

# Your 3-Month Job Search & Career Management Plan



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## Planning

*"If you don't know where you are going, any road will take you there."*

To be very successful in your career you need a road-map. The map needs a starting point, several milestones and an end-point.

While only you can decide the end point for your career and the milestones you want to achieve, the starting point is the same for everyone - planning and self-introspection.

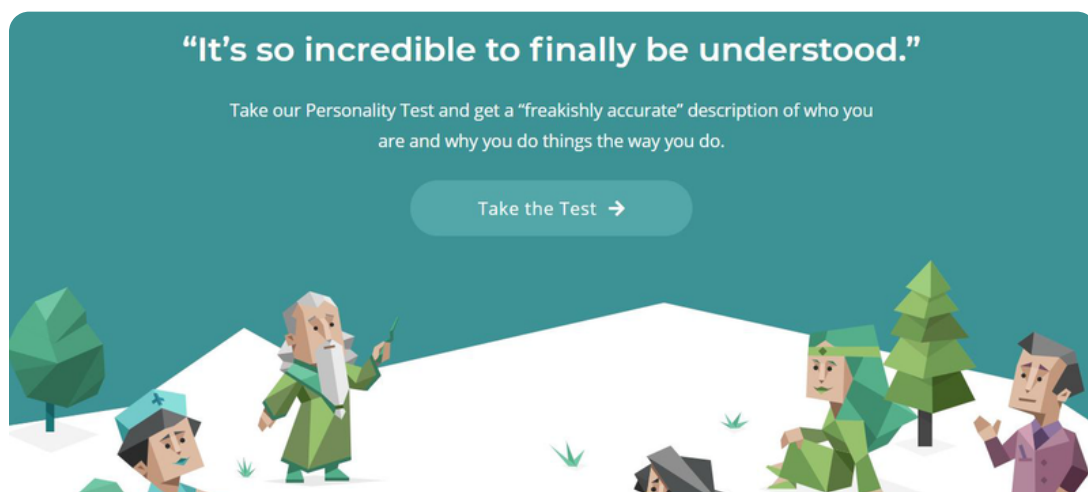
### **Step 1: Understand yourself very well.**

Most professionals chase big companies, big brand names, and fancy designations without pausing to figure out their strengths and weaknesses and the types of jobs they are cut out for.

The result is - they end up becoming square pegs in round holes. Don't be like them.

Start by taking stock of your strengths, weaknesses and personality type. There are some wonderful free online tools to help you do that like:

<https://www.16personalities.com>





## Planning

### **Step 2: Get external feedback.**

Meet a few trusted colleagues who know you very well and get honest feedback from them about your strengths and weaknesses. Use Google Forms to send out a simple survey so that you can collect the feedback easily.

Meet a few seniors too, over a coffee meeting to do the same. Ask probing questions and drill down deep by asking them: *"Why do you say this?"* Come back and record their feedback immediately.

Too often we wait for our annual appraisal for feedback by which time it's too late to do anything about it. Don't wait for a whole year - start today! Enter all the feedback in a personal SWOT analysis in a spreadsheet for reference.





# Building The Foundation

## **Step 3: Craft your world-class resume.**

Resumes should be short, sharp and crisp. Not longer than one page if you have < 10 years experience and not longer than 2 pages if you have more experience.

Always write about the outcome in your work experience. What was the measurable impact you made in a role, rather than what you were responsible for.

See your resume as a marketing brochure designed to "sell" you in the job market. Write it from the viewpoint of a reader who will scan it in less than 8 seconds. Show some personality and make yourself sound so interesting that s/he wants to meet you.





Month 1

# Building The Foundation

## **Step 4: Create a top-notch LinkedIn profile.**

Your LinkedIn profile is your #1 digital asset. It's what recruiters and hiring managers will see first even before asking for your resume.

Your LinkedIn profile must be fully optimised with text, media, links to articles, recommendations, skill set, etc. Spend time developing it fully and it will pay itself back many times over.

Use LinkedIn profile of industry leaders for inspiration.

- <https://www.linkedin.com/in/timothypeters>
- <https://www.linkedin.com/in/williamarruda>
- <https://www.linkedin.com/in/jeffweiner08>





## Research & Outreach

### Step 5: Identify companies and targeted resources you want to connect with.

Use Google research to identify the "fastest growing companies" in your field. Companies growing fast are most likely to hire talent. Supplement the list with "most admired companies" and "best places to work" companies in your field. You should have at least 10 companies in your shortlist.

In each of those companies use LinkedIn to search for at least 5 talent acquisition managers and connect with them. Some will accept your connection request, some won't - that's the way it works.

At this stage, do NOT ask your new connections for a job! It's too early. You haven't established rapport with them yet. You've got to "give" before you "take".

The screenshot shows the top section of The Economic Times website. The header includes the site's name, navigation links for Business News, Industry, and Miscellaneous, and a search bar. Below the header is a stock market summary section with links to Benchmarks, Stock Screener, and various market indices like Nifty, Sensex, and Tata Motors. The main article headline reads "India's Growth Champions 2020 ranks nation's fastest growing companies". Below the headline is the update time: "UPDATED: FEB 01, 2020, 08:56 AM IST". The article text begins with "A little more than 25 years ago, India embarked on a journey and economic liberalization that powered a growth wave unlike any in the country's history. This culminated in the nation becoming a \$3 trillion economy in 2019, and a quick look at the underlying fundamentals reveals that more is yet to come." A "Post a Comment" button is visible on the right. A "Big Change" banner at the bottom right promotes "The end of Five-Year Plans: All you need to know".





## Research & Outreach

### Step 6: Establish rapport with your leads

Take 4-6 weeks to create the much-needed rapport & visibility with your new leads in the targeted companies. Message them on LinkedIn once a week with:

- Links to articles you've published on LinkedIn.
- Links to interesting third-party articles with your opinion on them.
- If you've had a small or big "win" at work - share it with them.
- If they have published an article comment on it.
- If their company has won an award congratulate them for it.

After about 6-8 weeks, raise the interaction and ask them for an informal coffee meeting to seek their advice on career options. This is an opportunity to know them better, and find out more about their company you want to work for.







## Execution of Plan

### Step 7: Time to multi-task.

During the 3 month period, you can search for relevant jobs on job portals and send your resume to recruiters too. But this should form less than 10% of your job search efforts.

In month 3, you need to multitask and learn several new skills:

- Brush up your interview skills with mock interviews.
- Understand good grooming techniques and apply them.
- Learn the basics of body language for job interviews.
- Practice good communication skills (even if it's in front of a mirror).





## Career Management

You change your job once in 3 - 4 years but manage your career every single day. During the job search months, here are steps you should implement to ensure you remain a valuable employee.

- Don't wait for HR to plan your career. That's not their job. Your career is your responsibility.
- Help your boss. Understand that s/he probably has a lot more pressure in their role than you do in yours, so try to take as much of their load proactively as you can.
- Volunteer for any cross-functional committees. You'll get noticed by seniors in other departments who may have relevant job openings for you.
- Offer to take notes in department head meetings. Nobody likes doing that, but you'll learn critical business skills and observe senior level interpersonal dynamics. That's useful in your career.
- Volunteer to make presentations for your boss or (with his permission) his boss. It's grunt work - but pays off very well in the long term. You'll get noticed by the right people.
- Have your office lunch with at least two people you normally never would, every week. Networking is key to career success.
- Join professional organisations and stay informed. Keep up to date in your field and take as many courses as needed.
- Remain sincere, helpful and a positive person everyone wants on their team.
- Successful career management is a fine balancing act. You've got to get noticed and "sell" yourself, without sounding cheesy or fake.



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# Your Turn Now.

This plan is just that - a plan. It won't work unless you read it, act on it and get started with implementing the strategies and tactics in it.

I'm here to personally help you achieve your professional goals. Let's do this together! Click 'Learn More' below.

**LEARN MORE**