



Microsoft Alumni
Network

Set a Career Goal Before Applying!

Thursday, August 25, 2016

12:00pm – 1:00pm PST

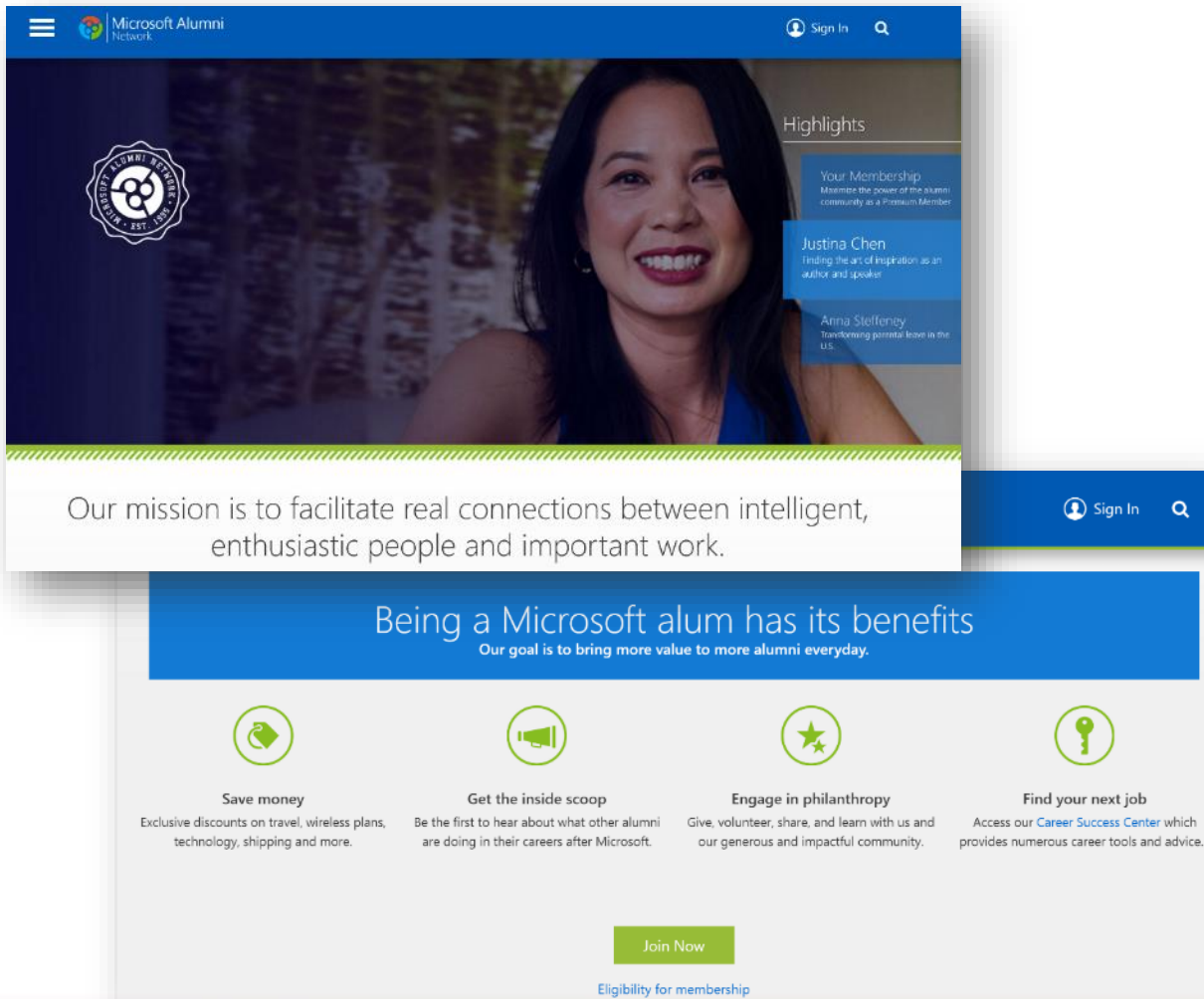
**Dana
Manciagli**

Global Career Expert
Private Coach
(ex-Microsoft!)



Your Microsoft Alumni Network

<http://www.microsoftalumni.com>



The screenshot shows the Microsoft Alumni Network website. At the top, there is a blue navigation bar with the Microsoft Alumni Network logo on the left and a 'Sign In' button with a search icon on the right. Below the navigation bar is a large hero image of a smiling woman. To the right of the image, there is a 'Highlights' section with three items: 'Your Membership' (Maximize the power of the alumni community as a Premium Member), 'Justina Chen' (Finding the art of inspiration as an author and speaker), and 'Anna Steffeny' (Transforming parental leave in the U.S.). Below the hero image, there is a white box with the text: 'Our mission is to facilitate real connections between intelligent, enthusiastic people and important work.' Below this is a blue banner with the text: 'Being a Microsoft alum has its benefits' and 'Our goal is to bring more value to more alumni everyday.' Below the banner are four columns, each with a green icon and text: 1. 'Save money' (Icon: money bag) with text 'Exclusive discounts on travel, wireless plans, technology, shipping and more.' 2. 'Get the inside scoop' (Icon: megaphone) with text 'Be the first to hear about what other alumni are doing in their careers after Microsoft.' 3. 'Engage in philanthropy' (Icon: star) with text 'Give, volunteer, share, and learn with us and our generous and impactful community.' 4. 'Find your next job' (Icon: key) with text 'Access our Career Success Center which provides numerous career tools and advice.' At the bottom, there is a green 'Join Now' button and a link for 'Eligibility for membership'.

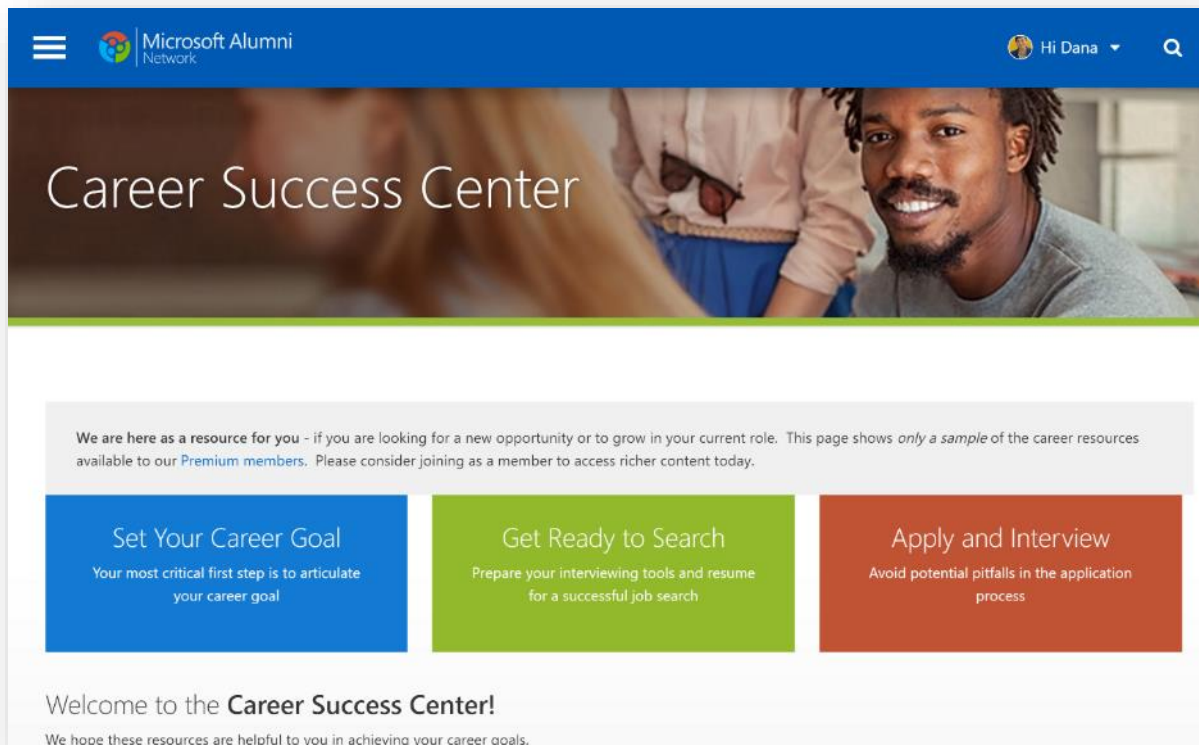


Molly von Mitschke-Collande
Microsoft Alumni Network
Communications
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Use Your Network Resource

NEW Career Success Center

www.microsoftalumni.com/careers

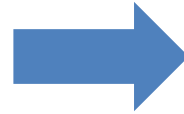


The screenshot shows the Microsoft Alumni Network Career Success Center website. The header is blue with the Microsoft Alumni Network logo on the left and a user profile 'Hi Dana' on the right. Below the header is a large banner image of a smiling man with a beard. The main content area has a light gray background with a paragraph of text: 'We are here as a resource for you - if you are looking for a new opportunity or to grow in your current role. This page shows *only a sample* of the career resources available to our **Premium members**. Please consider joining as a member to access richer content today.' Below this are three colored boxes: a blue box for 'Set Your Career Goal' (Your most critical first step is to articulate your career goal), a green box for 'Get Ready to Search' (Prepare your interviewing tools and resume for a successful job search), and a red box for 'Apply and Interview' (Avoid potential pitfalls in the application process). At the bottom, there is a white box with the text: 'Welcome to the **Career Success Center!** We hope these resources are helpful to you in achieving your career goals.'

built just for YOU!

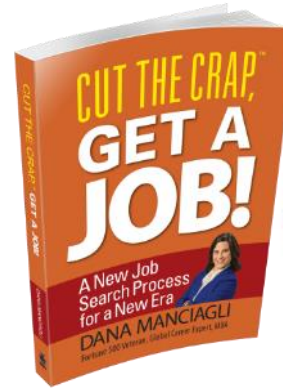
Why I'm Passionate About Sharing Job Search Insights

Microsoft



Solopreneur: Started my own business

imageX



SeaLand



AS FEATURED IN:



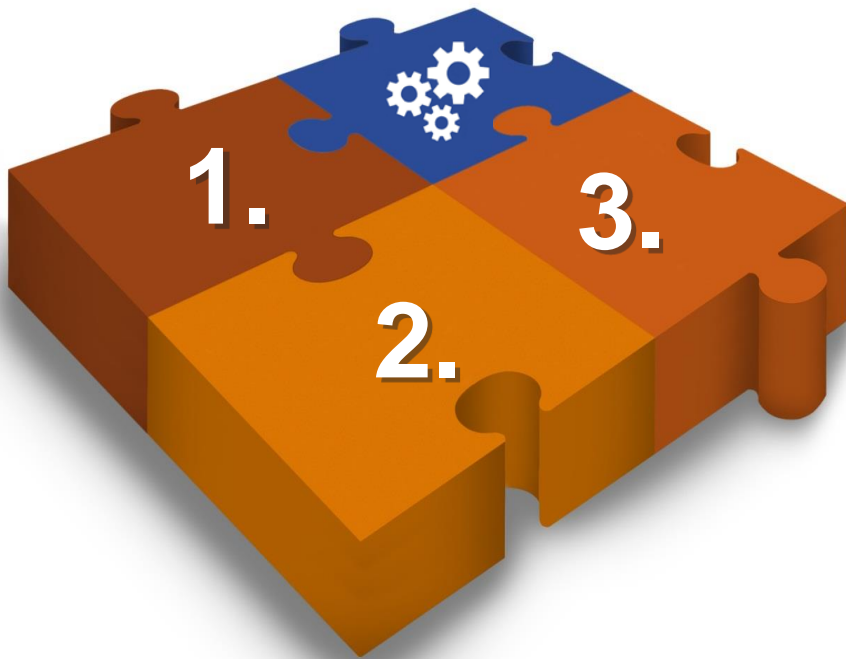
THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT



The Boston Globe

Change Your Game!

Follow a Disciplined Process



1. Set Your Goal

2. Prepare

3. Apply & Interview

Use Your Tools

Get Your Head Together



Are you Mentally Ready and Committed?

- Full time or part time search?
- Ready to compete?
- Shake the frustration
- Hiring Managers want to hire happy and focused people



Flow of This Module

➔ The Challenge

➔ Solutions

➔ Tricks

➔ Mistakes

➔ Excuses

➔ **HOMEWORK**

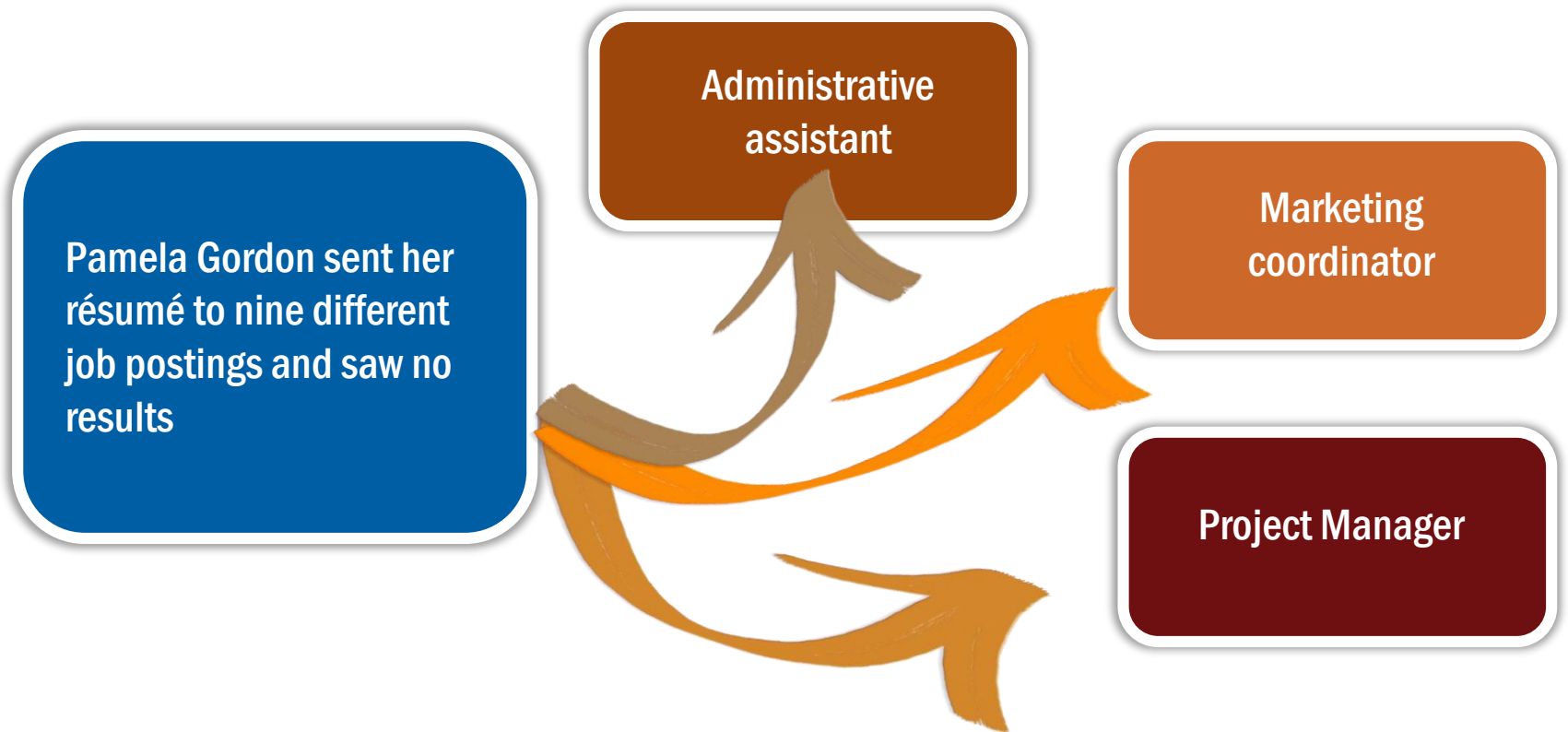


The Challenge



Job seekers without a goal
get desperate and anxious,
leading to R.A.A., or *Random
Acts of Application.*

Poorly defined goals



Solution:

Develop your Job Search Goal

Required to...

- ...answer the question you will be asked: “What are you looking for?”
- ...find the right jobs to apply to for greater odds of success.
- ...write an effective application and cover letter.
- ...interview with passion and commitment.
- ...win a job!



A job search goal should not be ...

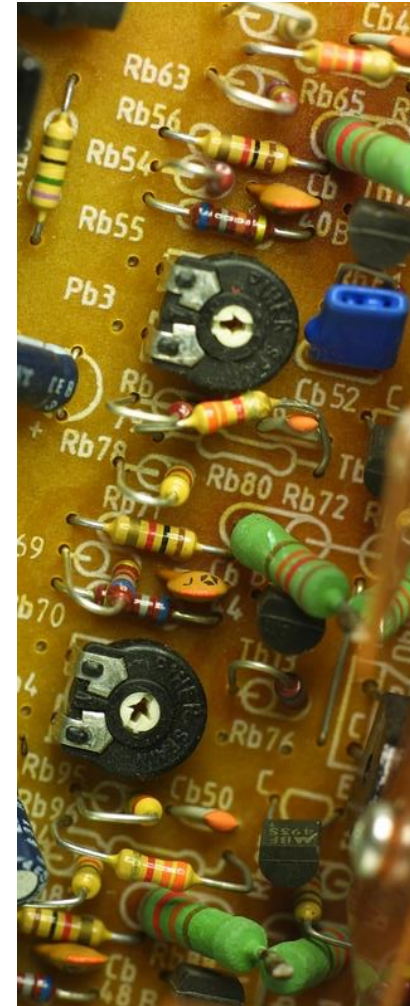
- vague
- list of your skills
- Personal desires of the job
- No thought of qualifications or passion for a job
- Unfocused and directionless
- What you will not do in a job



Components of a Good Job Goal

- Geographic location desired
 - Other cities you are willing to consider
- Expertise or function
 - Marketing, Accounting, Outside Sales, Operations
- Industries you prefer
- Companies within the industries
- Size or type of company
 - Small, Medium, Large, etc.
- Titles you are qualified for
 - Senior sales, Account management

Note: Do not get hung up on titles such as VP, Director, and Manager, as they vary so much company to company.



Tricks

Number #1

- Err on the very, very specific side first.
- You can always edit later.
- It's much harder to take a "squishy" goal and then get specific.

Number #2

- Read your goal to some friends and family and get their input.
- See if they understand it the first time without any explanation.
- Ask them how you can make it clearer.

Mistakes

Number #1

Not having any idea what you can and want to do...

go figure it out. Exhaust multiple resources available.

Number #2

“I can do anything” shows a lack of focus, limited awareness of your capabilities, and is not believable

Number #3

Hunting for jobs prior to having a goal. If this is you, stop applying and read on.

Excuses

Excuse #1

"I don't want to have a specific goal since I have such a wide variety of experiences; I can do virtually anything."

TRUTH: You would rather be plain vanilla, competing against individual whose eyes light up when they describe their career goal?

Excuse #2

"This goal-setting stuff is too much work. I'm wasting time and I just want to start applying."

TRUTH: Set your specific goal first and do it well, it will save you time.

This amazing step is highly valuable to...

...Answer the question you will be asked: “What are you looking for?”

...Find the right jobs to apply to for greater odds of success.

...Write an effective application and cover letter.

...Interview with passion and commitment.

...Win a job

Examples of ineffective job search goals

James
replied

“A challenging position where I can leverage my skills with numbers and where there is an opportunity for growth.”

Joanne
said

“A reputable company that is known for treating their employees well and has a great culture.”

Sally
replied

“Something in the fashion business.”

What kind of job are you looking for?

John
said

"I can do anything."

None of these are acceptable goals. Let's break it down:

Let's take these answers one by one

1

“...a challenging position where I can leverage my skills with numbers and where there is an opportunity for growth.”

James's goal is too
“squishy”

It doesn't have any specifics. Without specifics, nobody will be able to help you, even the employer

“Challenging
position”

I chuckle when I listen this phrase, because there is no such thing like “non-challenging position”

“Leverage
my skills”

The job search process is not about you...it's about you fitting into a buyer's need. Don't mention it as a stated goal

Let's take these answers one by one

“...a challenging position where I can leverage my skills with numbers and where there is an opportunity for growth.”

“Opportunity for growth”

“opportunity for growth, working for a great boss, an environment where I will be learning,”

You may have personal desires like these.
I call them “private attributes”

Don't say...

2

"A reputable company that is known for treating their employees well and starting a career."

Joanne's goal
squishy and soft

Joanne's goal describes just about every company out there.

It doesn't show that she has really thought about what she is qualified for and passionate about.

Don't say...

3

“...something in the fashion business.”

Sally's response is simply too broad

It states an industry. An industry is not a job.

Much more important: know what type of job, based on the skills you have from your past experiences

Focus more on the function or department you see yourself working in.

Don't say...

4

“...I can do anything.”

John's response is
the second most
common

First, no, you can't do everything

Second, it sends a number of bad signals to the interviewer,
ranging from “I don't know” to “I am desperate.”

This shows you're unfocused and directionless, so a high
risk hire.

Don't say...

5

“...I don't know, but I know I don't want retail.”

The weakest
response

The listener is not interested in what you don't want to do

Keep listening and I'll help you out of this dilemma, as well as how to avoid the other non-goals above.

Homework:

Figure out your Job Goal

Do research about possible functions, occupations, vocations, etc.

- Research here: <http://www.bls.gov/ooh/>
- <http://www.bls.gov/audience/jobseekers.htm>
- Go to job search websites such as [Indeed](#), [Monster](#), etc.
- Window Shop: Find 10 positions or job descriptions that you see yourself not only qualified for, but excited about
- Print 10 jobs you find. Circle keywords of things in common, why you liked them.

Homework

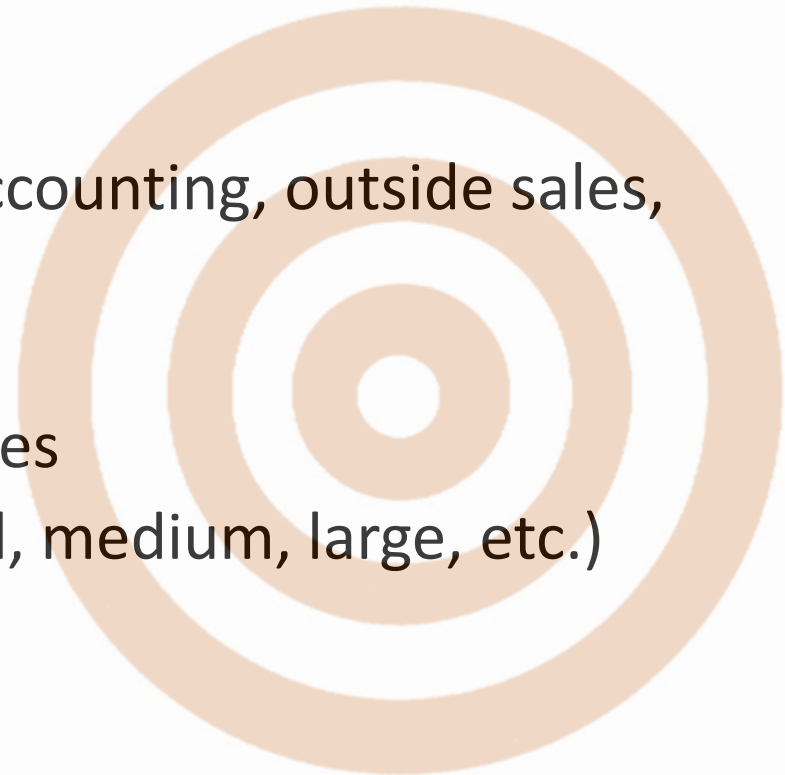
Develop your Job Goal by completing the **Cut the Crap (CTC) Goal Profile**.

But how do you even begin thinking about it?

Follow these 4 easy steps!

Your Goal Profile: Step 1

- Draw a dart board. Think about and write specifically what is in the center. The center or bull's-eye represents your ideal next career position(s).
 - Geographic location desired
 - Functional area (marketing, accounting, outside sales, operations)
 - Industries you prefer
 - Companies within the industries
 - Size or type of company (small, medium, large, etc.)



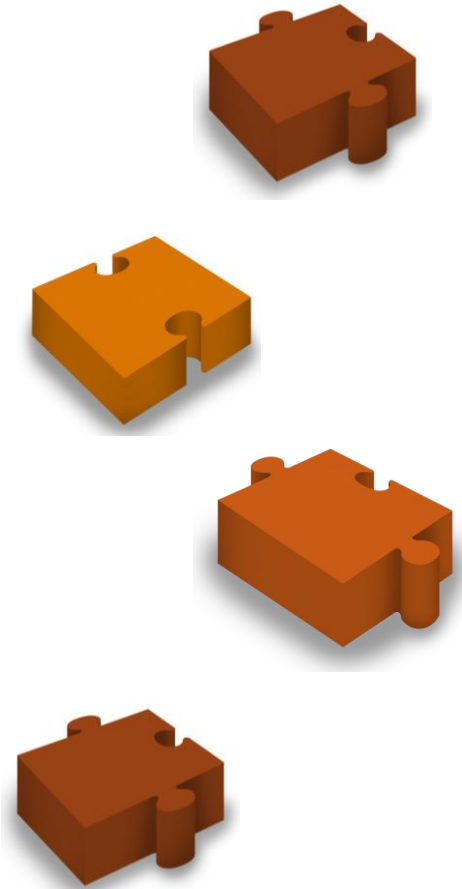
Your Goal Profile: Step 2

Plan B – 2nd Choice

- List more flexible goals in the second circle on the dart board.
- What would you do if you couldn't find anything in your bull's-eye?
- Expand to alternatives that you are qualified for and have interest in.
- This can mean relocation to another city, a job in a different business from the one you expected, other jobs that need your skills, or deciding to change careers entirely.

Reminder:

- These are not 3-5-year career goals, so stay focused on what you can do NOW.



Your Goal Profile: Step 3

- List what things are **OFF** the dart board. In other words, you would **NOT** accept something in:
 - Geographies you will not move to, or maybe relocation is not an option
 - Salary minimum you will not go below
 - Work-life balance considerations, like commute distances you won't accept
 - Functions you really don't want to perform day-to-day

Your Goal Profile: Step 4

Fill in the Cut the Crap (CTC) Goal Profile

Cut the Crap (CTC) Goal Profile
<http://thenaconsult.com> V022413

Why is having a goal important? Because people you network with want to help you but can only engage if you are clear and precise about what you are hunting for. Because hiring managers want to hire someone who is committed and passionate about their job, their industry and their company. Because it will help you increase the odds of winning a job, spending your time researching in the area you aim at, and will help you build confidence.

Exercise #1: The Warm-Up
 What's in Your Bulls-Eye?



The city: _____
 The function: _____
 The industry: _____
 The company: _____
 Other criteria: _____

Exercise #2: The Worksheet
 What is Your Job Search Goal?

Step 1: What Cities you Prefer

Rank	City
1	
2	
3	
4	
5	
6	

Cut the Crap (CTC) Goal Profile
<http://thenaconsult.com> V022413

Industry #6: _____

Top Companies: _____

Link to their Career/Job Site: _____

Step 2: Your Favorite Attributes

These attributes are personal. If you had two or three job offers, how would you distinguish them? How would you decide? These are things to examine as you are researching position companies, and asking your network. These attributes are NOT things you probe in an interview or share broadly as they can be re-interpreted.

EXAMPLE Personal Attributes*	EXAMPLE Criteria per Attribute
Pay range	Min \$X salary or \$X per hour
Training Program	Yes or no
Size company	Fortune 500, Medium, Small, Start-Up
Health benefits	Yes or no and how important is this to you if not
Car Allowance	Company car and/or expenses or none
Product	Good product, reliable, something you understand
People Attributes	Team culture, leader's management style
Commute	No more than X miles from home one way
Flex Hours	Yes or no
Vacation time	Can you work from home periodically
	How much

*NOTE: These are NOT items you ask about in an interview. Once you have an offer in hand, you should ask about them. Other items can be researched on the internet via company alumni boards or LinkedIn if you know you may never know until you start!

Final - Step 3: Write Your Job Search Goal*

Your test and assignment: Answer "So, what are you looking for?"

Bad Answers (Goal statements):

- "I'm flexible; I can do a lot of things"
- "I work my background in..."

Cut the Crap (CTC) Goal Profile
<http://thenaconsult.com> V022413

Some examples to draw from:

- Accounting
- Banking
- Engineering
- Healthcare
- Information Technology
- Logistics
- Marketing
- Quality Assurance
- Transportation
- Administrative
- Business
- Construction
- Executive
- Human Resources
- Legal
- Medical
- Project Management
- Telecom

Step 4: Companies within each of your Preferred Industries

Industry #1	Top Companies	Link to their Career/Job Site
Industry #2	Top Companies	Link to their Career/Job Site
Industry #3	Top Companies	Link to their Career/Job Site
Industry #4	Top Companies	Link to their Career/Job Site
Industry #5	Top Companies	Link to their Career/Job Site

Cut the Crap (CTC) Goal Profile
<http://thenaconsult.com> V022413

> "I'm looking for an exciting position that leverages my background in finance and where I can work with great people..."

Good Answer (Goal statement):

- I'm looking for a sales position in Chicago with a large corporation in the medical or manufacturing industry.
- I have been doing a lot of research and I am very focused on two types of career opportunities. One is a logistics manager in a distribution center here in Orange County. However, I'm also looking at opportunities in teaching logistics at local educational centers.

Now, write out YOUR goal statement here, based on the work you did above.

My Goal Statement:



Congratulations! You are ready to share your goal statement with your network. Say it proudly and with confidence. There ARE jobs out there that meet your goal and YOU will meet the needs of a hiring manager.

Homework

1. Write out your job goal statement (2-3 sentences)

Question to you: “So, Mary, what are you looking for?”

“Thank you for asking. I’m passionate about outside sales for a large manufacturing company here in Chicago. To give you an idea, the kinds of companies I’m interested in talking to are _____, _____, and _____. Do you happen to know anybody in these companies?”

OR

“Thank you for asking, John. I have been doing a lot of research and I am very focused on two types of career opportunities. One is a logistics manager in a distribution center here in Orange County. However, I’m also looking at opportunities in teaching logistics at local educational centers. Can you recommend someone in either of these areas whom I can connect with?”

Exercise - Share Your Goal

“I’m looking for a sales position in Chicago with a large corporation in the medical or manufacturing industry.”



***Why Are
Your Goals
Your Best
Kept Secret?***

DanaManciagli.com

Summary



Determine what you can or want to do



Be focused, aware of your capabilities



Develop a goal before job hunting

Set Your Specific Goal First

Dana Manciangli

CUT THE CRAP, GET A JOB

*Thank
You!*

Connect with me everywhere!



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DanaManciangliCareerCoach



CutTheCrapGetAJob



DanaManciangli

