

Key Elements of a Career Transition Campaign

In the past twenty five years, long term employment has been severely impacted by mergers, acquisitions, hostile takeovers, IPOs and retirement packages for senior employees. As a result of these business actions, the average employment tenure has significantly decreased from ten years to two years. In addition, with more and more companies facing bankruptcy, it has become a necessity to have a career transition plan in place to manage a life-long career.

Based on our sixty years of combined experience as Human Resource professionals for Fortune 500 companies and as consultants for Crosswinds Consultants, a career and talent solutions firm, we have put together the key elements of a career transition campaign plan to help job seekers get a head start in staying on track or getting back on track with their career. The key elements are:

1. Determine your career transition campaign mode:
 - a. Level of Confidentiality
 - b. Level of Urgency
2. Develop key positioning statements:
 - a. Career Transition Statement
 - b. Personal Branding
3. Get your key documents in order, refreshed and current including resume, cover letter, thank you letter and references.
4. Have with you at all times and readily accessible - a completed application template.
5. Prepare for Future Interview
 - a. General Introduction and Conclusion statements.
 - b. Obtain interview coaching/critique through friends or professionals and rehearse.
 - c. Create Career Portfolio
 - d. Dress/Grooming
 - e. Tailor the interview/portfolio to the job/company
6. Develop your Career Transition Plan/Job Hunt to include:
 - a. Finding out your marketplace worth and establishing your targeted salary range.
 - b. Establishing your goals including:
 - i. Where you want to be: geography, type of job and type/size of organization.
 - ii. Timeframe of job hunt based on campaign mode level of urgency.
 - iii. Dedicating time to conduct search within timeframe.
 - c. Divvying up the dedicated search time for:
 - i. Conducting research on live jobs, hidden job market and career fairs.
 - ii. Live and Hidden Networking including Social Media.
 - iii. Making Applications – live ads or hidden market.
 - iv. Completing a minimum number of contacts daily/weekly/monthly depending upon level of urgency and timeframe to obtain next job.
 - d. Following-up with networking, applications and interviews.

- e. Thanking each person who has been a help to you in your job hunt.
7. Use proper protocols in communication - verbal, letter, email and social media.
8. Evaluate weekly your job search results, evaluate interviews immediately after interview and re-assess/re-adjust campaign/plan as needed.
9. Determine your Strategy
 - a. How much of the career campaign can you do on your own?
 - b. What parts of the campaign should you outsource to professionals based on your available time, financial resources and knowledge of how to conduct a job hunt?
10. Brush up on positive personal behaviors/mannerisms.

We trust that the key elements that we have listed will help you develop your career transition plan and prepare you for a job hunt. We know from experience that when one fully addresses and executes each of the key elements, he/she will be prepared to take full advantage of available opportunities in the marketplace.

If you would like further clarification on any of the information contained in this document or engage our services, feel free to contact either of us.

Sincerely,

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I Can Do It!!!

Today is the beginning of a wonderful new day!

I can accomplish any goal I set for myself.

Anything is possible.

I can make today anything I want it to be.

I am doing this for me.

My life is getting better and better because I
Am making positive changes to improve my well-being.

I can accomplish anything I put my mind to.

Each step I take brings me closer to my goals.

*(Author Unknown – Provided by a member of our
first Outplacement Support Group, 1999)*