THE FOUR-PHASE JOB SEARCH CAMPAIGN STRATEGY™

By Mark James, CPC
Author: "The Interview Mindset" and "Keys to the C Suite"

◇ PHASE 1 (Campaign Preparation)

- It all begins with your purpose and reason.
- Have a clear vision of what matters most.
- Define your next role and autonomy in the ideal company? (Top 10 Bullets?)
- Create a Job Search Marketing Plan (JSMP)
- Set your goals, plan, and execute your strategy.
- Discover and develop the skills, knowledge, attitude, and competence?
- Understand your Highest and Best Use, Needs, Drives, Behaviors, and Competencies through Assessments.

◇ PHASE 2 (Networking)

- Execute Your Plan
- Research, study, and talk with successful people (Networking Interviews)
- Focus on Building your Professional Network
- Develop Career Mentors and Sponsors who care about your success.
- Become a thought leader and subject matter expert relating to your chosen career path.
- Become a LinkedIn Power User.

◇ PHASE 3 (The Job Interview)

- Conduct a Mock Interview with a Professional Career Coach
- Eliminate the competition in your job interviews
- Get the Offer and Close the Deal (Salary Negotiation)

◇ PHASE 4 (On-Boarding)

- Send a Thank-You note announcement to your key contacts
- Create your 90-Day Action Plan
- Learn and Observe New Job Assimilation
- Update your LinkedIn Profile

At Hire Consulting Services (HCS), we provide Executive Career Transition Coaching to executives in the process of or planning to change jobs. We partner with corporations and individuals to design a plan of action, create a campaign strategy and make decisions to reach job search goals —personally and professionally.

Need Help? Contact me for more information:

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