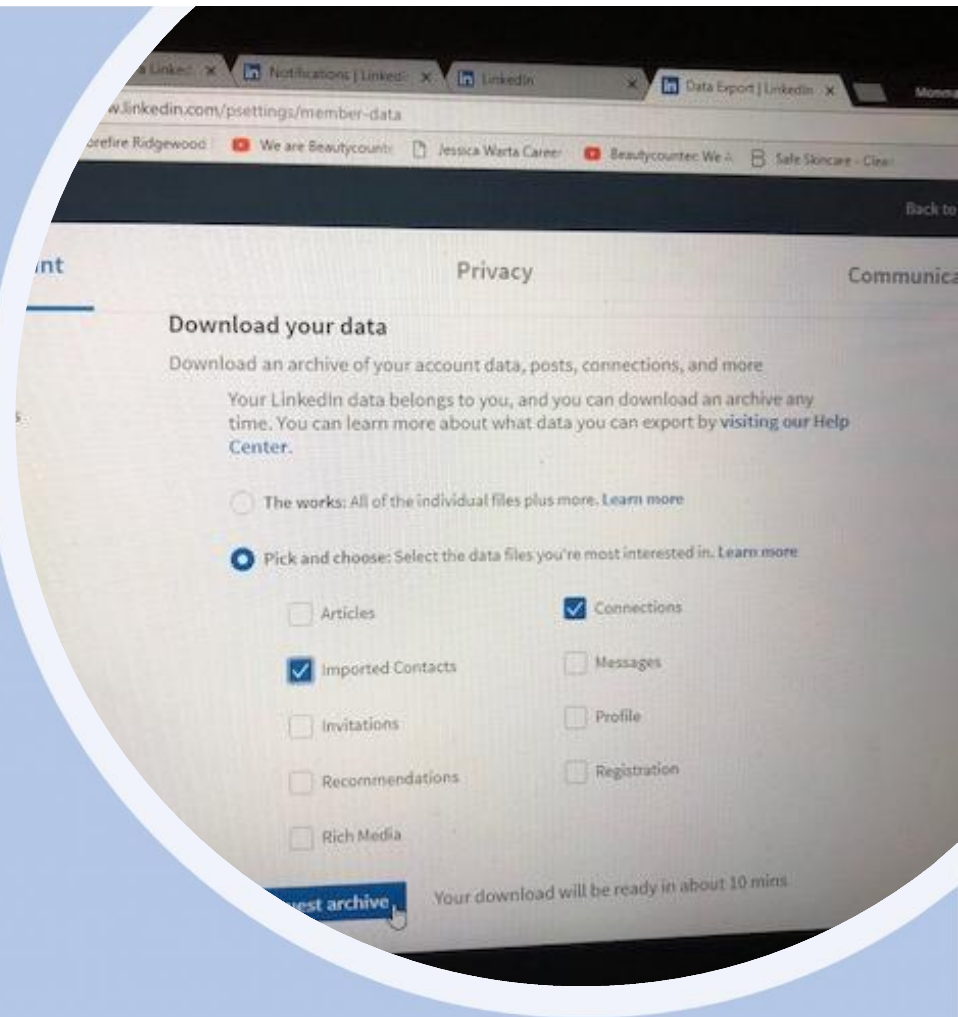
- Client-relationship building & management expertise
- 1 on 1 development coaching
- Superior communications expertise
- Strategic and analytical problem-solving skillset
- Project and Organizational management

# RESUME STRUCTURE BASICS

- Name (credentials such as MBA, CPA, JD, PMP), (Town, State), cell phone, LinkedIn Profile Link
- Professional Summary
- Core Competencies
- Experience
  - Each bullet in your resume should showcase results of your current/previous roles in quantitative form which equate to the metrics/measurements of success and your value add
  - For example if you led an important project at work, you'd want to highlight the firm's investment and reason for the project, the scope of the project and what you did to accomplish the goal for the project (*was it on time, accomplish an increase in revenues of x, cost-savings etc.*)
  - If you're in a sales role, you'd include specific numbers such as "*Drove revenue production from top 10% of company accounts to \$5 million in 12 month period*" instead of "helped grow revenue." This extends to job interviews as well as I work with clients on a day to day basis crafting and practicing giving concrete examples and stories of their select achievements in classic situational/behavioral interviews
- Education
- Technical Expertise (*beyond Microsoft Office & specific to your role/industry!*)
- Professional Licenses, Industry Engagement & Publications, Awards & Honors

# LINKEDIN COMPREHENSIVE CONTACTS DOWNLOAD

- **Step 1** (from your desktop): Go to your home page on LinkedIn, click the **“My Network”** icon on the header at the top of the page
- **Step 2** - this will bring you to the next page and click on the left hand side header **“Connections”** button.
- **Step 3** - You’ll be brought to a summary page of all your contacts ( I have 505!). From there, on the top right of the screen click on **“Manage synced and imported contacts”**
- **Step 4** - Next under **“Advanced Actions”** on the righthand side of the screen click on the **“Export contacts”**. Finally you’ll be brought to the screen to the right and click on the checked items
- Within a few minutes, you’ll be sent an excel file from LinkedIn to your email to download with all the contacts in your network including name addresses company and emails already populated!
- This is a great start where you should hone in on who from your network to connect with in person for an informational or casually coffee catchups, 10 minute phone conversations etc!

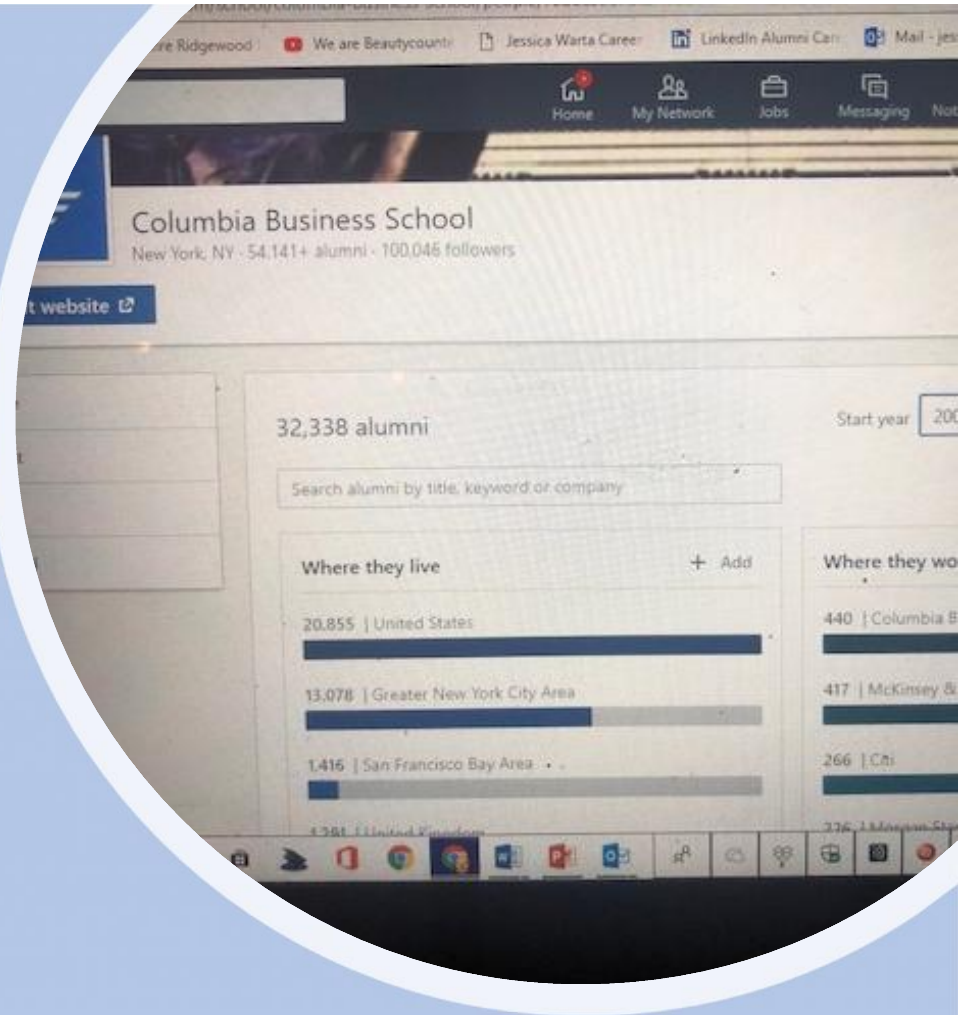




# LEVERAGING LINKEDIN'S ALUMNI SEARCH TOOL

- Access LinkedIn's Alumni Search by clicking <https://www.linkedin.com/school/columbia-business-school/alumni/> or from the LinkedIn homepage, type in the top search button "Columbia Business School" or your alma mater. Next click on the "Alumni" tab on left hand side of school page
- From there, you can perform a search for individuals who attended your school. You can then apply one or more of these six filters:
  - Where they live (geographic location)
  - Where they work (company)
  - What they do (job function)
  - What they studied (major); Select your major from the list of degrees (or search for it by clicking the magnifying glass)
  - What they're skilled at (LinkedIn skills)
  - How you are connected (1st and 2nd degree connections, group members, and so on)
- Search Alum By graduation year: you can also identify alumni by the year they attended your school or do a text search for anything that may not fit neatly in one of the previously mentioned filter
- Once you've completed the filtering exercise, you'll now see a list of professionals from your same school with your same credentials. Ask yourself:
  - Does this sound like an interesting job?
  - Does this seem like an intriguing company?
- If you answer "yes" to either of these questions, reach out to your fellow alum and see if they'd be open to an informational interview, or answering a few questions over email. If you're not connected on LinkedIn, there may be a fellow classmate who can introduce you, or you can look up contact information via your school's alumni directory.

www.jessicawartacareercoaching.com



# BEHAVIORAL INTERVIEWING 101 – THE 5 MOST COMMON INTERVIEW QUESTIONS

- 1) Walk me through your resume; ie tell me about yourself
- 2) Why are you leaving your current role or if career relauncher why are you seeking to return to work now?
- 3) What attracted you to this role & why do you think you're a strong fit for this role?
  - Here is your opportunity to highlight what skills from your current role/past career history are most transferable and valuable to this role and your core competencies/strengths
- 4) What work accomplishment are you most proud of and why? What was your role in the achievement?
- 5) What area of your skillset do you view as a development opportunity ie weakness and what's your approach to improving?





## Thank you! Questions? *What's next?*

To connect & set up time for a 15 minute complimentary career intake/goal strategy consultation

please email or call:

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646.522.9882

And review my website,

[www.jessicawartacareercoaching.com](http://www.jessicawartacareercoaching.com)

for a comprehensive list of services including mock interview preparation, LinkedIn profile build, role searches, salary negotiations and more!