

## 2001 – “What’s Next – Phase Two?”

Congratulations on your progress! Right now, before you even begin phase two, you are well ahead of the pack. You have a better understanding of yourself, what kind of job you want and what kind of company you want to work for than most people out there hunting for their next job.

In Phase Two we will work on your Two Minute Drill, 30 Second Drill and your resume. We will also discuss “The Launchpad”, email, online job search (including LinkedIn) and business cards. These are all important tools in your search.

### Email

- You probably already have an email account. I suggest you get another one. Yahoo!, Hotmail, Google and other services offer free email. My preference is Google for its flexibility and wide range of other services that Google offers. (Google docs, Google Contacts, Google Voice, etc)
- I suggest a new email account so that your personal email stays personal. This new account will be dedicated to job hunting. You will use this email address when offering your contact information. You will also use this email account for login credentials to job websites and other sites. In my opinion, the convenience of having a dedicated ‘profile’ for your job search far outweighs the investment you will make to open and manage a new account.
  - Remember, many email services (I know Google does) offer forwarding options. For example I have my “jobhunt” Google email account forward all mail to my “personal” Google email account. I check, organize and reply to email all through one account and when I send emails I have the choice of using my “personal” or “jobhunt” email address.
- Another benefit of opening a new email account is that you get to choose your email address name. firstname.lastname@provider.com (example chet.lohman@gmail.com) is the absolute best option to go for here. You want something they will remember right? Use your name!
  - If you can’t get “firstname.lastname...” then be creative but get as close as you can.
  - DON'T GET CUTE. Your E-mail address is someone else's first impression of you as a professional so, for goodness sakes BE PROFESSIONAL.

We are going to do a LOT of writing in Phase Two! Get comfortable and make sure you are prepared to do a lot of writing. I prefer pen & paper so I would turn off my PC (no distractions) and grab a notepad & my favorite pen. You may prefer your PC, a tablet, loose paper, moleskin, a spiral pad, pens, pencils or any combination of all of these. Gather the materials that work best for you; you don’t want poor preparation to interfere with your thoughts.

There are two supporting documents in the Phase Two folder. “2901 - Action Verbs” & “2902 - Magic Sixteen”; refer to these when you are having trouble finding the right words in your writing.

### SAR (or Situation, Action, Result)

Before you can write, *you have to learn to write*. We are going to write from a perspective that at first may seem uncomfortable to you. Most of us don’t like to brag about ourselves and that makes it hard to write a good resume. Part of this phase is to get you used to; and comfortable with “patting yourself on the back in public”.

When answering questions about your experience or describing yourself; one of the best formats to use is “Situation, Action, Result”. “This was happening, I did this and the (profitable/positive) results were this.” If you are still at your PC, perform a Google search for “situation action result examples” and read a few of the results.

As you are writing, one of your goals is to build a resource of ‘stories’ that quickly and clearly demonstrate your value to others. One of the best ways to do this is to build ‘measurable-s’ into your stories. Measurable-s are numbers, dollars, man-hours, percent values, any tangible number.

#### File “2002 - Accomplishment Specifics”

Your first task is to list your professional accomplishments across your *entire* working history. Go all the way back to your first job and don’t skip even the smallest accomplishment.

- Don’t worry about format or even if what you are writing makes sense. Right now you are just transferring memories from your brain to paper. You can organize them later.
- It may help to write down your employment history (complete with month & year that you were there). You will need this later anyway and now is as good a time as any to make the list.
- If you have trouble coming up with accomplishments; ask anyone that knew about your work. Did you talk to your spouse about your job? Great resource! Don’t be afraid to reach out to former co-workers or even your old bosses. Explain that you are updating your resume and you’re looking for accomplishments to add to your work history.
- If you are still having trouble; remember that your former employers were happy to write you a paycheck on a regular basis! *They paid you; so you performed something of value.* List your daily tasks and responsibilities; you can turn these into accomplishments.
- Remember your measurable-s! Add as many numbers as you can to your accomplishments! This helps to define your value to others. Reach out to former co-workers or do other research where necessary. The numbers do not have to be exact, approximate values are OK. Be honest and as accurate as possible.
- Once your list is complete go back through the list and start cleaning up your ideas. Try to build a SAR (Situation, Action Result) story from each accomplishment. A 10 year work history should have 14 to 17 statements.
- Store your completed list of accomplishment statements somewhere. Either on paper in your desk or on a file on your PC. You will refer to them often for this phase and throughout your job search.

#### The Two Minute Drill (and the 30 Second Drill)

##### File “2003 - The Two Minute Drill”

- Imagine you are in an interview and the other person says “tell me about yourself...” What are they looking for? What should you talk about? What do you tell? What do you *not* tell? This is where the Two Minute Drill comes in; it is the perfect answer to that stupefying question.
- You will cover your life history (the highlights!) in about two minutes. You will have this story prepared in advance and practiced so that when you use it (even for the first time!) it will sound natural and encourage the listener to ask questions.
- The format (pictured in the file) is as follows:
  - 10-15 seconds on personal life and education. If you don’t have a degree “I finished high school and started working at...” is an excellent line to use. For the personal life try to use information that is applicable to the discussion. Where you a military brat? (you’re flexible and adaptable). Where you the oldest of 5 kids? (you’re a natural leader)
  - 15-30 seconds on early career. If you have a greater than 10 year work history, this section is about the part of your career older than 10 years. Try to cover 1 or 2 key accomplishments from this time in your life.

- 45-60 seconds on recent work history. This is where you insert your key accomplishments. You will change this section most often as you want the accomplishments to match the job you are interviewing for. I suggest finding a few favorite accomplishments and using them most of the time when networking. For interviews, switch out your favorites for accomplishments that match the job description and responsibilities.
- 5-10 seconds on reason for leaving your last job. The question will come up, go ahead and offer an answer before it does.
- 10-15 seconds on “What’s next”.
  - “I’m here because...” or “I’m looking for...”
- Now that you have your Two Minute Drill you can trim it down to 30 seconds. There are times when even two minutes is too long so it’s good to have a shorter version ready.
  - 5-7 seconds on personal life & education
  - 20 seconds on work history (at least one accomplishment)
  - 5 seconds on reason for leaving last job (feel free to drop this item when acceptable)
  - 5-7 seconds on what you are looking for