

# Sail Through Your Job Search with C.L.A.S.S.!

Has your job search hit rocky waters? Then it's time to chart a new course! Learn to better navigate today's turbulent job market can be done with C.L.A.S.S.!

**C**reate Your Brand

**L**everage Your Network

**A**ce the Interview

**S**eal the Deal

**S**tart Your New Job!



## CREATE YOUR BRAND

1. What are the urgent business problems you can uniquely solve for an employer?
2. What is your primary “lane” (your profession)? Do you have a “tribe” (industry or sector)?
3. What is a good career headline on your resume that reflects your “lane” and/or “tribe?”
4. What are your “High Skill / High Motivation” superpowers? (See “**Passiontivity**” exercise)  
What accomplishments best reflect those skills? Make sure to **customize** your resume for every job opportunity by **bold labeling** each accomplishment with the right skills!
5. What story can you tell in your LinkedIn summary that shows how your “lane” and/or “tribe” can solve urgent business problems?
6. What unique “lane” or “tribe” knowledge can be turned into thought leadership?  
(Eg. blogging, social media, articles, public speaking)

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Created by Shira Harrington, Chief Engagement Officer, Purposeful Hire, Inc.

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## LEVERAGE YOUR NETWORK

7. List the people in your inner circle who would gladly refer you job opportunities.
8. Create a spreadsheet of people in your “lane” and “tribe” after using LinkedIn’s Advanced People Search. Decide to connect directly or by asking your 1<sup>st</sup> level contacts for referrals.
9. “Deep sea fish” within your 1<sup>st</sup> level contacts’ Connections to find people in your “lane” and “tribe.”
10. What “tribe” or “lane” networking meetings can you attend? (Eg. local association chapter meetings)
11. Create a list of people whom you hope to meet for coffee this week (ideally one per day.)
12. Expand your network by asking for additional referrals every time you have a networking meeting.



13. Who can champion your resume internally at the employer you’re pursuing? Use LinkedIn to find them!

NAME	TITLE/CONNECTION	EMAIL	PHONE (Yes!)

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## ACE THE INTERVIEW

14. What research can you conduct that will demonstrate you've really done your homework on the organization?
15. What challenges are facing the industry that make your job a necessity?
16. Which skills do you have that directly align with the job requirements?
17. What can you learn about your interviewers and/or team that will help you bond with them during the interview?
18. What organizational analysis (e.g. SWOT) can you conduct that will demonstrate your critical thinking skills?
19. What type of insightful questions can you ask about the industry, organization or role that will show your intellectual curiosity?
20. What type of homework deliverable can you prepare that will show them you can easily onboard into the role?
21. What ideas can you (humbly yet confidently) present that will demonstrate how you can solve their urgent problems during your onboarding period?

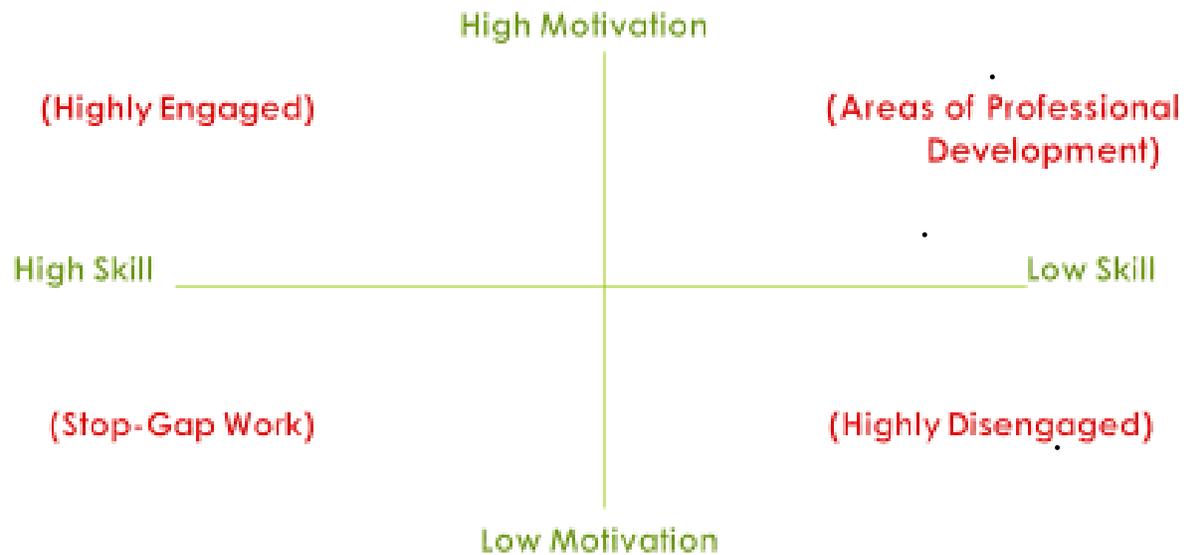
## SEAL THE DEAL

22. What can you include in your thank you notes that will bolster their decision to hire you?
23. Select an ideal target salary and use the following formula to negotiate:  
**“I’m seeking a total cash compensation package in the \_\_\_\_\_ range.”**  
(Use only ONE number in the blank, not two.)
24. Which references will best represent your career brand? Make sure they know to highlight the skills and accomplishments that relate to the job.
25. If you haven’t heard from HR in a while, check in once to reiterate your interest. But don’t overdo it. If they have an update, they will let you know.
26. What type of thought leadership (e.g. industry articles) can you send?
27. How else can you creatively show your interest?

## START YOUR NEW JOB!

28. What can you learn in advance about your first week on the job?
29. What can you do to prepare for a smooth start on day one?
30. Remember to thank your references and your colleagues for their support.
31. What can you do to make a great first impression during your first few weeks?  
(eg. Assess the culture; listen before you advise; be a team player not a lone ranger)

# Passiontivity Exercise (Find Your Lane)



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