

Career Toolkit

Strategic Thinking → Action → Results

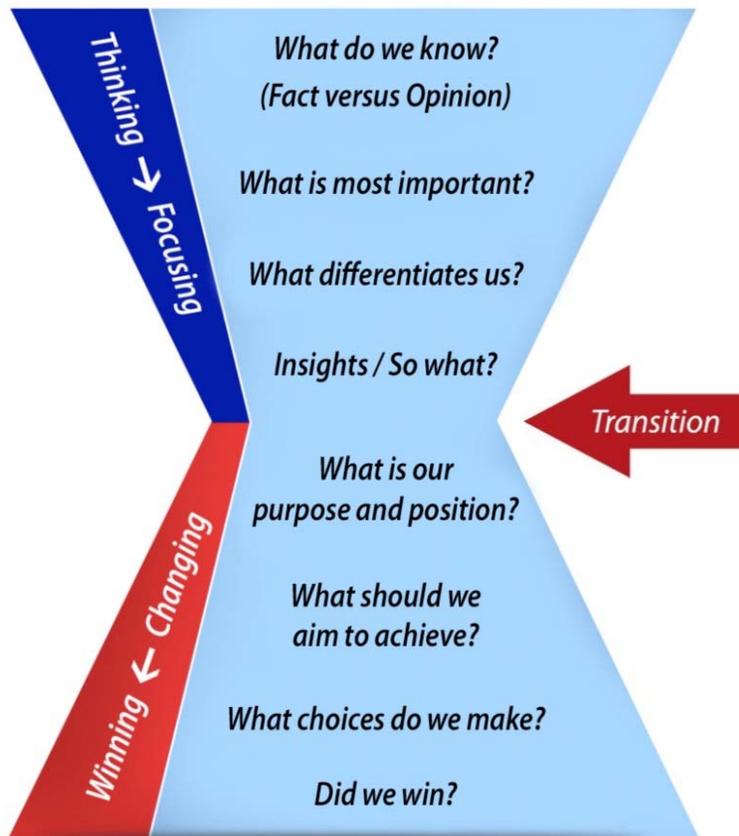


The Think to Win Toolkit

For Career Searches

This Toolkit acts as a template to collect and organize your thoughts while guiding you through a Career Search. Refer to the critical questions when responding to the actions for each step.

Follow Think to Win's (2015) Emma and her process to help you on your own career search.



What do I know?

Step 1: Umbrella Issue

Critical Questions

- What type of career am I trying to find?
- What is keeping me awake at night?

Use Emma's example to help you define your issue in 1 – 2 sentences.

Emma's Umbrellas Issue

Definition:

"At this point in my professional career, I have a general sense of what I see myself doing next. Although the job market is not ideal I must determine how I can progress my career and land a position with a northeast company that allows me to use my skills, enjoy my work, and continue to grow personally and professionally." Think to Win (2015)

What do I know? THINK FACTS!

Step 2: Situation Assessment

Using the chart provided, conduct an analysis of what is going on with your career search.

Critical Questions

- What are my individual qualifications?
- What is happening in the current Job market?
- What are some internal and external trends and conditions?
- What is changing?

Myself (internal)	The Job Market (external)
Education	Job Market What are the needs of the current job market?
Work Experience / Accomplishments	Employer's Size / Reputation
Training Skills	Culture
Your Network	Competitors Who am I competing with?
Other	Other

What is most important?

Step 3: SWOT Analysis

Use Emma's examples to help you categorize the most important elements of your Situational Assessment into the SWOT Framework.

Critical Questions

- What are my internal and external strengths & weaknesses?
- External factors that are or could offer attractive career opportunities.

Emma's SWOT (Think to Win, 2015)		
	Internal (herself)	External (job market)
+	Strengths (does well)	Opportunities (competition to capitalize on)
	Technical writing; Fluency in Arabic/oversees life experience; Measure development, measure change; Knowledge of "best practices"; Strong interpersonal skills	Companies with global business interests and HR needs; Networking through professional and personal connections; Fast-moving environment; Shift in "big data" focus from larger organizations; People-driven industry and cultural shift
-	Weaknesses (does poorly)	Threats (wary of)
	Shyness/reticence, soft speaking voice; Risk averse-fear of making a huge mistake; People pleaser- always trying to make everyone happy	Many college graduates in field; Applicant overload at entry level and next level up (Emma's current level)

My SWOT Template		
	Internal	External
Positives	Strengths	Opportunities
	What do I do well?	What external trends or conditions can I or the competition capitalize on?
Negatives	Weaknesses	Threats
	What do I not do well?	What external trends or conditions should I be wary of?

What Differentiates Me?

Step 4: SCA

Use the list of **S**trengths in the context of **O**pportunities to identify where you have an advantage over your competition in the current Job Market.

Critical Questions

- What truly separates me from the pack?
- What is the key to my leverage and advantage in the Job Market?

Emma's Unique Value Proposition (Think to Win, 2015)

Source(s) of Competitive Advantage(s)

Her skill at technical writing, experience in HR, coupled with her fluency in Arabic and her level of comfort in dealing with other languages and cultures, meshes well with the rise of companies having employees and business interests around the globe.

Use this template to determine your own Strategic Competitive Advantage.

My SCA Template

Source(s) of Competitive Advantage(s)

What insights do I have?

So what?

Step 5: Key Issues → Implications

Identify the most important takeaways from each finding. Identify the “so what” of each.

Use Emma’s example to help you identify your own Key Issues and Implications for your career search.

Critical Questions

- What conclusions can I draw from the analysis?
- What are the takeaways of each? The “so what”?
- What are the risks/actions in the implications?

Emma’s Key Issues and Implications	
Key Issues	Implications
Emma is at a critical but highly flexible point in her career from which she’d be able to grow and explore opportunities in a number of directions	Few limitations to her possibilities-many fewer than she originally thought
strong understanding of corporate and healthcare needs	Be able to apply knowledge in a wide range of industries or even in a government or nonprofit institution
Young skill set and capabilities	Very much in demand especially her fluency in Arabic and her technical writing skills

My Key Issues and Implications Template	
Key Issues	Implications

What is my purpose and position?

Step 6: Objective/Governing Statement

Position your issue using Emma’s example to help guide the development of your own governing statement. Write your statement in the template below.

Critical Questions

- Where is my focus? Where do I direct my energy?
- Do I have a clear point of view?
- Am I on the right path utilizing my competitive advantage?

Emma’s Governing Statement and Goals

“Position myself to global organizations, headquartered in the United States (ideally in HR) that leverages my core capabilities to achieve personal and professional growth.

1. To find a new position within six months
2. To obtain her master’s degree in under four years
3. To achieve career growth and advancement in 18 months or less”

(Think to Win, 2015)

My Governing Statement

What choices do I make?

Step 8: Making Choices

Identify the “choices” that support your goals.

Use Emma’s sample goals and strategies to help you fill in the template below to create a plan for reaching your career goals.

Critical Questions:

- What is needed to achieve my goals?
- What choices must be made?
- What are contingent strategies?
- What are the alternatives I might consider at a future date?

Emma’s Goals

Find a new position
within six months

Emma’s Strategies

- Focus on networking with HR Executives
- Conduct Informational interviews with people in target companies

My Goals

My Strategies

-
-
-

-
-
-

-
-
-