



A Guide to Your **Smart** Job Search

I strongly encourage you to purchase the 26-page document that I developed to provide a comprehensive understanding of the many elements associated with the modern-day job search. The document provides both education, examples and references to current and relevant articles and YouTube videos.

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A GUIDE TO A **SMART** CAREER PLAN & SEARCH

By Michael McGinnis
Founder, Growing Our Human Potential
www.growhumanpotential.com

INTRODUCTION

Whether you are out of a job and seeking employment, or in a job and planning for your next move, there are the fundamentals to a job search that need to be in place. These are what I refer to as a “**Foundation to Your Job Search.**” However, prior to jumping into these elements, it is important to prepare a plan. As the saying goes, “*Fail to Plan, Plan to Fail.*” The plan should incorporate an understanding of where you want to go with your life and career, which should be integrated into your “**Career Plan.**” Once the career plan is in place, it is easier to determine a “**Job Search Strategy**” to determine your next step. Therefore, the first step is “**Discovery,**” where we define and understand the above, which become the core of your job search.

The whole concept of the job search has changed dramatically. Progressive companies are transforming the way they attract and hire talent. I was fortunate to have led the transformation of a global Talent Acquisition function, and I teach these topics at the University of Southern California at San Diego (UCSD), so I know what you can expect and how to work the job search. The changes are dramatic compared to only a few years ago and are quickly heading towards automation. Like anything, you need to know how to navigate the system to even get recognized.

The focus is now on “**branding**” yourself as a way of differentiating yourself compared to your competition. Branding includes not only our competencies, but our qualities and characteristics that make us a more effective choice. The emphasis used to be on “experience”. The more experience we had, the more valuable we were. Now, 15 years’ experience is often connotated as old and outdated. Today it is about the “**our value**” which include our **relevant** skills we bring to the table to meet the needs of the job opening. **Our relevant skills & competencies, personality characteristics, along with a demonstrated confidence and passion for what we do, are the key factors employers are looking for today.**

Culture, diversity, inclusion, and continuous change are all key factors today in most companies. “**Cultural Fit**” is a key consideration for candidates today, particularly those in senior roles, requiring that we demonstrate our ability to work across multiple generations in the workforce, and work with “inclusion” in mind vs. exclusion. There are also factors (e.g. age), that play a factor in the job search. Although we may not like these obstacles, the key is learning how to deal with these new dynamics.