

Being Strategic Planner

Challenge: **How can I/we** *create a career in the Northeast, that provides ongoing growth while offering reasonable work life balance?*

WHAT IS

Key Strengths (internal) • <i>Proven success in current role</i> • <i>Diverse skill set/experience</i> • <i>Excellent problem solver</i> • <i>Not afraid of challenges</i> • <i>Willingness to take on a different role in right organization</i> • <i>Adaptable</i>	Key Weaknesses (internal) • <i>Out of practice interviewing</i> • <i>Limited management experience</i> • <i>One organization for most of my career</i> • <i>Negative self-talk</i> • <i>Difficulty setting boundaries</i> • <i>Unwilling to move out of Northeast</i> • <i>Managing kids, spouse and work at home makes it tough to find time to focus</i>
Key Opportunities/Support (external) • <i>Great connections in the cable/media industry</i> • <i>High level references</i> • <i>Am not sole provider so have more time to wait for ideal role</i> • <i>Industry is maintaining (vs. shrinking) during Pandemic</i> • <i>Pandemic creating more work at home possibilities</i>	Key Threats (external) • <i>Lots of competition for open positions</i> • <i>Limited openings at my level</i> • <i>Uncertainty of the pandemic and impact on jobs in the long term</i> • <i>Continuing evolution of the cable industry and consolidation may mean less opportunity</i>

WHAT'S THE HOPE

Time frame (date when challenge will be addressed): *10-12 months*

Most important elements of my hoped-for future:

- **Work Rocks:** *Feeling challenged and passionate about my role, team, and the culture of the organization*
- **Climbing the Ladder:** *I know what's expected and am clear on how to get to the next level*
- **Surrounded by Brilliance:** *Working for and with people who are smart and inspiring*
- **Family First:** *Joining the family for dinner most nights, disconnecting from tech to be present for the moments that matter*
- **Live & Work Where I Love:** *Living where my family is happy and working in an optimal, comfortable and productive workspace.*

WHAT'S IN THE WAY

Key internal obstacles to achieving the vision

- *Difficulty setting boundaries—don't want to set same poor work/life balance dynamic in new role*
- *Need to stay in Northeast*
- *Lack of clarity/information on what I want and where to find it*
- *Time is at a premium with everyone at home*

Key external obstacles to achieving the vision

- *Limited openings in my field at my level*
- *Heavy competition for open roles*
- *Pandemic uncertainty—hiring and promotions may slow down.*

Strategy #1 <i>Build my brand</i>		
Tactic	Owner	Due Date
• <i>Gather input about me from trusted advisors</i> • <i>Clarify my “superpowers”</i> • <i>Update my resume</i> • <i>Update my LinkedIn profile</i>	<i>Me</i> <i>Me</i> <i>Me</i> <i>Me</i>	<i>July 15, 2020</i> <i>July 15</i> <i>July 30</i> <i>August 10</i>
Strategy #2 <i>Map out company and opportunity landscape</i>		
Tactic	Owner	Due Date
<i>Spend 2 hours a week creating list of companies of interest in the Northeast</i> <i>Research dream companies that may offer virtual jobs</i> <i>Prioritize list and begin to identify connections to each</i> <i>Review career ops at each company (10 per week)</i>	<i>Me</i>	<i>Begin July 1</i> <i>July 20</i> <i>By July 30th</i> <i>Ongoing weekly</i>

Strategy #3 <i>Build and leverage my network</i>		
Tactic	Owner	Due Date
Make a list of allies who would help me in my job search Review LinkedIn for possible connections to companies of interest Set up virtual coffee/drink dates with key connections (2 per week)	Me	July 20 July 30 August 15
Strategy #4		
Tactic	Owner	Due Date