**Checklist for Job Search: Page 1**

SELF-ASSESSMENT

* what have I done well; strengths / weaknesses [Living Your Strengths  
  / Strength Finders - your top 5 personsl strengths]
* what do I want to do; feel best at

PERSONAL JOB OBJECTIVES / STRATEGY

* position
* industry

JOB SEARCH PLAN / SELF MARKETING PLAN

* activities
* targets: industry, companies
* resources needed; your strengths & weaknesses; likes / dislikes
* to-do list every day; weekly objectives quantified
* record keeping: performance; contact data

EXIT STATEMENT

* why did I leave / want to leave

RESUME

* format consistency
* Summary or Profile (avoid Objective)
* Experience (responsibility; accomplishments/performance; results – include quantity, quality)
* Education
* Volunteer, Business Affiliations and Publications (as appropriate)

30 SECOND ELEVATOR SPEECH / CAREER SUMMARY

* define
* verbally explain who you are; indicate career objective

PERSONAL ATTITUDE

* no bitterness to employer(s)
* positive / positive / positive – smile always
* accept rejection positively; a learning experience

LIST OF REFERENCES

* list, contact for approval
* send resume to each
* keep informed regularly, especially if their name given out

ADMINISTRATIVE LOG

* detailed record keeping (for tax deductions and for contact follow-up):
* tax: miles driven, cost of stationary / equipment / out-of-pocket meals
* meetings & phone: dates/times/results/follow-up
* network & other contact list: name/address/phone/date
* attach ads to copy of correspondence
* copy of all correspondence

RESOURCES

* book stores (see Other Publications below)
* library: books identified from the book stores; Moody’s; Dun and Bradstreet for published co. profiles / "The Directory of Executive Recruiters," "The Unwritten Rules of Highly Effective  
  Effective Job Search - *Orville Pierson*," multiple books by Yate, "What Color Is Your Paraschute"
* Internet: LinkedIn, Twitter; Company websites; Google
* MS Office Suite, Adobe
* trade journals

**Checklist for Job Search**

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TARGET COMPANIES

* research companies and related operating details; check Investor Relation
* modify list of companies as needed

NETWORK

* methods to build a network; LinkedIn
* groups / friends / relatives / other job-seekers / previous associates and managers / people met at social events / your references / alumni / … /even the janitor
* ask for names & phone numbers of “those who might know of someone interested in my skills”
* never ask for a job from anyone (except at last interview with employer before offer)
* target industries / companies

RECRUITERS

* contact as many recruiters as possible who specialize in the industries and job functions you seek (see The Directory of Executive Recruiters,” Kennedy Publications, Fitzwilliam NH for a comprehensive list of Retained Search & Contingency Firms by industry, and terrific info on job searching)

INTERVIEWING

* (see “49 Tough Interview Questions” & answers); how do you remain up-to-date on the business/industry/technology?
* be prepared; If you were the head of the target company, what might be your issues; what is the industry concerns (e.g., depending on the business - peak season volume, delivery issues, suppliers, notorious customer service problems); assume the unexpected; write down questions
* learn to listen and simultaneously form questions / similar examples of personal accomplishments
* smile; smile; shake hands firmly; dress well and look good
* speak clearly; be enthusiat; Telephone: walk around, have & take notes; Face-Face: posture miror slightly the interviewer
* ask questions; end about 50% of your answers with a question that begs an open-ended answer (e.g., “…how do you see it,” “… how has the company approached such issues,” etc.
* always end with expression of interest and ask for “next steps”
* Also see:“Out Interviewing the Interviewer,” Stephen K. Merman & John E. McLaughlin, Prentice Hall Press
* “The Art of Asking Questions,” Stanley L. Payne, Princeton University Press (may be out of print)

THANK YOU

* say thank you meaningfully always
* send hard copy letter (to executiveshiring mgr) / email (hiring mgr., others) of thanks to every person on face-to-face interview; hint: use monarch stationary
* e-mail thanks to telephone interviewers / recruiters (as appropriate) or use “snail-mail”
* verbally thank your references, especially if they let you know they go a call

FOLLOW-UP

* always try to get a follow-up call or interview until you get an offer
* keep references, recruiters, network contacts informed on your progress – someone may have additional useful info

NEGOTIATION

* Once an Offer Extended: GET IT IN WRITING. If they say they don’t do that, be suspicious
* Once an Offer Extended: ask for more money, an additional 5 – 10% generally isn’t unreasonable. Be prepared to counter a No with a request for other benefits: stock, office assistant, company car, tuition
* If the Company 'Drags its Feet': politely indicate that another company is about to send you an offer letter, but that you believe your (target) company is the best
* (see “Getting to YES,” Fisher, Ury and Patton)

Questions, comments and recommendations for improvement and enhancement to the above are welcome.

Best Wishes, Jack Rueckel