Align Your Goals To Marketplace

MODULE CONTENTS

General Reference Resources................................................................. 1
Contemporary Job Search Reading List .................................................. 2
Positioning Yourself in the Marketplace.................................................. 5
Examples of Positioning Scripts ............................................................... 6
ALIGN YOUR GOALS TO MARKETPLACE

Research

To determine your target companies and position your sights within the context of your chosen industry, research is one of your most critical tools. The amount and quality of information you can gain by not only visiting relevant websites but doing a general company search for articles about the company’s corporate giving policies, newsworthy plans and events, mentions in writing of analysts, can be fertile ground, in determining the real substance and identity of a particular company. Research can point out important industry trends that will help you focus your goals and craft your pitch. Many research links are available on the Meridian Career Navigator.

- Generate a list of companies to target for your search
- Investigate a specific company to prepare for an interview
- Locate networking opportunities and contacts
- Determine your value in the job market, through salary and compensation guides
- Find search firms or employment agencies
- Uncover relevant job leads
- Develop your resume and cover letters
- Prepare for interviews

General Reference Resources

**Occupational Outlook Handbook**
A nationally recognized source of career information, designed to provide valuable assistance to individuals making decisions about their future work lives. The *Handbook* is revised every two years.  *Also available online at* http://www.bls.gov/oco/

**Dictionary of Occupational Titles**
*Also available online at* http://www.wave.net/upg/immigration/dot_index.html

**Business Periodicals Index**
References to articles in business publications - such as *Business Week*, *Fortune*, and *The Wall Street Journal*.  *Also available online at* http://www.ovid.com/site/catalog/DataBase

**Directory of Corporate Affiliations**
Lists over 4,000 corporations and subsidiaries with address, telephone number, revenues, number of employees and top corporate officers. The Geographic Index (bound separately) lists corporations and subsidiaries by city and state.  *Also available online with a fee-based subscription service at* http://www.corporateaffiliations.com/

**Dun and Bradstreet Million Dollar Directory**
Lists business, product classifications, sales, and key officers with geographic and product classification indexes. The geographic and product classification indexes. The geographic index does not include subsidiaries.
ALIGN YOUR GOALS TO MARKETPLACE

Research

General Reference Resources

**National Trade and Professional Associations of the United States and Canada Labor Unions**, Lists addresses, presidents, size of membership and, in some cases, publications.

**Guide To American Directories**, Barry T. Klein Publications

**Encyclopedia of Associations - Volume I**, National Associations of the United States, Gale Research Company

**Directory of Corporate Affiliations**, National Register Publishing Co., Inc.


Contemporary Job Search Related Reading List

**Leadership**

On Becoming a Leader .......................................................... Warren Bennis
The Leadership Challenge .................................................. Jim Kouzes, Barry Posner
Primal Leadership ............................................................... Daniel Goleman, et al
Leader to Leader ................................................................. Frances Hesselbin, et al, Drucker Foundation
The Leader of the Future ..................................................... Frances Hesselbin, et al, Drucker Foundation
Flight of the Buffalo ............................................................ James Belasco
Servant Leadership ............................................................. Robert K. Greenleaf
Leading People ................................................................. Robert H. Rosen, Paul B. Brown
Authentic Leadership .......................................................... Bill George

**Business Management**

Good to Great .............................................................................. Jim Collins
Built to Last ................................................................................. Jim Collins
Results Rule! .............................................................................. Randy Pennington
Think Big & Act Small ............................................................. Jason Jennings
Great Places to Work ............................................................... Robert Levering, Milton Moskowitz
What Really Works ................................................................. William Joyce, Nitin Nohria
What the Best CEOs Know ..................................................... Jeffrey A. Krames
In Search of Excellence ............................................................. Tom Peters
A Passion for Excellence .......................................................... Tom Peters
Liberation Management ........................................................... Tom Peters
Lessons in Excellence from Charlie Trotter ......................... Paul Clarke, Charlie Trotter, Geoffrey Smart
The Great Game of Business ....................................................... Jack Stack
The Ten Day MBA ................................................................. Steven Silbiger
Teaching the Elephant to Dance .............................................. James Belasco
If Aristotle Ran General Motors .............................................. Tom Morris
Touchstones .............................................................................. William Band
The Knowing-Doing-Gap ......................................................... Jeffrey Pfeffer, Robert I. Sutton
The World is Flat ...................................................................... Thomas Friedman
The Goal .................................................................................. Eliyahu M. Goldratt
Love is the Killer Ap ............................................................... Tim Sanders
The Path .................................................................................. Laurie Beth Jones
ALIGN YOUR GOALS TO MARKETPLACE

Research

Change Management / Motivation

Anatomy of Success.............................................................................................................. Nicolas Darvas
Grow Rich with Peace of Mind.......................................................................................... Napoleon Hill
Secrets of Mental Magic ...................................................................................................... Vernon Howard
Who Moved My Cheese ........................................................................................................ Kenneth H. Blanchard, Spencer Johnson

Changing Careers

Making Vocational Changes: A Theory of Careers.......................................................... John Holland

Job Search Strategies

The Job Hunter......................................................................................................................... A.R. Dodd
Pick Your Job and Land It .................................................................................................... Sidney and Mary Edlund
What Color is Your Parachute? ............................................................................................. Richard N. Bolles
Guerilla Tactics in the Job Market ...................................................................................... Tom Jackson
Professional Job Hunting ................................................................................................... Performance Dynamics
The 40+ Job Hunting Guide .................................................................................................. E. Patricia Birsner

Networking

Networking for Job Search and Career Success ................................................................. Michelle Tullier
Power Networking: The Path to Job Search Success (DVD) .............................................. Eric Ross

Resumes

The Resume Handbook........................................................................................................... David V. Hizer, Arthur D. Rosenberg
The Executive Resume Book ................................................................................................. Loretta Foxman
Does Your Resume Wear Blue Jeans? ................................................................................ C. Edward Good
Resumes: The Nitty Gritty ..................................................................................................... Joyce Lain Kennedy
The Resume Writers Handbook ............................................................................................ Michael Holley Smith
Knock 'Em Dead ................................................................................................................... Martin John Yate
The Perfect Resume ............................................................................................................ Tom Jackson

Executive Job Search

Executive Jobs Unlimited ................................................................................................. Carl R. Boll
The Executive Job Market ................................................................................................. Auren Uris
The Executive Resume Book ............................................................................................... Loretta Foxman
Rites of Passage at $100,000+ ............................................................................................ John Lucht
ALIGN YOUR GOALS TO MARKETPLACE

Research

Working with Recruiters

Directory of Executive Recruiters ................................................................. Kennedy Publications
Kennedy Pocket Guide to Working with Executive Recruiters ..................... Kennedy Publications
The Headhunters ............................................................................................. John Byrne

Interviewing

Sweaty Palms – The Neglected Art of Being Interviewed ............................. H.A. Medley
How to Read a Person Like a Book .............................................................. Gerard I. Nierenberg, Henry H. Calero
The Complete Q&A Job Interview Book ..................................................... Jeffrey G. Allen
The Executive Resume Book ........................................................................ Loretta Foxman
Out-Interviewing the Interviewer ................................................................. Stephen Merman, John McLaughlin
Contact: The First Four Minutes ............................................................... Leonard and Natalie Zunin
The Interviewer’s Manual ............................................................................. Henry Morgan, John Cogger

Self-Employment

Franchising 101 ......................................................................................... Association of Small Business Development Centers
Getting Started in Consulting .................................................................. Alan Weiss
How to Leave a Job and Buy a Business of Your Own ............................. C.D. Peterson
You, Inc.: A Detailed Escape Route to Being Your Own Boss .................... Peter Weaver
ALIGN YOUR GOALS TO MARKETPLACE

Positioning Yourself In The Marketplace

Your ultimate goal for optimizing your career trajectory is to address a critical and pivotal need in the marketplace. Your job search might be summarized as searching out needs or opportunities in the marketplace and becoming the solution to those needs. You will be most successful in your search if you “position” your talents within the context of what the market demands.

Your goal in conducting research is simply to uncover problems that you can solve. So, as you research your industry, function and particular companies, you are determining where your skills, interests and accomplishments fit into this larger context. Your goal is to capture the momentum of a trend and align yourself to become a key resource for your company and perhaps for the industry in taking on current concerns.

**Positioning Script**
This exercise may be downloaded in Microsoft Word from the Meridian Career Navigator.

Your positioning statement, delivered in person, offers a compelling portrayal of what types of problems, issues and concerns you are adept at addressing and within what context you would like to engage your unique talents to deliver the desired results. Your statement will be adapted depending upon your audience and circumstances, but your primary message is consistent, concise and strong.

You offer the Positioning Script as an introduction to invite conversation and response on the part of the listener. Sometimes you are seeking contacts, sometimes you are seeking information, always you are asking the listener to help you get where you want to go.

Sample positioning script template:

I’m a {describe yourself succinctly using active, quantifiable wording)_____________________

____________________________________________________________________________

with proven success in (your specialty) ______________________________________________

As a (second description, shorter and more defined)____________________________________

I have the ability to (specific skill applications)________________________________________

to (affect the business positively how or in what way?) _________________________________

My most recent successes have been in ______________________________________________

I am looking for opportunities to___________________________________________________

Your finished positioning script:___________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

© Meridian Resources, Inc. 2011
ALIGN YOUR GOALS TO MARKETPLACE

Examples of Positioning Scripts

Based on my experience as a business systems manager at CapitalOne, with proven success in enhancing corporate-customer communications, I am leaning toward business development at Network Solutions as my next step. I began my career in corporate finance and successfully transferred my strong analytical skills to the financial systems consulting arena. My focus has been in leading cross-functional multi-million dollar projects and employing technology to solve strategic business problems. My combination of skills and experience lend themselves well to IT positions that require creativity and drive. Network Solutions is the company to which I want to give my creativity and single-mindedness.

During my five years’ experience in account management at Fleishman-Hillard, a leader in international communications, I was able to grow my account base by 36% in two years. I am now interested in taking my career toward brand management. My background in consumer lifestyle market research, positioning, and consumer product launches, includes the successful introduction of Listermint mouthwash into the global consumer marketplace. I am currently president of the DK Marketing Group.

(International Student)
I am an accounting and financial systems specialist with certification as a CPA in the US, a Masters degree in accounting and an undergraduate degree in finance. I believe my accounting and finance background combined with our top-rated MIS program gives me the ability to interact effectively with both finance and systems professionals. My goal is to help corporate customers integrate software effectively into their operations.