Job Search Marketing Framework

1) PRODUCT: What Product Do You Have to Offer the Market?
   □ Identify your niche (1-2 functions, 2-3 industries):
     □ If you need help, consider your Core Interests, Strengths, Values, Key Rewards, Personality Type:
       o Work with your career coach.
       o CareerLeader assessment – Core interests, Key rewards
       o MBTI (Myers-Briggs) - Personality type.
       o Values Card Sort exercise: [http://www.stewartcoopercoon.com/jobsearch/career-values/]
     □ Competing Values – Strengths; Values
     □ List of functions and industries: [http://www.bus.umich.edu/StudentCareerServices/CareerTracker/Industries%20and%20Functions.pdf]
   □ Write Elevator Story/15-30 Second Commercial that reflects your value proposition/brand:
     Sample: I am a (fill in functional identity), currently/most recently with _________. I’m just completing an Executive MBA at Ross, and I’m looking to take my interest in _____, along with my skills in (unique selling point) and (unique selling point) to (function/role) or (function/role), within (industry, industry, or industry).

2) PLACE
   □ Geography: If you’re open, in what cities would you LIKE to live?
   □ Organization Culture: Reference CareerLeader, Competing Values
   □ Target Company List: Generate a list of 10-20. Uses Kresge databases, such as OneSource and CareerSearch, and update continually. [http://www.bus.umich.edu/kresgelibrary/resources/databases.htm]

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<thead>
<tr>
<th>Industry 1</th>
<th>Industry 2</th>
<th>Industry 3</th>
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<tbody>
<tr>
<td>Target company</td>
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3) PRICE
   □ Compensation: What do you need to make, and what are you willing to accept to achieve your goal? What’s the range of your target role? (salary.com, jobnob.com)
4) PACKAGING
Work with your career coach to ensure your resume, LinkedIn profile, and any other marketing materials reflect your value proposition/brand, and are targeted toward your niche. Revisit as needed.

- **Resume:**
  [http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/2-Resume.htm#Learn_More](http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/2-Resume.htm#Learn_More)

- **LinkedIn profile:**
  [http://www.bus.umich.edu/studentcareerservices/careertracker/LinkedIn_Profile_Checklist.pdf](http://www.bus.umich.edu/studentcareerservices/careertracker/LinkedIn_Profile_Checklist.pdf)

5) POSITIONING

- **SWOT Analysis**
  **Strengths and Opportunities in the Market:** *(Expand table as needed)*
  - What are my qualifications?
  - What are my unique selling points?
  - What needs exist that I am uniquely able to fill?
  - **Inputs:** Resume, Success stories, CareerLeader, Leadership Brand, Competing Values results, MBTI, MBA and other formal education skills/experiences.
  - Update with lessons learned from research and networking.

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<tr>
<th>My Strengths</th>
<th>Opportunities/Needs of Market</th>
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- **Weaknesses/Threats:**
  - What potential risks or challenges might I face in each target function/industry?
  - Can I address them? *(e.g., Lack of industry knowledge, Lack of contacts in target industry/location, Bias toward former industry)*

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<tr>
<th>My Weaknesses/Threats To Success</th>
<th>Can I Address?</th>
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- **Research target industries/functions to strengthen business case.**
- **Tap online tools** *(Company websites, Kresge research databases)*
- **Conduct informational networking** *(EMBA cohorts, personal contacts)*
- **Determine:**
  - Who are the market leaders? What are the industry trends? Is it possible for someone with my background to move into this industry/function?
  - **How should I go about making this move?** **How can I best sell myself?**
6) PROMOTION

☐ **Conduct networking.** Goal is to make a warm connection within each target company. Develop advisory relationships over time. Never ask directly for a job, always ask for information and/or connections. Use a network contact spreadsheet to track conversations. Stay in touch monthly.
  - EMBA cohorts, EMBA alumni, Ross/UM/undergrad alumni/clubs
  - Current/former colleagues/suppliers/customers
  - Professional organizations
  - LinkedIn connections
  - Family/friends/neighbors
  - Non-professional organizations (such as church groups, PTA, etc)
  - Service people (doctor, lawyer, accountant, hairdresser)

☐ **Identify other ways to promote your brand.**
  - Lead discussions on social networking sites
  - Attend/speak at conferences
  - Volunteer in professional organizations
  - Seek out board memberships
  - Start a consulting business
  - Do pro-bono work

☐ **Decide if search firms are right for you.** Discuss with your career coach. Directory of Executive Recruiters (Kresge keeps a hard copy):

☐ **Monitor job boards.** Use for research, understanding language and pain points. Use networking to get a warm referral for each target job posting.
  [http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/4-Job-Postings.htm](http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/4-Job-Postings.htm)

☐ **Practice interviewing.** Plan interview strategy and conduct mock interviews with your career coach.

7) PLAN OF ACTION

☐ Create an action plan. Share it with your partner, a trusted colleague, or your coach, for support and accountability.

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