



The Identity Discovery Deck™

JOB SEARCH WORKBOOK

COMMUNICATING YOUR PERSONAL BRAND FOR CAREER SUCCESS

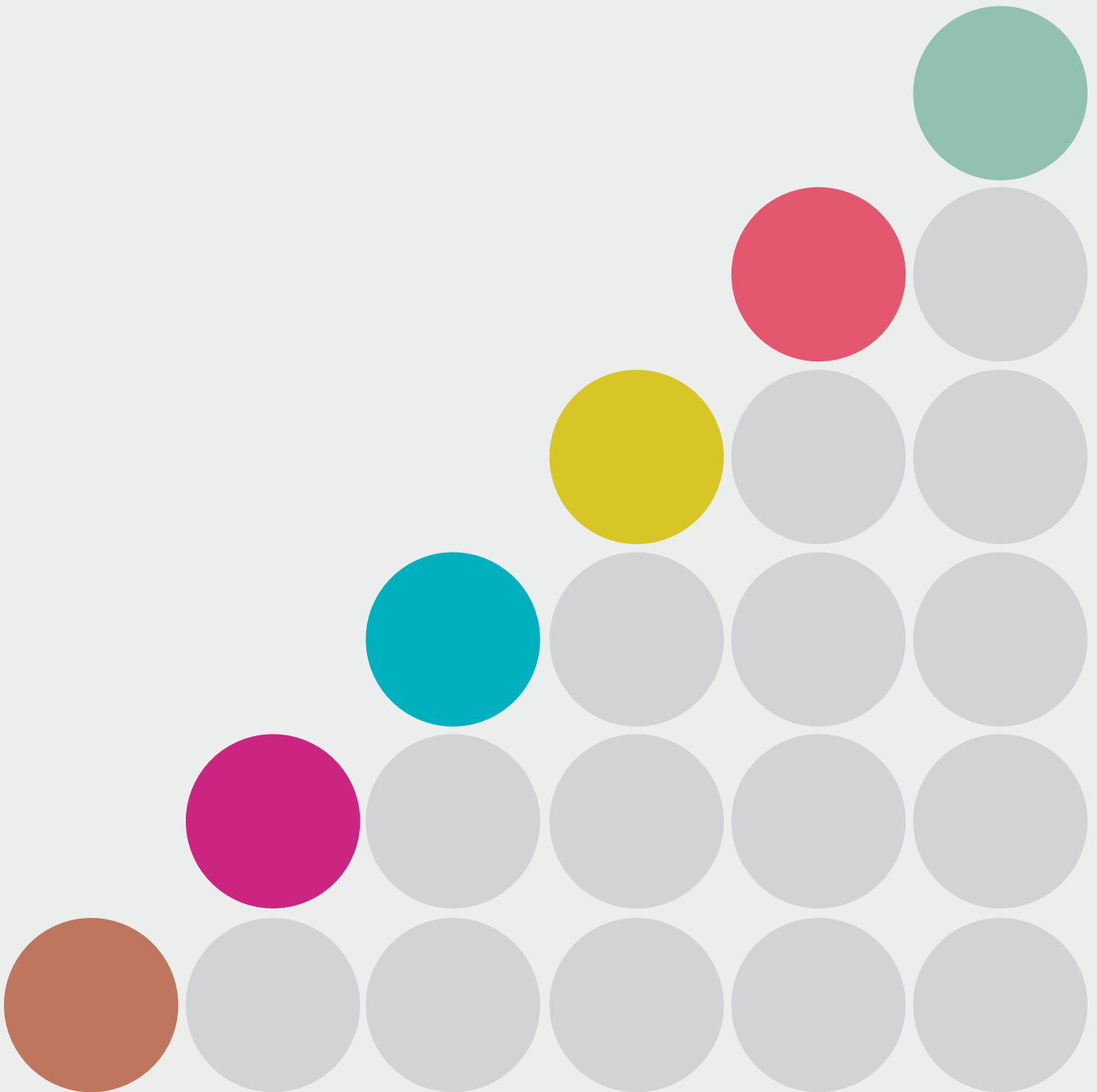


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WHAT IS THE JOB SEARCH WORKBOOK?

Built on the results of your Identity Discovery Deck experience, your Job Search Workbook is a toolkit to help you package and promote your most valuable product – you! – in ways that allow you to stay true to yourself, while appealing to your most important customer – your prospective employer. In short, this Workbook provides a pathway for crafting and communicating your personal brand as a lever for career success.



WHAT ARE THE BENEFITS OF THE JOB SEARCH WORKBOOK?

There are many benefits to completing the steps in this Workbook. You will:

- See more clearly, and appreciate more fully your own job qualifications
- Integrate all of your job search tools – such as your résumé, cover letter and LinkedIn profile summary – into one, coherent picture of you as a professional, no matter what your field
- Enhance your appeal to the right employer for the right reasons
- Make yourself stand out from other candidates in positive, memorable ways



WHY YOUR IDENTITY MATTERS TO EMPLOYERS

Getting the job that's right for you is no longer just a matter of matching your skills to an employer's immediate needs. Who you are is becoming a recognized job success factor – and is the foundation for shaping an authentic personal brand. Why? Because your identity defines the special ways you create value as an individual.

In fact, the 'identity factor' is now a mainstream topic of conversation among HR executives, chief learning officers and recruiters looking for people who will succeed by being real about who they really are (and really aren't). It's all about fit – how well you will fit into the culture of an organization – and your identity is where “fit” begins.

A FEW BASIC TIPS BEFORE YOU GET STARTED

Whether you're working on your résumé, cover letter, or LinkedIn Profile Summary, here are a few tips that will help you blend your Identity Discovery Deck™ outcomes into your job search activities in ways that will create a powerful brand platform:

It should never be “either/or”

One of the hardest things about looking for a job is the assumption that, at some point, you may need to choose between staying true to yourself and changing to pleasing a prospective employer. This either/or assumption is false! Moreover, it gets in the way of finding the position that's right for both you *and* your employer. One of the benefits of bringing your identity discovery outcomes into your job search is that they will help ensure that the job you get is one that allows you to bring all of you, not just part of you, into it.

Don't go it alone

If you get stuck translating your identity results into job search tools, talk to others who know you well and can help you come up with the ideas and language you're looking for.

Lean forward

Don't just recite the facts of your professional life in your job search materials. Give people a glimpse of where you want to go, career-wise – Share more than a job objective; share information, experience and ideas that get prospective employers to see you in the role you want for yourself in the future. Remember: Your identity reveals value-creating *potential*.

Think relationship, not just job

All successful jobs are built on successful relationships – with your boss, co-workers, customers and others. Bring your identity discovery results into your job search, knowing they will help you get and hold the job you want by creating more authentic, effective relationships that will benefit everyone – including you.

Trust yourself

When it comes to finding examples to illustrate the identity-based strengths you named in your Identity Discovery Deck work (your final list of 1s), don't get frustrated if examples don't immediately come to mind. Remember, you've experienced that activity in some form already, or you wouldn't have gravitated to it as a top choice in the first place.

Keeping these tips in mind, here are five ways to get the most from your Identity Discovery Deck results...

RÉSUMÉ EXAMPLES

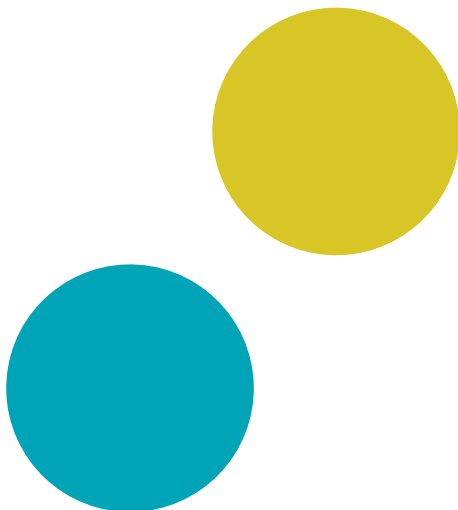
Check out the before and after examples that appear on the following pages and their explanations below. They're based on a person named Terry Jones. (No, that's not the individual's real name, but you probably already guessed that!)

Example One – a traditional résumé

Here, Terry's using a traditional résumé, citing education, experience, etc.. It contains a lot of information, but doesn't stand out, given its conventional structure and purely chronological content. No identity content in sight!

Example Two – a revised résumé

Here, using the same information, Terry's constructed a résumé that achieves a few important goals. The résumé is easier to read, having brought a bit of color into it to highlight key content. Information in the résumé has also been tightened up in terms of language and how it is presented. Most important, Terry's résumé leads with "defining strengths" which were drawn from the final list of 1s from the Identity Discovery Deck. By using simple icons, Terry has successfully connected personal strengths with professional accomplishments – amplifying their significance.



Example One – a traditional résumé

Terry Jones		
123 Oak Street, Seattle, WA 98144	206 222 3333	contact TJones@TerryJones.com
EDUCATION		
Foster School of Business, University of Washington, MBA Candidate		2015
University of Missouri – Rolla, Bachelor of Science, Civil Engineering		1998
EXPERIENCE		
Green Homes, LLC, Seattle, WA		2013 – Present
<i>Operations Manager</i>		
<ul style="list-style-type: none">Implemented a customized salesforce.com solution that helped this small-business rapidly scale up operations to meet customer demand.		
Enviro Consulting, Inc., Seattle, WA		2006 – 2012
<i>Senior Engineer</i>		
Managed transportation planning services for the \$3.5 billion Evergreen Expressway Modernization Program. Was responsible for analysis and documentation required to comply with the National Environmental Policy Act (NEPA).		
<ul style="list-style-type: none">Developed enhanced methods of environmental impact analysis that reduced the client’s exposure to litigation risk.Analyzed financial impacts of the Program on transit operating costs and fare revenues—providing the client with a strong position during negotiations with transit agencies.Accelerated production of critical documents ahead of schedule by several weeks, enabling the client to meet aggressive deadlines imposed by the Governor.Facilitated a partnership with the Public Transit Division, in which EEM Program analyses simultaneously addressed common goals between the Division and the Program.Maintained productivity, while working in Denver, by building relationships with Enviro staff in three states, resulting in the opportunity to transfer to this strategically important program.		
Colorado Department of Transportation, Denver, CO		2002 – 2006
<i>Traffic & Safety Engineer</i>		
Analyzed agency policies and projects under consideration to inform planning decisions. Developed plans for improved traffic flow and safety. Increased team capacities by learning new analysis methods and software tools.		
CompassCom, Denver, CO		1998 - 2001
Sold mapping technology solutions to customers in engineering, land development, and natural resources. Managed customer relationships, and consulted customers on product decisions.		
COMMUNITY WORK		
Seattle Sustainable Business Association		
<i>Board of Directors</i>		01/2012 – Present
<i>Member & Volunteer</i>		2008 – 2011
Organized a working group to evaluate development objectives for a neighborhood civic center. Synthesized community goals from past forums and outlined a preliminary concept for the center.		

Example Two – a revised résumé

Terry Jones

123 Oak Street, Seattle, WA 98144

206 222 3333

contact TJones@TerryJones.com

DEFINING STRENGTHS

Envisioning Breakthrough Possibilities

Adept at seeing beyond obstacles and crafting unexpected solutions ■

Making Strategically Important Connections

Proficient at bringing people and ideas together in constructive and lasting ways ▲

Generating Resource-Efficient Solutions

Skilled at developing innovative ways to make the most of time, money and talent ◆

EDUCATION

Foster School of Business, University of Washington, MBA Candidate 2015
University of Missouri – Rolla, Bachelor of Science, Civil Engineering 1998

EXPERIENCE

Green Homes, Seattle, WA 2013 – Present

Operations Manager

- Designed and implemented a customized salesforce.com solution to meet growing customer demand ◆

Enviro Consulting, Seattle, WA 2006 – 2012

Senior Engineer

Managed transportation planning services for the \$3.5 billion Evergreen Expressway Modernization Program. Responsible for analysis and documentation to comply with the National Environmental Policy Act (NEPA).

- Improved methods for environmental impact analysis, reducing client’s exposure to litigation risk ■
Strengthened team productivity by building relationships with Enviro staff across multiple states, earning a reputation for quickly adapting to new settings and local priorities ▲
Accelerated production of critical documents significantly ahead of schedule, enabling the client to meet aggressive completion deadlines imposed by the Governor ◆
Analyzed financial impacts of the EEM Program on transit operating costs and fare revenues—strengthening the client’s position during negotiations with transit operators ■
Increased the public benefit of EEM Program investments by facilitating a partnership with the Public Transit Division to simultaneously address and achieve shared goals ▲

Colorado Department of Transportation, Denver, CO 2002 – 2006

Traffic & Safety Engineer

Analyzed agency policies and projects to inform planning decisions. Developed plans for improved traffic flow and safety. Increased team capacities by learning new analysis methods and software tools.

CompassCom, Denver, CO 1998 - 2001

Managed customer relationships, and consulted customers on product decisions.

COMMUNITY WORK

Seattle Sustainable Business Association 2008 - present

If you're interested in purchasing one or more copies of



The Identity Discovery Deck[™]
JOB SEARCH WORKBOOK

please go to the Resource Center at: www.larryackerman.com or call:
203.227.8589