



Career Jumpstart

workbook





Module 1

1.1 - What everyone does wrong in their career

Before we delve in, let's look back and assess a couple of things. Ask yourself these questions:

What have you tried so far to make a career transition?
How do you prepare for an interview?
How do you network?

What could you be doing differently to transition to a new job?

How are you willing to invest into yourself?

How are you building your personal brand?

(If nothing comes up, then be truthful! We will help you start)



1.2 - The Habits to Jumpstart Your Career

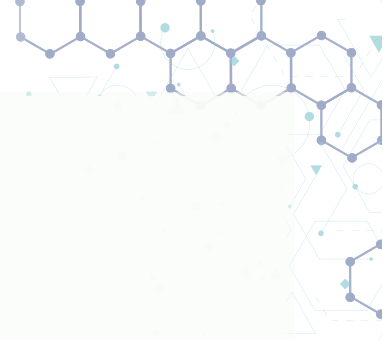
What habits are you portraying to your colleagues?



What habits do you have that positively impact your workplace?

When are you willing to start your new habit?

How could you reward yourself for continuing your new habit for one week?



Module 2

2.1 - Discover Your Unique Ability

What are your 10 best habits? 1

2

3



4

5

6

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10

What do you do without fail?



2.1 - Discover Your Unique Ability (CONTINUED)

What negative feedback have you received from your boss?

Validate your list:

Ask a family member or a friend: Who does this describe?

2.2 - How to Pull Back the Layers of Your Unique Ability

What is in your Zone of Genius?
(When time feels different; you're sad when this time is over; you could do this work every day for a long time.)

What do you most love to do?



What do you do for long stretches of time without getting tired or bored?

2.2 - How to Pull Back the Layers of Your Unique Ability (CONTINUED)

What work doesn't seem like work? What work would you do for free?

What has kept you at work for longer than you thought?



What work creates the greatest ratio of satisfaction: time spent?

When I'm at my best, the exact thing I'm doing is...

When I'm doing that activity, I love or feel...



2.3 - How to Develop a Unique Ability That Companies Can't Ignore

What could you do right now to volunteer your time and strengths?

What is one small way you could volunteer your unique ability outside your job?





Module 3

3.1 - A Reason for Being

Why did you choose pharmacy?

What do you love?

What are you good at?

What does the world need?

What can I be paid for?



3.2 - Defining Your Future Career

Does your company create your Ikigai?

What is your USP? What makes you stand out?

What jobs require your habits as a career?

What jobs would develop your natural habits?



Talk to managers, recruiters, other pharmacists about your USP. What positions line up with your USP

3.3 - What's Preventing Your Success?

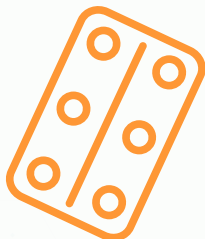
Do your finances control you?

What are you afraid of?

Who is keeping you in your job?

What can you control?

- *Identify roadblocks*
- *Create an action plan*
- *Choose an accountability partner*





Module 4

4.1 - The Networking Philosophy

What are your thoughts about the statement: "Your network is your net worth?"

What is your current "net worth" in terms of your network?

Have any opportunities appeared from your network?



4.2 - Networking the Right Way

How can you create value
in your next networking
opportunity?

What will you do? When will
you do it?

4.3 - Growing your Network Asset

Who are you going to reach out to on LinkedIn in the next 2 weeks?

Could you make a video for your next networking connection?

When you're fearful about networking, what thoughts come to mind?



CONTINUED

4.3 - Growing your Network Asset (CONTINUED)

Questions to ask in your next networking session:

- *How would you advise a complete novice to get into this industry?*
- *Which companies would you recommend I connect with for job opportunities?*
- *What unexpected ways do people get into your industry?*
- *Are there any companies I should avoid? Why?*
- *Who do you know that I should connect with?*
- *What is the best way to reach out to industry professionals?*
- *What experience could I obtain outside the industry in my current job?*
- *Specific to the company: What do you love about your company? What is most challenging?*
- *What would you do differently if you had to enter your industry all over again?*





Module 5

5.1 - Insider Secret Strategy

List at least 5 individuals you can reach out to in the next 1-2 weeks in the area of pharmacy (or outside of pharmacy) that you are interested in.

NAME

DATE

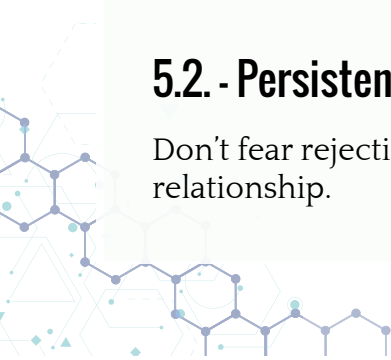
Next to those individuals' names, write when you will reach out to them.

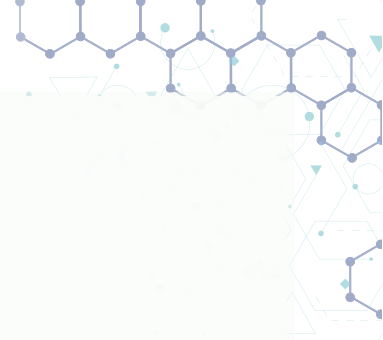
Questions to ask on the interview:

- *How would you advise a complete novice to get into this industry?*
- *What unexpected ways do people get into your industry?*
- *Who do you know that I should connect with?*
- *What experience could I obtain outside the industry in my current job?*
- *What would you do differently if you had to enter your industry all over again?*
- *Which companies would you recommend I connect with for job opportunities?*
- *Are there any companies I should avoid? Why?*
- *What is the best way to reach out to industry professionals?*
- *Specific to the company: What do you love about your company? What is most challenging?*

5.2 - Persistence is Key

Don't fear rejection. Embrace it as a challenge. Follow up. Take the opportunity to build a relationship.





Module 6

6.1- Crafting your Resume/CV

Common Mistakes

How does your CV highlight your accomplishments?



How specific are your accomplishments?

Think like a manager

What would a manager care about if hiring someone for this position?

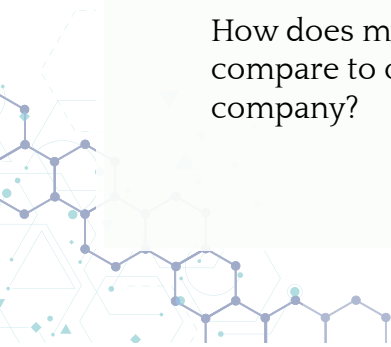
Ask your current manager:

How have I contributed to (insert metric)?

What are specific performance measures that have improved since I started employment?

How does my position compare to others in the company?

CONTINUED



6.1- Crafting your Resume/CV (CONTINUED)

Verb-Result-Method

Review your bullet point descriptions of your work experience.

Are they formatted in the following way: Improved - insert metric (what) - insert method (how)

6.2 - Resume Case Study

What are some key takeaways from this case study?

6.3 - CV Case Study

What are some key takeaways from this case study?

6.4 - Resume - Introduction

Action step: schedule time in the next 1-2 weeks to work on your resume/CV.

See 6.5, Next Page



6.5 - Career Profile

Creating Your Unique Career Profile

1. List Past Jobs

2. List tasks, responsibilities, and accomplishments

CONTINUED

6.5 - Career Profile (CONTINUED)

3. Format bullet points in the format:

Power Verb - End Result - Method Used to Achieve That Result

Action steps:

Create Your Unique Profile

Schedule two times to revisit in the next month



6.6 - Resume Writing System

Review job applications you are applying to. How can you tailor your resume to fit the job description? Pull information from your unique career profile to match the job description.

Use your Unique Career Profile to create a generic resume. (This will be used as the foundation for more specific resumes as you apply to jobs).

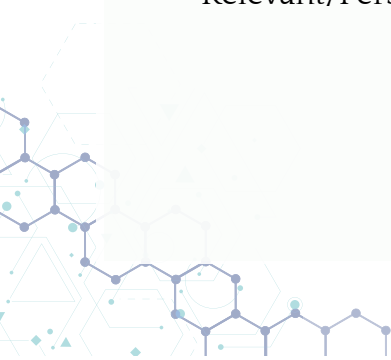
6.7 - Resume/CV Guts

- Download Harvard Business Review template
- Check for reverse chronological order throughout
- Check that verbs match up with past/present tense
- Check font
- Check margins - 1 inch on each side
- Check bullet points (under 140 characters)
- Check to ensure that there are no sentences and no periods at the end of each phrase
- Check under each entry - no more than 5-6 bullet points with < 3 lines per bullet
- Check that your resume is under 2 pages

6.8 - Resume Sections

Create the following sections within your resume:

- Contact Information
- Professional Summary
- Skills
- Professional Experience
- Education
- Relevant/Personal Information



6.9 - Resume - Contact Information

Contact information:

- Name and credentials (bolded)
- Up to date email, telephone, LinkedIn profile

6.10 - Resume - Professional Summary

Draft your Professional Summary: 3 sentences

- Concise Career Description
- 2. Skills, Areas of Career Focus, Interests
- 3. Career Goal
- OR: highlight top 3 accomplishments

6.11 - Resume - Skills

Draft your Professional Summary: 3 sentences

- Concise Career Description
- 2. Skills, Areas of Career Focus, Interests
- 3. Career Goal
- OR: highlight top 3 accomplishments

6.12 - Resume - Professional Experience

List all relevant jobs and consistent volunteer experience

- If you have worked for a less well-known company, consider including a one sentence description of that employer.

Rotations

- Consider removing if this section takes up over 1/3 of your CV, if you have had 5 or more positions, or if you have been out of college > 10 years.
- Keep if relevant to that job description or networking connections.

Volunteer experience

- What volunteer experiences are helpful for that desired position?

6.13 - Resume - Education

- Ensure that the following are included: Degree, University Name, Location, Graduation Date
- Include relevant certifications & expiration dates
- Association involvement – list only if you are an actively contributing member

6.14 - Resume - Personal Information

- What unique things about you would you like to list to generate discussion in an interview?
- You can also list the following in this section: awards, skills outside of pharmacy, business(es).

6.15 - Resume - Q&A Summary

- Limit to 1-2 pages
- Be OK with career gaps
- Add locations to employment section
- Update your resume/career profile on a regular basis (put it on your calendar)
- Volunteer for experiences to list relevant information on your resume

6.16 - Resume - Finalizing Your Resume

- Jot down any thoughts after watching this interview with our professional resume writer, Ashley Guylas



Module 6

7.1 - Maximizing Social Media: The Basics

How complete is your LinkedIn profile?

Consider analyzing your profile picture to either:

- *Snappr.co*
- *Photofeeler.com*

Are your accomplishments highlighted in your LinkedIn profile?

7.2 - Maximizing Social Media: Advanced Techniques

What topic do you want to be the “go to” person for?

What resources could you share on social media?

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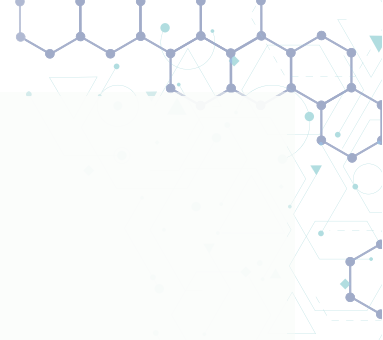


7.2 - Maximizing Social Media: Advanced Techniques (CONTINUED)

What could you write about?
(Blog? LinkedIn article?)

Which social media platform
will be the place where you
shine?





Module 8

8.1 - Overview Lesson: Interview Mastery

Remember these rules:

- Tell them what you'll tell them, tell them, tell them what you told them.
- Answer format: introduction (answer the question), body (provide evidence), close (restate answer with a summary of the evidence).

Record at least 3 common interview questions

- Listen to your answers and take notes
- Repeat this process

Getting ready for the interview

- Pump yourself up! :)
- Realize that they think you're interesting
- Picture what failure would look like in this situation

Phone interviews

- Stand
- Smile more often than you think
- Dress like you're going to work at a minimum

Follow up

- Send thank you cards to everyone

8.2 - 8 Ways to Fight Pre-Interview Anxiety 8.2 8 Ways to Fight Pre-Interview Anxiety

- | | |
|-----------------------|---|
| 1. Identify Your Fear | 5. Fight the Flight or Flight or Freeze |
| 2. State the Truth | 6. Imagine/Envision |
| 3. You Hold the Cards | 7. Music |
| 4. Get Curious | 8. Pray/Meditate |

8.3 - The 5 Parts of the Interview

1. First Impressions: Greetings, introductions, chit chat/small talk
2. Answers - You answer their questions
3. Questions - You ask your questions
4. Closing - Your greatest advantage
5. Follow Up - It's not over yet!

8.4 - How to Prepare for Your Interview

How do you influence someone?

You need to give the interviewer the answers to the following 3 questions:

- Can this person do this job?
- Do we like this person?
- Will this person fit in here?

Step 1: Create a list of your career's jobs, tasks, and accomplishments

Step 2: Create a notecard with your accomplishments on one side

Step 3: What does this accomplishment demonstrate about me?

Structure answers in the following way: situation -> behavior -> outcome



8.5 - More on Preparing

Create your notecards - Write down your accomplishments on your notecards using the following methods:

1. Ask yourself: What else did I accomplish?

2. Next: What does this accomplishment say about me?

One week later: come back to this process and repeat #1 and #2.

Next: Create a notecard with one skill. List multiple accomplishments on the back that support those specific skills.

8.6 - Telephone Interview

Tips:

- Stand while speaking
- Have a mirror in sight
- Dress the same as you would in an interview
- Practice speaking clearly
- Plug in your phone
- Used wired headphones
- Demand no distractions
- Ensure quiet environment
- Have nothing front of mind
- Prepare water
- Listen intently; take notes afterwards

8.7 - How to Practice Your Interview Answers = How to Prepare for Your Interview

How do you influence someone?

Also make notes regarding significant stories of challenges and successes

You need to give the interviewer the answers to the following 3 questions:

- Can this person do this job?
- Do we like this person?
- Will this person fit in here?



Step 1: Create a list of your career's jobs, tasks, and accomplishments

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Structure answers in the following way: situation -> behavior -> outcome

8.8 - How to Dress for an Interview

First, tailor your suit

Women

- Suits: consider navy, dark grey, or black
- Shirt: Conservative
- Jewelry: Limited jewelry/not distracting jewelry, watch, wedding band
- Nails: Short, neutral

Men

Suits:

- Dark grey, charcoal, or navy (not black!)
- No pinstripes
- Single breasted, three buttons in the middle
- Shirt: White, Pinpoint Oxford button down collar
- Consider removing or cleaning up facial hair
- Belt: black or match shoes
- Wear an undershirt
- Tie: Conservative, four in hand knot
- Socks: black, over calf
- Shoes: Black, shined loafers; avoid square-toed shoes
- Jewelry: watch and wedding band

8.9 - Travel Preparation

One week before your interview, reach out to your interviewer to ask:

- What is the best way to travel?
- Where am I staying?
- How does your company do reimbursements? (If you have paid for expenses)

To-Do:

- Print directions.
- Create a backup plan for travel
- Clean your car
- Bring two of everything (clothes, presentation, bag, etc)

8.10 - Body Language - Master the Unseen

- Smile
- Eyebrows
- Body posture
- Nervous tics
- Where to sit
- Answering questions
- Modelling

8.11 - First Impression

- Energy
- Use first names at least two times during the interview
- Recommendations

Four parts to the introduction

- Immediate preparation
- Entering the room
- Your greeting: "Hi, _____. It's nice to meet you."
- The Introductory conversation
- Use first names at least two times during the interview
- Recommendations



8.12 Tell Me about Yourself

Recommended time frame:

3-4 Minutes:

- <1 minute: personal history (parents, childhood, upbringing)
- 1-2 minutes: college history (goals that you had, include this if you are <5 years post graduation)
- 1-2 minutes: professional history (work history, major accomplishments, what excited you, pick your most pertinent roles)
- Ending: goal is to _____.

Handling interruptions (expect these!)

- Think of your answer as a slice of cake. You'll take a few bites, take a break, and continue eating in a few seconds.

8.13 - "Tell Me About a Strength"

- What are your 1-2 natural and compelling strengths?
- Need very specific answers and evidence of those strengths.
- Structure of this answer:
 - "My greatest strength is _____."
 - Provide one powerful example that displays this strength
 - Provide examples of how this strength can be used in the organization
 - Summary

Identify your greatest strength:

8.14 - "Tell Me about a Weakness"

- This should be a clear statement of a weakness and how you plan to overcome it.
- Structure of this answer:
 - "My greatest weakness is _____."
 - Provide one powerful example that displays this weakness
 - Provide examples of how this weakness could be displayed in the organization
 - Summary

Identify your greatest weakness:


8.15 - How to Answer a Behavioral Based Question

- What have you done that is related to the situation asked about?
- Give one example: situation, behavior, outcome
- Check out the VA 400+ Behavioral Based Questions

Example:



8.16 - How to Ask Questions during the Interview

- Memorize 3-5 questions that you are planning to ask about the position/organization
- Treat the interview like a conversation
- Get to know the position
 - “When I am in this role, what projects do you see me working on in the future?”
 - “How do you see me working on this initiative for your company?”
 - “What responsibilities, tasks will I be responsible for?”
 - “What outcomes should I be trying to achieve?”
- Ask specific questions
- Expand on topics: “Tell me more about...”
- Use persuasion in questions:
 - “Let’s say _____ comes up in the pharmacy, what outcome will I be measured by?”
 -  • “What are some of the metrics that pharmacists are measured by, and how will I fit into that role?”
- When you’re done with questions, stop.

Plan your three questions:

8.17 - The Close

- At the end of answering and asking questions, thank the interviewers for their time, and then go into your closing statement:
 - If you want to take this job, start your closing with: "I want to work here, and here's why..."
 - "Why" should be: what you learned, how it will help you, and how you will help the organization/department

8.18 - How to Follow Up After the Interview

- Thank You Letter Structure (Hand written!)
 - Three paragraphs (1-2 sentences max)
 - Para 1: Introduction
 - Para 2: Personal Comment
 - Para 3: Close/Appreciation (limit to 2x)
 - Consider writing to each individual you interacted with
- Follow up
 - Call every 2 weeks after the interview (mention this during the interview)
 - Leave proper voicemail (introduce yourself, express excitement & reasons why you want the position, express that you look forward to hearing from them soon regarding their decision, let them know that you'll be calling in another week or two)
 - Avoid email (can be ignored)
 - Be persistent

