**Identify Your Career Search Focus & Write Your Elevator Story**

1. **Industry/Sector/Organization Potentials:** What industry/sector/org potentials exist for you? Consider these possible categories and brainstorm below:

Suppliers, customers, competitors, consulting firms associated with your current organization

Industries/companies with growth potential (health care, energy, professional services)

Industries/companies within your target geography

Industries/companies of your network (your warmest connections)

Interests and passions (from school; hobbies; personal causes, and so on)

1. **Target function(s); Next role(s); Sample job title(s):** Use LinkedIn and job boards to get a sense of job titles within your target firms.
2. **Geographic preference(s):** In what cities/areas would you most prefer to live?

1. **Optimal company/organization size:** (less than 10; 10-250; 250-1000; 1000+)
2. **Target companies/organizations.** What target companies fit your criteria? (Aim for 10-20. Look at item 1, above, to help compile list.)
3. **Compensation and other requirements** (benefits, vacation, flextime, etc).
4. **Organizational culture/mission.**

**Next Steps:** Embed key components into your Elevator Story – *copied below*. Use these criteria to drive your networking strategy and job search.

**Elevator Story (*Approx. 30 Seconds)***

|  |  |
| --- | --- |
| *“I’m a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *most recently [or currently] with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.* | Begin with your professional identity, “leaned toward” the direction in which you wish to move (i.e., it doesn’t have to be your last job title). |
| *“I’m in the middle of a career transition [or, I’m at a crossroads in my career, and after a lot of thought, I’ve decided to take my career in a new direction].* | Optional. You can reference recent certifications or degrees to help explain a pivot you’re planning on making in your career, toward some other function or specialty. |
| *“Going forward, I’m looking to combine my interest in*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *along with my strengths in: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *And make a move into*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  *In*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_, or\_\_\_\_\_\_\_\_\_\_\_\_\_*  *Industry.”* | As a guideline:  Insert 1 or 2 interests/passions …  2 or 3 strengths/unique selling points – (i.e., your value proposition/brand) …  1-2 functions,  1-3 industries.  **Bear in mind, this usually isn’t a speech, but a conversation** you’re having, in which you deliver this information in a back and forth exchange. Tailor it to the situation. |