

Your Mid-Career GPS

Four Straightforward Steps to Help You Navigate Each Phrase of Your Career Transition



John Neral

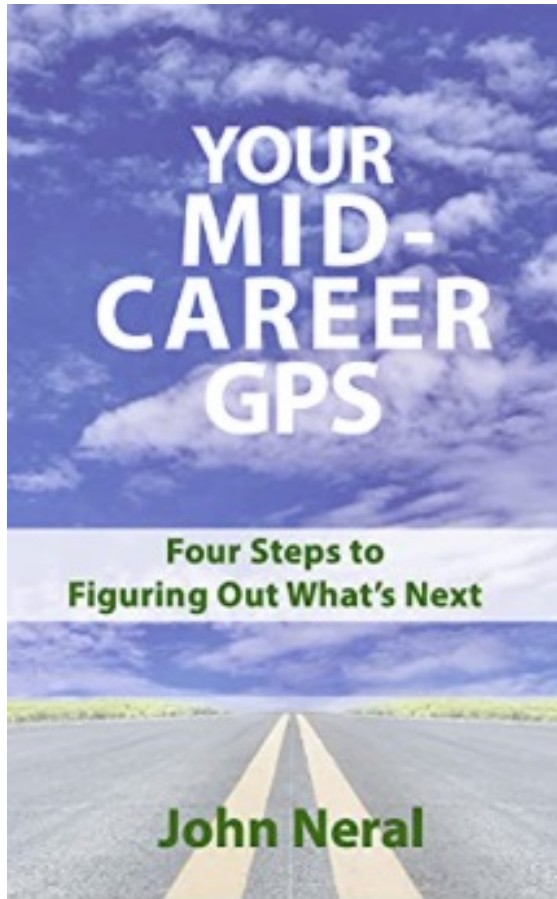
Executive & Career Transition Coach



Objectives

- By the end of this session, you will know:
 - What steps you need to take to help you prepare for any upcoming job transition
 - How you can position yourself strategically in the marketplace, including how to leverage social media
 - What it means to promote who you are and what you do when you are networking and interviewing
 - How to **SHOW UP** to get the clarity you want about your next career move.



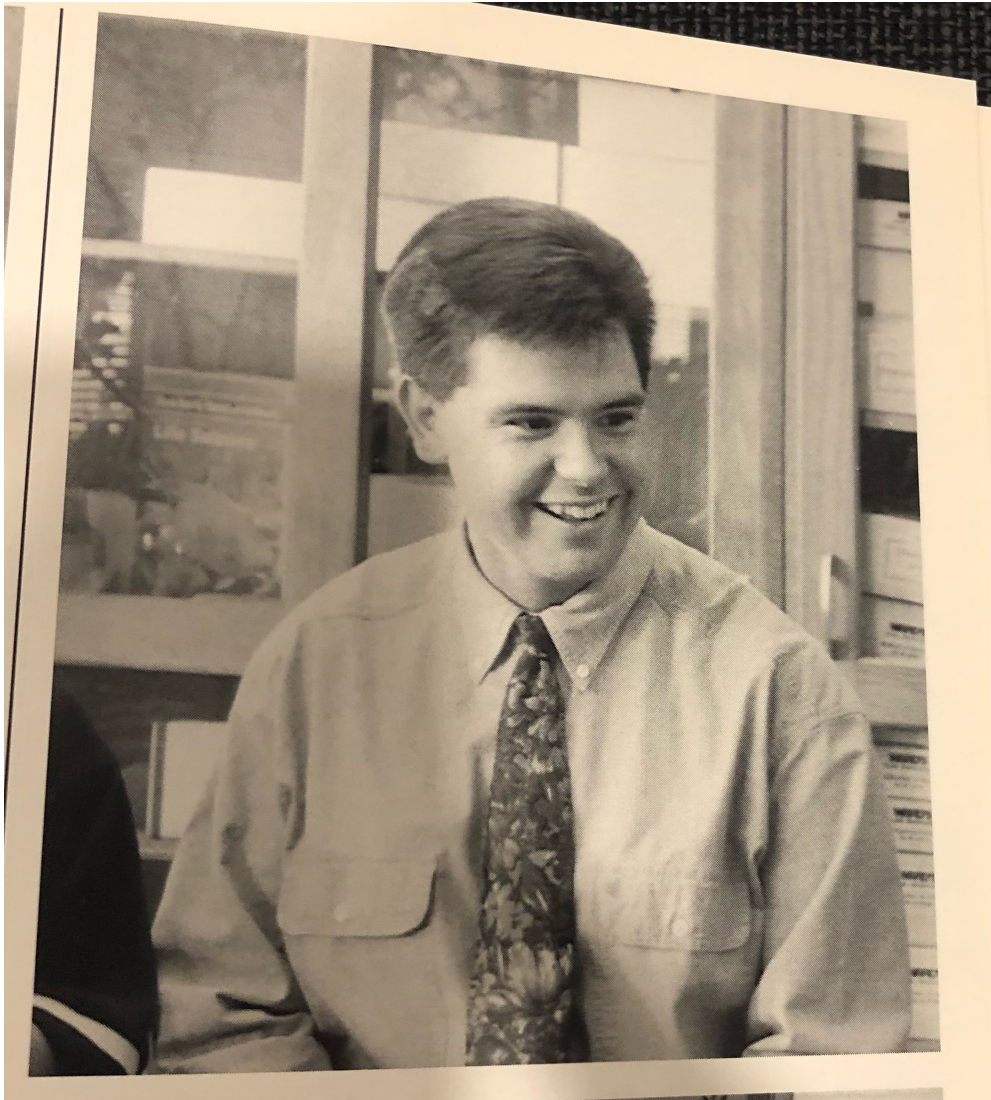


Prepare

Position

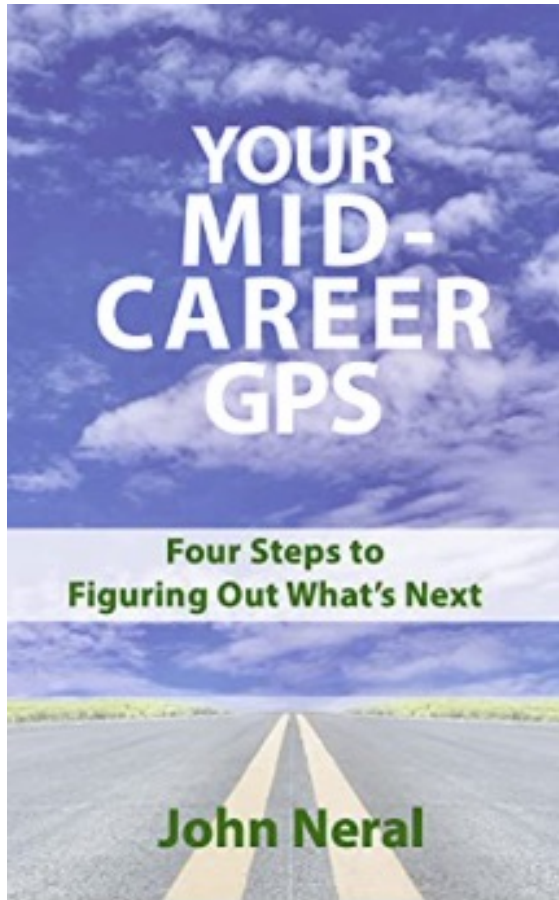
Promote

SHOW UP





BONUS – I've got something free for you at the end for staying with me.



Prepare

Position

Promote

SHOW UP

Prepare



Prepare



Prepare



Prepare

Step #1 Preparation Is Key

- Attitudes
- Strengths
- Thoughts (Urgency vs Confidence)
- Know Your Why
- Know Your Value
- Clarity on What You Want to Do
- Leverage Your Strengths



Position



Position



Position



Position

Step #2 Strategically Position Yourself

- Resume
- LinkedIn
 - Have an Optimized Profile
 - Have a Clear About Section
 - Remove Your Graduation Dates
 - Give and Receive Recommendations
- Social Media Channels
- You Must Have Consistent Branding
- What Does Your Social Media Say About You?
 - Where are you adding value?
 - How are you adding to the conversation?

Position





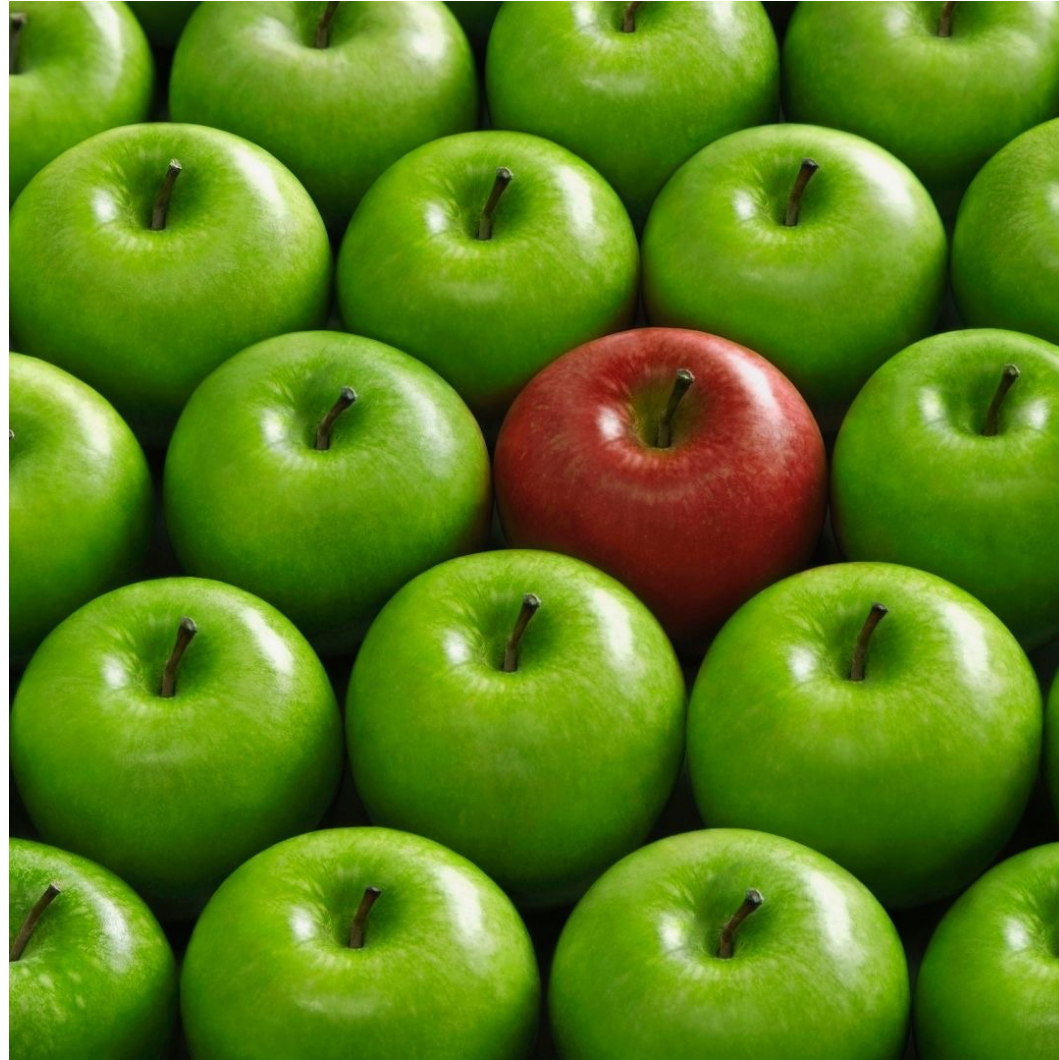
Promote

INTERVIEWER: SO, TELL ME ABOUT
YOURSELF.

ME: I'D RATHER NOT, I KIND OF
WANT THIS JOB.

—
WWW.LILYBELS.CO.UK

Promote



Promote



Promote

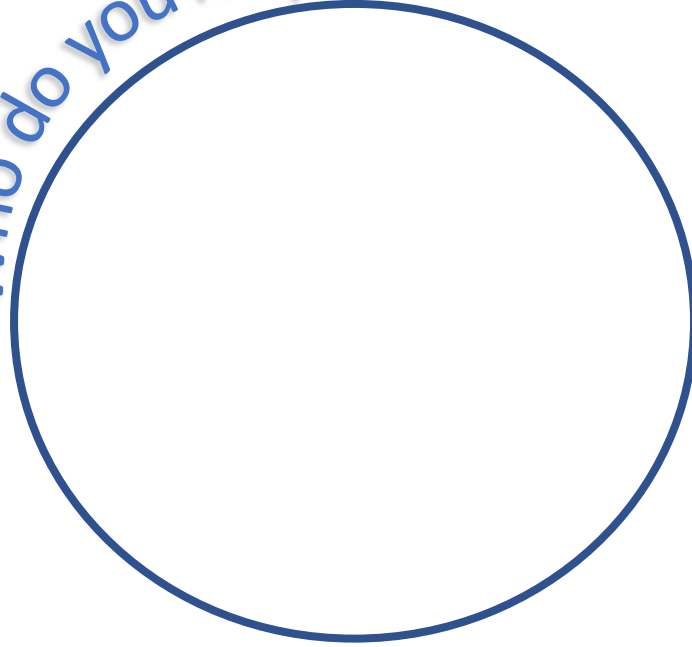
Step #3

Promote Who You Are & What You Do

- Networking and Interviewing
- How well do you tell your story?
- Create a Unique Professional Value Statement to help you answer the “Tell me about yourself question.”

Promote

Who do you help?



Promote

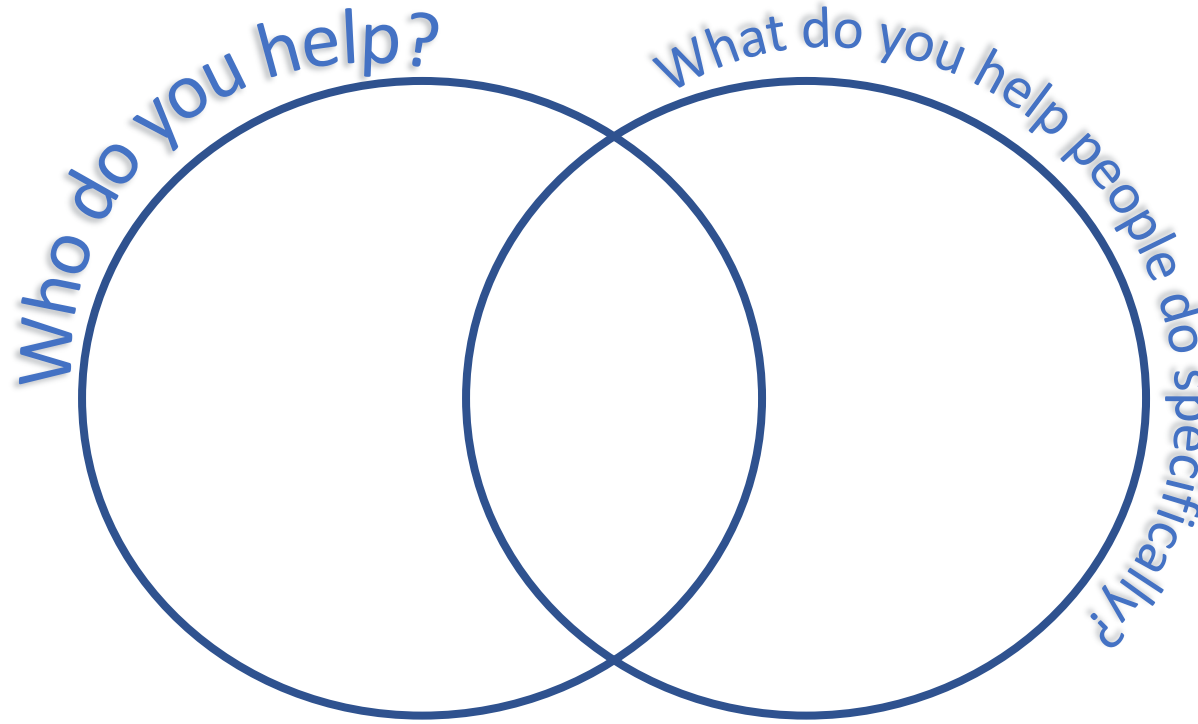
Creating Your Unique Professional Value Statement

- Who do you help?
 - Be as specific as possible
 - The more detailed you can be, the clearer someone will be able to hear your message and know how to help YOU.

“I help companies.”

“I help companies with less than 500 employees.”

Promote



Promote

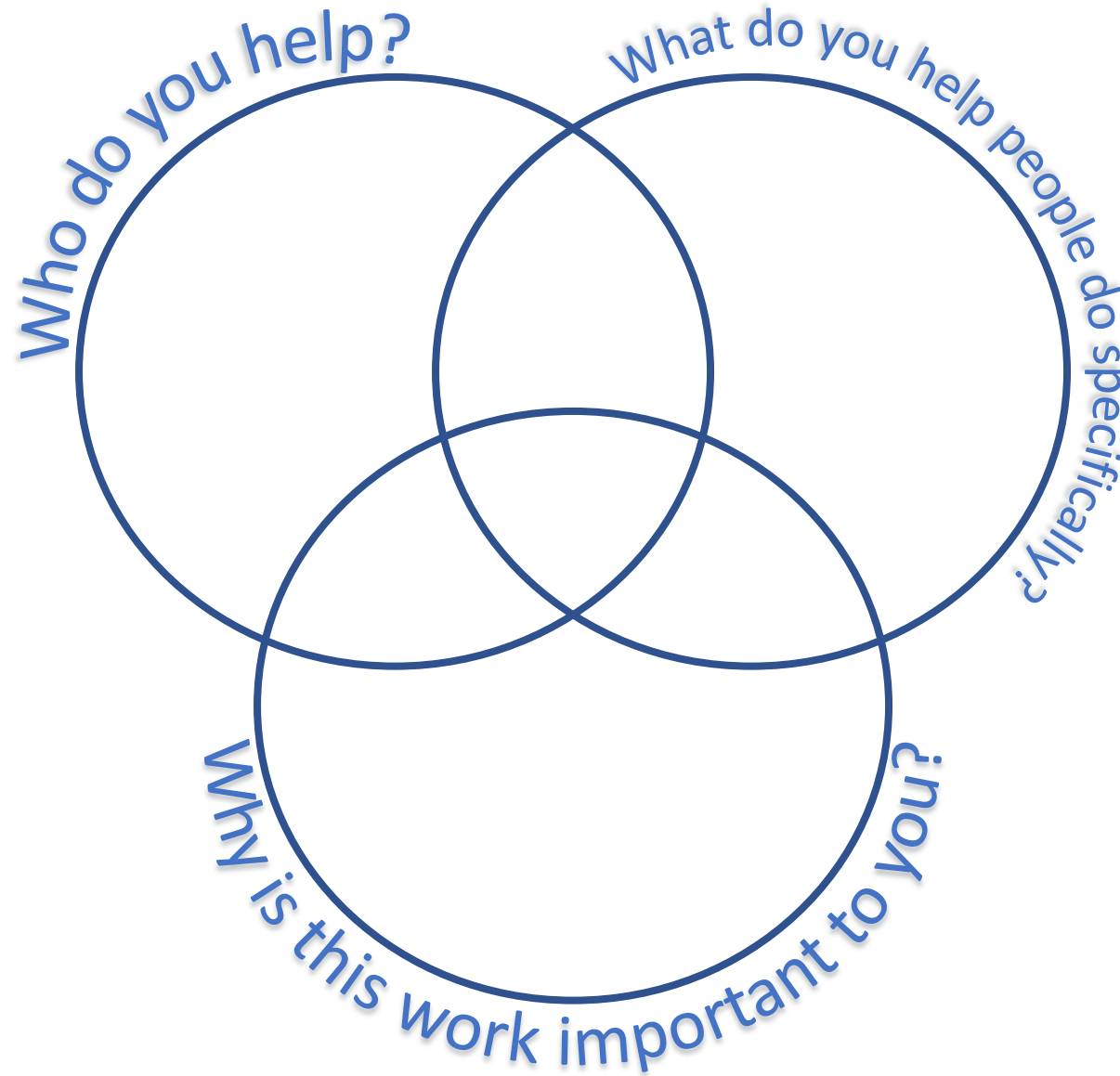
Creating Your Unique Professional Value Statement

- What do you help them do specifically?
 - This is “your secret sauce”
 - This is what will make you stand out from everyone else and position you accordingly and strategically in the marketplace

“I help companies with less than 500 employees.”

“I help companies with less than 500 employees save money by implementing effective project management strategies designed to save time and keep projects delivered on time and under budget.”

Promote



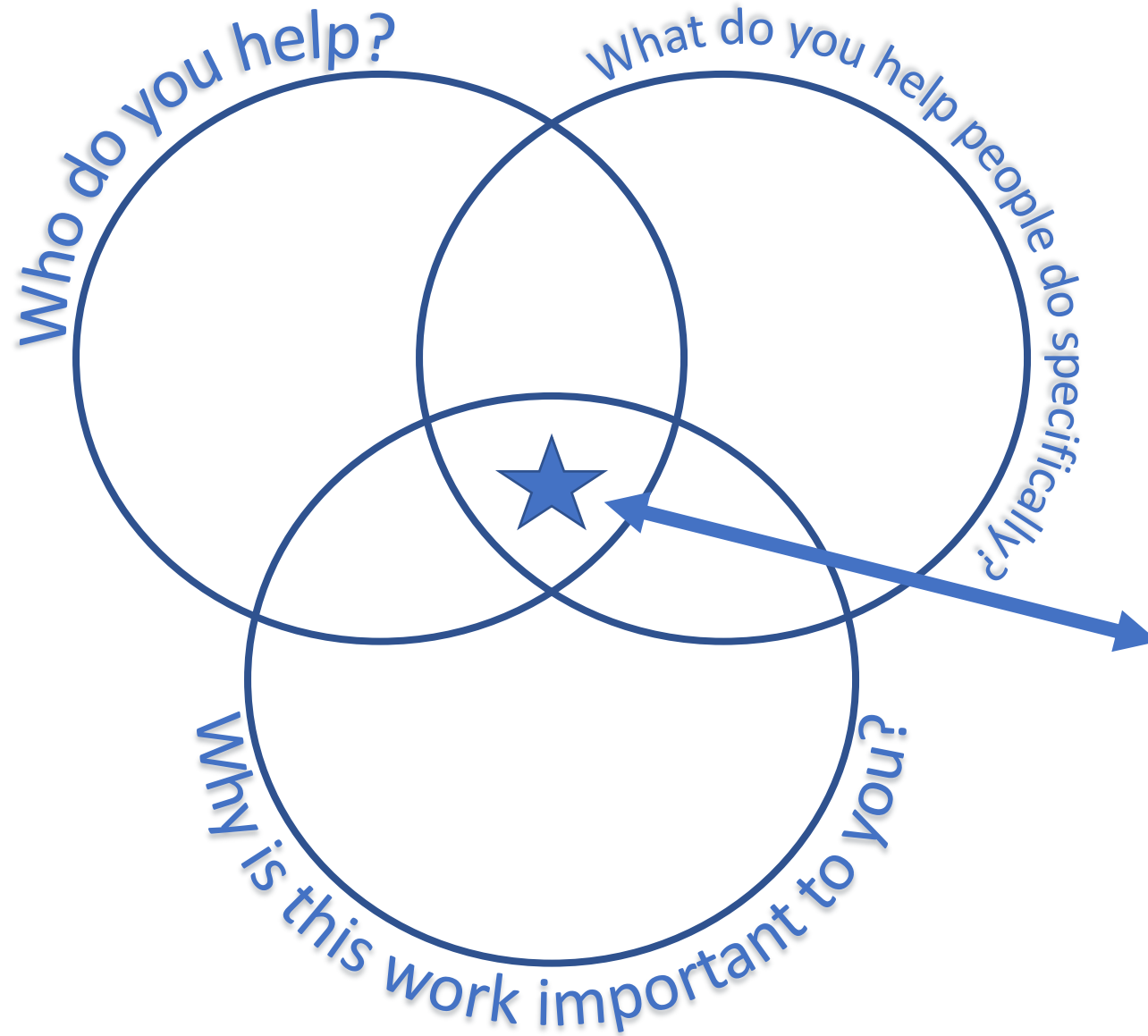
Promote

Creating Your Unique Professional Value Statement

- Why is this work important/meaningful to you?
 - Let them in to your story
 - Use this as a way to build a professional relationship that gets a hiring manager or networking colleague **INTERESTED** in who you are and what you do
 - Come from a place of **VALUE** and share how you can help them solve their problem(s)



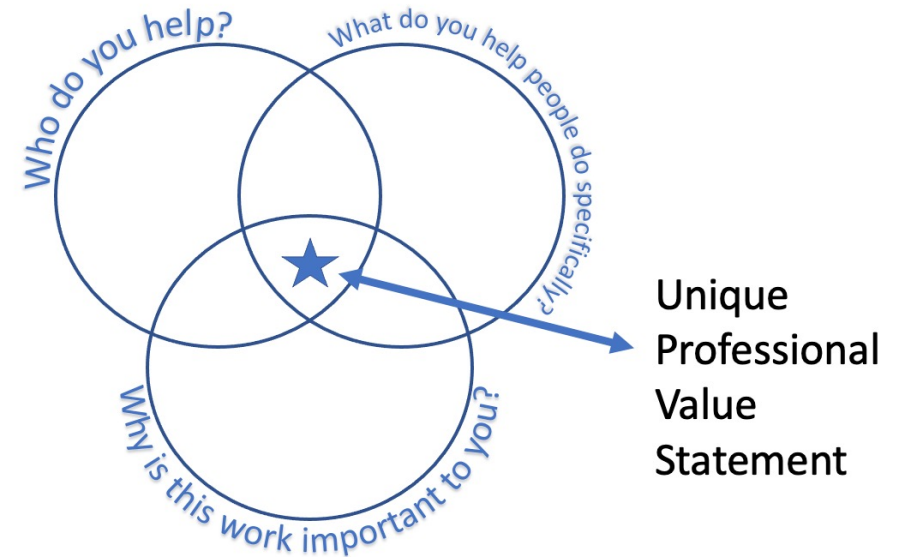
Promote



Unique
Professional
Value
Statement

Promote Putting It All Together

- Who do you help?
 - I help....
- What do you help them do specifically?
 - To do what...
- Why is this work important to you?
 - So they can...



I help mid-career professionals who feel stuck, undervalued, and underutilized SHOW UP to find a job they love or love the job they have using my proven four-step formula.

Why is this work important to me? That is shared in our conversation.

Promote

Pitch vs. Unique Professional Value Statement

- A Pitch
 - Quick and “to the point”
 - Answers
 - Who are you?
 - What do you do?
 - What do you want?
- A Unique Professional Value Statement
 - Comes from a place of service
 - Answers
 - Who do you help?
 - What do you help them do specifically?
 - Why this work is important to you?

Want

Help

Both will answer the “Tell Me About Yourself” Question.
The difference is how you want to SHOW UP.

Promote Networking Tips

- Slow down and build relationships
- Clearly and cleanly communicate your value
- Listen intently to determine how you can help someone
- Come from a place of value and service
 - Remember, your UPVS is based on how you can HELP someone
- Have a clear and clean ask



Promote Interviewing Tips

- Know the process.
- Clearly and cleanly communicate your value right from the start.
 - “Tell me about yourself.”
 - This is where you use your UPVS.
- Build the relationship.
- Generate INTEREST in your candidacy.
- Know your value and its worth in the marketplace.
- Close the interview competently and confidently.





SHOW
UP

#SHOWUP6Strategies

- **S**et Ground Rules
- **H**ave Intentional Conversations
- **O**wn Where You Are
- **W**elcome New Opportunities

- **U**se Your Genius
- **P**rotect and Promote Your Brand



Mid-Career Job Seekers Checklist



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Career & Leadership Resources

- Visit <https://johnneral.com> to join my twice-weekly newsletter and learn more information about me, my podcast, and my services.
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- Follow My Podcast – The Mid-Career GPS Podcast
- My Books Are Available on Amazon
 - SHOW UP – Six Strategies to Lead a More Energetic and Impactful Career
 - Your Mid-Career GPS – Four Steps to Figuring Out What's Next

