



Module 1 Deep Dive Guide:

Choosing *the* Job You WANT

& Branding Yourself for the Position

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MODULE 1: Choosing the Job You Want & Branding Yourself: **Action Plan**

It's important to consider what you really want out of your next job and your long-term career. It's also crucial to determine what job titles you want because companies want to hire **specialists**, not people who can "do anything".

With that thinking in mind, complete this action plan so you'll have a clear path toward your goals as you progress through the WiserU Career System. If you're still unclear about what you want to do in your career after you complete the form, email Susan Lopez at Susan@WiserU.com to learn about additional options that can help you choose the right career for you.

QUESTIONS TO HELP YOU DETERMINE WHAT YOU REALLY WANT:

- 1) What am I passionate about?
- 2) What do I ultimately want:
Career-wise?
Family-wise?
Life-wise?
- 3) What do I enjoy doing?
- 4) What do I hate doing?
- 5) In what areas have I excelled and why?
- 6) What motivates me?
- 7) What brings me joy?
- 8) Do I want to work for myself or for a company?
- 9) (IF APPLICABLE) If I want to work for myself, am I prepared for the challenges?
- 10) (IF APPLICABLE) If I want to work for a company, what size company?

11) (IF APPLICABLE) If I want to work for a company, what type of company?

12) (IF APPLICABLE) If I want to work for a company, what type of industry?

Two sites that can help you narrow down your choices:

<http://www.opensecrets.org/industries/alphalist.php>

http://www.bls.gov/iag/tgs/iag_index_alpha.htm

13) What level of pressure am I comfortable with?

14) What level of risk am I comfortable with?

15) Where do I want to live and work?

16) What kind of work location do I want?

Examples: Work from home, downtown, near fitness center, easy commute, etc.

17) What kind of work atmosphere do I want?

Examples: Corporate hierarchy, boss + coworkers, offices/cubicles, open office, working outdoors, etc.

18) What kind of work atmosphere do I not want?

19) What job titles match my skills, interests and work preferences?

20) What similar job titles also match my skills?

These sites that can help you determine your best job titles and preferred pay range:

- Career One Stop (Learn jobs that match what you want):

<http://www.careerinfonet.org/skills/>

- Learn if the pay rate is acceptable to you in your city or a different city:

<http://www.indeed.com/salary>

<http://money.cnn.com/calculator/pf/cost-of-living/>

- Summarize and practice saying jobs that you want. (Learn how in the

[Module 1 Deep Dive Guide](#)

- 21) Which of my strengths makes me a good job match for my selected job titles?

Examples: Experience, education, internships, volunteer work, training, etc.

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- 22) What skills and/or education do I lack that I need to attain my selected job titles?

- 23) What steps will I take to get needed skills and education?

Examples: Take classes, watch YouTube videos, join LinkedIn groups, etc.

- 24) Summarize what you want: I am passionate about _____ and I seek a _____ position. I want to work in _____ (environment)

Example: I am passionate about providing affordable assisted living services for disadvantaged seniors and am seeking an Assisted Living Center Administrator position. I want to work full time in a large urban residential care center on the South Side of Chicago.

- 25) Shorten what you want so that you can say it easily:

Example: I am seeking a marketing or sales job preferably in pharmaceutical or healthcare industries in New York City.

The Typical Hiring Process

In addition to determining what you want to do in your career, it's also important to understand how the typical hiring process works. While every company is different and their hiring processes vary, there are some usual steps that you can expect.

STEP 1:

A company determines it needs additional headcount to complete defined duties. Typically they also set a salary or pay range, determine whether the position should be full or part-time and contract or permanent. They also determine who the person will report to and what their duties will be.

STEP 2:

The company posts a job opening with detailed job description including duties and qualifications on its company web site and other job sites, such as Indeed.com or Monster.com, and/or contracts with recruiters to find qualified applicants on its behalf.

STEP 3:

Applicants apply for the job and/or recruiters search for qualified candidates.

STEP 4:

The company actively recruits for the position by:

- Selecting applicants who applied online
- Finding them on LinkedIn or other social media
- Finding them through networking
- Discovering them through personal recommendations
- Through recruiters

STEP 5:

The company or its contracted recruiters interview candidates for the position, narrowing down prospective candidates:

- Through the interviewing process (which may involve talking with multiple levels of recruiters and decision makers and various types of interviews including phone or video interviews, in-person interviews with the recruiters, in-person interviews with one or more hiring decision makers, or panel interviews with multiple people)
- Assessment testing
- Criminal background checks
- Reference checks with former employers, educators and people listed in your reference list

STEP 6:

Once the employer has selected its preferred candidates, it makes a job offer, which includes a salary plus benefits or an hourly wage or time-limited contract offer (sometimes with benefits). The employer completes any necessary criminal background checks and reference checks and has the employee complete any required drug testing.

STEP 7:

The candidate and employer negotiate the pay and benefits until they arrive at a mutually agreeable decision.

STEP 8:

The job candidate is offered the position (pending successful completion of drug testing, background checks and assessment testing), which he or she accepts.

STEP 9:

The company sets a start date and then the candidate is on-boarded, which involves signing necessary paperwork and completing required training before starting the job.

STEP 10:

The job candidate becomes an employee or a contract employee (temporary, temp-to-hire or contract position for either the hiring company or a 3rd party staffing agency) and is paid on whatever basis was established in the hiring offer or contract.

Now that you know the process, get started today to land your dream job.

Learn about next steps in Module 2: Applying for Positions.

