

# Planning & Management LIFECYCLE



The Career Management Lifecycle, around which the Strategic Career Planning and Management Guide is organized, is a tool that will assist you at any stage of your career.

## Personal Branding

Developing a personal brand is more than focusing on what you think of yourself. Consider the experience people will have after interacting with you.



**Pro Tip:** Develop a standard personal brand statement. It should be *meaningful, memorable, authentic and consistent.*

## Succeeding on the Job

**Congratulations!** Now is a great time to explore the questions "What made me successful up until now?" and "How will that help me in my new role?"



**Pro Tip:** Be sure to connect with new colleagues to learn about prior successes within the team and department.



## Research

**FACT:** Research is the one thing employers wish job seekers did more often. Thorough research helps determine your value as a job candidate.



**Pro Tip:** Stay abreast of industry trends and global events that shape your profession. Know your own opinion about these events.



## Negotiating Salary and Compensation

Negotiating is a natural part of the hiring process.



**Pro Tip:** When asked about your salary requirement - relax. Follow up with the question "What is the range for this position?" or "How much has been budgeted for this position?"

## Resume and Cover Letter

These living documents come in a variety of formats should be error-free and written with the potential employer in mind.



**Pro Tip:** Use the CAR Method (think: Challenge/Context, Action and Results) to develop 4-7 strong bullets below each employer listed.

## Interviewing

While this is an opportunity for the interviewer to get to know you beyond the accomplishments listed on your resume, it is also a chance for you to experience the organization's culture.



**Pro Tip:** Preparation is the key for a successful interview. Bring your portfolio and come prepared with questions.



## Networking

The goal of networking is to build a team of people who can support you throughout your career, and vice versa



**Pro Tip:** Keep a networking tracking sheet that details contact information, the event at which you met the individual, date of follow up and comments.

