

MAKING A PATH (MAP) GUIDE



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PURPOSE OF MAP

Making a Path (MAP) is designed for students and professionals who are interested in social impact careers. The program consists of a series of workshops that provide a framework for personal and group reflection as well as the sharing of ideas and resources. Through MAP, anyone considering a social impact career will have the opportunity to connect with and learn from like-minded peers and develop concrete action steps towards developing a career in this field.

Net Impact created the MAP guide to support Net Impact Chapter Leaders in facilitating workshops to help members navigate the path to careers with social and environmental impact. Informed by our experience working with chapters, partners, and other experts in the field, this document can be used by Chapter Leaders across our undergraduate, graduate and professional chapters as a facilitation guide. In this guide, you'll find an outline for getting started, template language to recruit members, a suggested curriculum with activities and discussion topics, and even a script to read during meetings. This program guide can be tailored and adjusted for your chapter and group's specific needs, so feel free to take creative liberties and also mix and match the suggested activities as you see fit. We hope this guide helps your members build a supportive impact job search community and, ultimately, land jobs aligned with their values.

REFERENCES

We'd like to thank our partners who have helped develop content and ideas for the MAP program. Be sure to check out their books and websites for other great resources for your impact job search:

- Shannon Houde, [Walk of Life Consulting](#)
- Laura Paradise, [Paradise Coaching](#)
- Moving Worlds: [Career Change to the Social Impact Sector](#)
- Making Good: Finding Meaning, Money, and Community in a Changing World by Dev Aujla and Bill Parish
- [Chetkovich Career Center](#), Haas School of Business, University of California at Berkeley
- Marcos Salazar, CEO, and Jenn Lishansky, Chief Engagement Officer, [Be Social Change](#)
- Caroline Ouwerkerk, Principal Career Coach, [Caroline Ouwerkerk Consulting, LLC](#)



MAP FAQs

WHAT IS A NET IMPACT MAP GROUP?

A forum for job search and professional development conversations with like-minded peers.

MAP (“Making a Path”) is a curriculum designed for groups of 5-15 members led by peer facilitators. Through individual and group exercises that are meant to catalyze your social impact career search, the MAP workshops create a motivational framework for members to connect with a group of peers for the support, resources, and accountability that are needed along the way. Workshops include activities dedicated to helping members define their job search priorities, reaching out to their network, and most effectively marketing their skills. There’s also time in each workshop dedicated to each participant’s personal job search.

WHY SHOULD MY CHAPTER GET INVOLVED?

Offer your members a tangible program to help them discover their dream jobs.

MAP groups offer members the structure, tools, and community they need to discover and eventually land their dream roles, making them a great recruitment tool for other students who are or will be looking for an impact job or internship. It’s also a great engagement and leadership development opportunity for enthusiastic members. MAP can be adapted to meet the interests and goals of your members, regardless of your Chapter type. Here are some of the ways in which MAP can be used as a tool for different Chapters:

- MAP can help members think about how to get started in their professional career journey after graduation and how to have a positive impact through their work, which may be particularly helpful to Undergraduate or Graduate Chapter members.
- MAP can help members with job experience better understand how to transition into a more impact-focused career or expand their impact through another role, which may be relevant to Professional Chapter members in particular.



MAP FAQs

HOW DOES NET IMPACT CENTRAL SUPPORT YOUR MAP GROUP?

Training, resources, and support to ensure your MAP group's success.

Net Impact provides a link to a recorded training module along with this program guide, which prepares facilitators to successfully lead their MAP groups. The training module will offer facilitation tips and best practices and also walk you through the guide and answer any anticipated questions that you may have. You should have received a link to this recording in the same email that contained this guide. If you did not receive this link, please contact us at info@netimpact.org.

WHAT'S THE TIME COMMITMENT?

The time commitment is up to the Chapter Leaders who are serving as facilitators to determine, in collaboration with their fellow MAP group members. We suggest a minimum of four workshops to cover key areas such as finding your purpose, identifying your career assets, targeting your job search, and building your network. Each member of the MAP group will attend the number of agreed-upon workshops, which are designed to be offered every two weeks (your group is welcome to meet more frequently). In addition to the required time commitment to participate in the workshops, there is minimal pre-work before each workshop, which is estimated to take 30 – 60 minutes.

While the structure and content of workshops are flexible by design, MAP group members should expect to:

- **Attend 4-6 one-hour long MAP group workshops**
- **The facilitator(s) are asked to complete one program survey (after the completion of the last workshop)**

MAP groups are only successful when there is a consistent, engaged, and supportive community, so it's crucial that participants fulfill these commitments for their own benefit.



MAP FAQs

CAN ONLY MEMBERS OF MY NET IMPACT CHAPTER PARTICIPATE IN MAP?

Net Impact designed MAP for Chapter Leaders to utilize with Chapter members, and it is most likely that facilitators will recruit MAP groups through their Chapters. However, ultimately it is up to each facilitator to decide what is best for their community or school. Some facilitators may choose to engage non-Chapter members in MAP programming. Chapter leaders may want to consider how MAP could be used to engage and recruit new Chapter members by asking those interested to join the Net Impact Chapter as part of signing up to participate in MAP.

WHAT IF MORE THAN 15 MEMBERS OF MY CHAPTER WOULD LIKE TO PARTICIPATE IN MAP?

To maximize opportunities to connect and learn from each other in smaller groups, we suggest having fewer than 15 members of your Chapter in one MAP group. If more members of your Chapter would like to participate in MAP, we suggest they form a second group. Facilitators would then lead two separate MAP tracks, with each group participating in their own respective workshops. One idea is to facilitate MAP throughout the year so that different groups can participate while maintaining less than 15 members per group. Group 1 could, for example, participate during the Fall, Group 2 could participate in the Spring, and so on. Ultimately, however, it is up to the facilitators to decide what is best for their Chapter members, and facilitators may choose to lead workshops with groups that have more than 15 members.

HOW SHOULD I GET STARTED PLANNING MAP?

Step up, get your team, and get started! Here are some tips for how to kick-off planning for MAP

- **Identify and elect your MAP group facilitators.** We recommend selecting at least 2 facilitators per group.
- **Review this guide and create your plan.** Consider how you want to adjust and modify this guide to best fit the needs and interests of your Chapter.
- **Start recruiting your MAP group members.** Design a plan for recruiting members to participate in MAP and determine your plan for engaging members if more than 15 are interested in participating.



BEING A FACILITATOR

FIRST THINGS FIRST

Starting a MAP group begins with identifying strong facilitators to implement and oversee the program. Depending on your group size, we recommend at least two co-facilitators who share responsibility for the success and continued implementation of the program.

ABOUT FACILITATING

MAP facilitators tailor the activities in the program guide for their groups and essentially serve as peer coaches who help lead open, honest, authentic discussions with the MAP group. Facilitators are the main point of contact for Net Impact Central and will be asked to provide feedback at the conclusion of their MAP group.

MAP group facilitator commitments are:

- Schedule and facilitate 4-6 one-hour MAP group workshops
- [Complete the facilitator training module prior to beginning the MAP group workshops](#)
- Tailor activities and agendas for each workshop (as needed)
- [Submit a brief post-program report to Net Impact](#)

CO-FACILITATORS

If you are using the co-facilitator model, be sure to discuss how you will work together and clearly outline the roles and expectations of each facilitator prior to MAP group recruitment. It's crucial that both facilitators collaborate on the structure and activities for each session.



BEING A FACILITATOR

SUGGESTED TIMELINE

If you are in school, we understand that each campus has a unique academic schedule. Below is a general timeline that should be adjusted according to your academic schedule and also with the recruitment timeline at your school or in your community.



KEEPING THE GROUP TOGETHER

After your MAP group workshops come to an end, don't forget that you've built a powerful network and team. Your members will want to stay in touch with their trusted partners in the job search. Here are some ways you can facilitate that:

- **Keep track.** Make sure to get all your members' contact information as well as information on their new cities and roles post-graduation
- **Make it digital.** Create a group on Facebook, LinkedIn, GroupMe, WhatsApp, Signal, etc. so members can keep in touch
- **Ask the group.** Leave time in your final meeting for the group to discuss ways they would like to keep in touch
- If all members of the group are also Net Impact Chapter members, you can continue to engage through your typical Chapter channels — for example through meetings and networking events your Chapter may organize.

RECRUITING YOUR GROUP

FINDING YOUR TEAM

To recruit members of your MAP group, begin by engaging your Chapter members. You'll want to target participants who are either actively seeking an impact job or internship or plan to look for an impact job or internship in the near future. If participants know they want to make an impact through their career, but aren't exactly sure how, they may also be a good fit for MAP.

Beyond reaching out to your Net Impact Chapter members, if you're in school, we encourage you to let your campus career center know about your MAP group and see if they can recommend participants. Department listservs can also be a useful recruiting tool. To make outreach easy, we've included templates for emails and social media posts in the appendix. Additionally, here are some questions you may receive from potential participants and language you can use to answer those questions:

- ➔ **What is MAP again? MAP stands for Making a Path.** MAP groups are intended for individuals who want to make a positive impact and aren't necessarily following a preexisting career path.
- ➔ **Why should I join? The MAP group will help you:**
 - Explore your purpose and core "why"
 - Identify your core strengths, values, and personality traits
 - Focus your job search goals and priorities
 - Explore relevant roles
 - Market yourself and your skills
 - Build a lifelong network of social impact-oriented professionals
- ➔ **What am I committing to?** By joining the MAP group, **you're committing to joining the team for 4-8 weeks** depending on the number of workshops you agree to complete and how often you meet. Your group will meet for 4-6 one-hour workshops during this time. You'll develop personal job search goals throughout the MAP group. You'll have to do some pre-and post-work for some of the workshops, but this should take no longer than an hour.

KEEPING MEMBERS ENGAGED

As a facilitator, it's crucial that you keep members engaged and present throughout the MAP group. If you are having trouble with this, consider building the following structures into your group:

- **Partner up.** Use a partner model where participants must consistently meet as a pair. This may include reading and evaluating each other's work in the large group activities, or doing small group discussions as a partner activity instead. This builds accountability, since each participant will have a partner relying on them.
- **Share the responsibility.** Have each member present part of a session to build engagement.
- **Let others share.** To keep participants engaged, ensure facilitators are not the only ones speaking and encourage small group discussion, sharing-out, questions, and opportunities for more informal conversation to promote connection-building among participants.
- **Be flexible.** Alter the course of the sessions based on your members' interests and goals.

PRE-WORKSHOP PLANNING

GETTING STARTED

In advance of the first workshop, it is suggested that facilitators undertake the following steps to help prepare for the MAP program and create a welcome space for participants

- [Complete the facilitator training module](#) if you have not yet done so to reflect on the role of a thoughtful facilitator and hear advice for how to engage your participants.
- Review the MAP workshop agendas and facilitation guide and determine how you may want to modify or re-design the curriculum to best fit the needs of your community and expected participants
- Gather any materials you may need and ensure that you have copies for participants of activities from the appendix that you plan to use.



- Plan out your meeting schedule. While this may change slightly based on feedback from your participants, having a draft meeting schedule will help you plan and easily make adjustments if needed. Additionally, facilitators should confirm how your group will meet (virtually or in-person) and ensure you have set up a meeting place if needed or have decided what platform you will use to meet virtually, if that is what you choose to do.
- Reach out to participants in advance of the first workshop to introduce yourself and welcome them to the program. Consider sharing a bit about yourself — perhaps your own professional journey in social impact — to help participants get to know you. Let participants know how excited you are that they will be participating in the program and help them understand that they are welcomed and that the workshops will be a judgment-free space to discuss their respective career goals.

WORKSHOP STRUCTURE

WORKSHOP DESIGN OVERVIEW

We've provided recommended agendas for the four to six MAP group workshops. Each MAP session may include a combination of a large group activity, individual reflection, work in pairs, and small group discussion. Since you have the best grasp of your team's needs and interests, be sure to customize the program guide as you see fit.

ACTIVITIES

Each large group activity is typically followed by a discussion and reflection period. We've provided some questions to help stimulate the conversation, but you should not feel bound by them. Generally, the activity should last 20-30 minutes, followed by 5-10 minutes of discussion.

REQUIRED MATERIALS

Each workshop lists out materials needed for completing the suggested exercises. Some of these materials are tools and templates provided in the Appendix section of this guide. Others are items such as pencils, and post-it notes that it is suggested facilitators provide if they are able to do so.



SUGGESTED READINGS & RESOURCES

Each workshop includes readings or videos that are suggested for facilitators to review in advance of the workshops. It is also suggested that facilitators consider incorporating the suggested reading materials into the workshop if they feel that would be helpful to participants. In addition to the materials suggested for each workshop, facilitators are encouraged to also review [Net Impact's Career Resources](#), [Career Profiles](#), and [Jobs Board](#) and remind participants that these tools are available to them as well.

WORKSHOP STRUCTURE

SMALL GROUP DISCUSSIONS

Small group discussions (with teams of 3-5 people) are a crucial part of MAP groups. In each meeting, participants will break into their small teams to discuss their personal job searches for about 20 minutes. If you are meeting virtually through Zoom, you can use the platform's breakout rooms feature. These small groups will be designated at the outset of your MAP group and, ideally, should remain the same throughout all of the meetings so that participants form a deeper connection and can offer consistent support, relevant resources, and advice to one another. Please see our Small Group Discussion Guide and also the Job Search Goals Template in the Appendix for more details. Small Group Discussions are one of the most popular and valuable aspects of MAP groups according to past participants, so be sure to use those 20 minutes each meeting! If you have a smaller MAP group, consider making this a time for partner discussion (also a good tool to encourage attendance and accountability!).

TYPICAL AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
5	Introductions	Facilitator will kick off the session and introduce the activity for the session
25-35	Large Group Activity	Each week there is a new recommended activity to help further your job search
20	Small Group Discussions	Members will break into small groups (3-5 people) to discuss their personal job searches with the help of our Small Group Discussion Guide and Job Search Goals Template
5	Wrap-up	Answer any questions, go over homework for next time, and wrap-up

PLANNING & GOAL SETTING

GOAL

Members will get to know each other and gain insight into their job searches while creating a concrete job search plan.

EXPECTED OUTCOMES

- Gain insight into each participant's job search
- Create a plan for your MAP experience
- Commit to the number of sessions that you would like to meet for
- Form small group discussion teams and identify goals for the next meeting

SUGGESTED READING

- [11 Tips for a Career in Social Impact](#)
- [5 Tips to Land a Job in Social Good](#)

REQUIRED MATERIALS

- Writing materials for each person
- A way for all members to see the sentence starters. If in person, then a projector, whiteboard, or handouts can achieve this. If virtual, then the facilitator can share the sentence starters in a powerpoint slide by screen sharing in Zoom or Google Meets.
- Small Group Discussion Guide. Specifically, attendees should refer to the “How to Facilitate Small Groups” section of the guide.
- Personal Job Search Goals Template (Printed or accessible online — see link in Appendix)

FRAMING

The MAP group will be most effective if all members are brutally honest with themselves and each other and feel comfortable bringing forward their toughest challenges and questions. You'll set that tone in this meeting while also providing members with a tangible end-product. First, each person will share their completed exercise to give the group a sense of one another's job search. Then, you'll create a unique plan for your MAP group experience. You'll also use this meeting to remind participants of their commitment to the program.



PLANNING & GOAL SETTING

AGENDA

***Please note, since this will be the first meeting and there is more to cover, we encourage you to schedule between 1 hour and 15 minutes to 1 hour and 30 minutes.

TIME (MINUTES)	TOPIC	DESCRIPTION
10	Introductions	Facilitator will kick off the session, introduce the MAP group, and have all members introduce themselves with a quick icebreaker.
27	Completions Exercise	<ul style="list-style-type: none"> • 2 minutes: Setup • 5 minutes: Personal Reflection • 10 minutes: Sharing • 10 minutes: Discussion
1	Transition Time	
20	Small Group Discussions (Begin Personal Job search Goals Template)	Members will break into small groups (3-5 people) to plan and discuss their personal job searches. Distribute a Small Group Discussion Guide to each group. These groups will remain the same for each meeting.
10	Wrap-up	Come together as a large group to agree on the schedule for the subsequent meetings, review the homework to complete before the next session, and recommit to your obligations as participants.

FACILITATION TIPS

Since this is your first workshop as a group, you may need to play a more active role to start discussions.

Here are a few tips:

- 1 Ask follow-up questions after members speak:**
 - What surprised you about that?
 - What questions does this bring up?
- 2 Share personal anecdotes:**
 - Relate your past experiences with challenges from your group and inspire others to open up as well.
- 3 Be open, honest, and authentic:**
 - As the facilitator, you're not expected to have all the answers; in fact, it's more powerful for answers and insights to come directly from the members. If you don't know more about a certain topic or issues that are raised, see this as an opportunity to invite the collective knowledge from the group.

HOW TO FACILITATE

1. INITIAL SET UP AND INTRODUCTION (10 MINUTES)

Start by having each participant share their name and their academic year (if applicable).

2. COMPLETIONS EXERCISE (27 MINUTES)

Setup (2 mins)

In person: Have participants sit in a “U” shape if in person. Ensure all participants are able to see the list of sentence starters (you can use a projector, write on a chalkboard, or hand out a printed list).

Virtual: Ask all participants to turn on their videos if possible. Ensure all participants are able to see the list of sentence starters (you can share your whiteboard with Zoom or share a Google slide with these sentence starters.)

Facilitator’s Introduction: Please take five minutes to complete at least three of these sentence starters related to your job search and discovery:

- | | |
|--|---|
| <input type="checkbox"/> “Right now I’m...” | <input type="checkbox"/> “One thing I do know is...” |
| <input type="checkbox"/> “I’m fortunate that...” | <input type="checkbox"/> “One problem I’m having is...” |
| <input type="checkbox"/> “The hardest part of my job search is...” | <input type="checkbox"/> “[Make up your own]...” |
| <input type="checkbox"/> “I’m afraid that...” | |

Facilitator’s Instructions: After five minutes we’ll each share our completed sentences with the group to learn about where we are in our job searches. Remember, there are no right or wrong answers here—just be as honest as you possibly can. Don’t feel the need to mirror what you think other people will say, just be open.

Personal Reflection (5 minutes) – Give the group five minutes to think about and write down their sentences.

Sharing (10 minutes) – Each person in the group should share their completed sentences.

Discussion (10 minutes) – Open the floor to a group discussion

- What did you learn about yourself in developing these sentences?
- Were there any shared feelings amongst the group?
- How can you be a resource to the rest of the group?
- What questions did this bring up for you?
- How can the MAP group help you answer those?
- What would you like to get from the MAP group?

3. SMALL GROUP DISCUSSION (20 MINUTES)

Break into your small discussion groups.. After making introductions in your groups take 10 minutes to start drafting your Personal Job Search Goals Template. In the small group sessions to follow, you'll each be checking on your progress on these areas. After the first ten minutes, start sharing your ideas and identify things you need to develop on this sheet before the next session. Refer to the "Small Group Discussion Guide" for future tips on rotating facilitators for small groups.

4. SET UP THE SESSIONS TO FOLLOW (10 MINUTES)

After your small discussion groups, come back together. Ask members to think about how to make their MAP group successful. How can they be a resource to others? What did they decide they would like to get out of the MAP group? Take this time to remind your group that to accomplish these goals, everyone needs to commit to attending all sessions and to complete the relevant pre- and post-work.

HOMEWORK

- Complete *Find Your Purpose* Activity (Appendix)
- Read "[How to Write a Personal Mission Statement](#)" (Indeed)



FINDING YOUR PURPOSE

GOAL

Participants will gain more clarity around the issues and type of work that gives them a sense of purpose.

EXPECTED OUTCOMES

Participants will begin to outline how they can fulfill their purpose using their skills, strengths, and natural talents.

FRAMING

A key element to productivity and job satisfaction is working on issues you're passionate about and that give you a sense of purpose. However, we rarely take time to think through what those passions are, let alone map out how we will pursue those interests. This workshop will begin to set you on that path.

SUGGESTED READINGS

- Success Stories (Appendix)
- [How To Turn Your Passion for a Cause Into a Career](#)

REQUIRED MATERIALS

- Each member should complete the Find Your Purpose Activity prior to the meeting(see Appendix). Please note there are two versions of the Find your Purpose Activity - one for MAP participants who have some professional experience already, and another version for those who are starting off in their professional journey with limited past experience.
- Each member should read, "[How to Write a Personal Mission Statement](#)" (Indeed)

AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
5	Introduction and Check-In	Facilitator will kick off the session and have all members check-in with a quick icebreaker.
1	Transition Time	
36	Small Group Discussions	Members will break into small groups (3 people) to share their reflections on their purpose activity and respond to probing questions.
1	Transition Time	
10	Individual Reflection	Members will begin drafting their mission statements.
10	Wrap-up	Answer any questions, review the homework to complete before the next session, and conclude.

HOW TO FACILITATE

1. INTRODUCTION (5 MINUTES)

Check-in: Ask everyone to share how their week is going. They can share one rose (high point) and one thorn (challenge/low point).

Facilitator's Introduction: Now that we've completed the Find Your Purpose activity, everyone will have the opportunity to dive a bit deeper into some of the insights and "aha" moments that might have emerged. In small groups, those that are listening will reflect back powerful questions that are meant to be helpful not only for the person who is sharing but for everyone else in the group since this is a collective learning experience.

2. SMALL GROUP DISCUSSION (36 MINUTES)

Participants should split into groups of 3. In the groups, each person will have up to seven minutes to share what they discovered in response to each question in the purpose activity. Use this time to share about at least one peak, one valley, key themes that feel alive for you, and pivotal action steps that you took to move from valley to peak.

After the person finishes sharing, the other two members will have five minutes to ask probing questions that will aid the person who shared in arriving at deeper insights.

Think about these questions:

- What decisions were particularly tough to make?
- What strengths or gifts did you discover about yourself through these peaks and valleys?
- What did you learn about what motivates you as you moved through each action step?
- What did you learn that was surprising about the key themes that emerged for you?

Note: *If there is an odd number of people, then you can create a combination of groups of 3 and also pairs. The people in pairs will have more time to explore each other's purpose activity.*



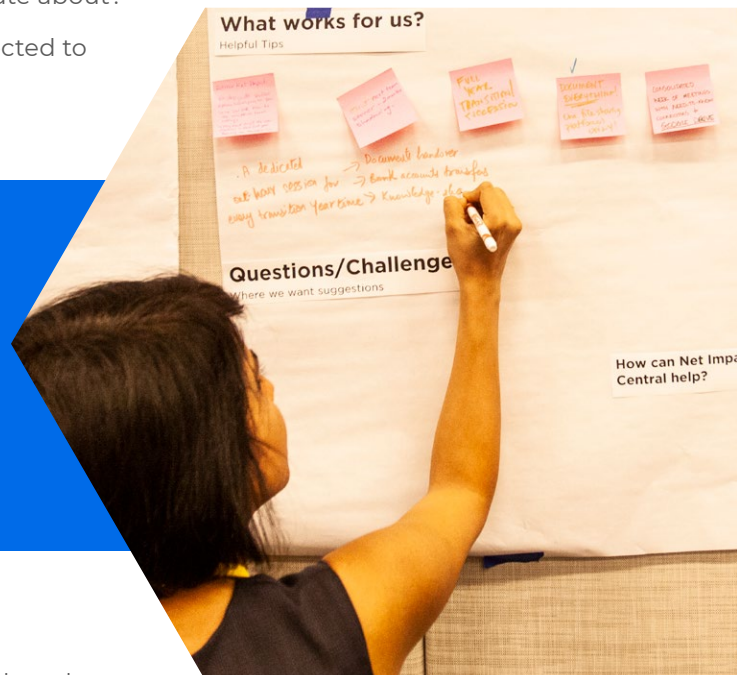
FACILITATION GUIDE

3. INDIVIDUAL REFLECTION (10 MINUTES)

Ask everyone to begin drafting their mission statements based on what they've learned about their passions, skills, and gifts thus far and explain that they will have the opportunity to continue building on this mission statement in a subsequent session. To help guide participants, you can ask them to reflect on:

- What's most important to them and what are they passionate about?
- What or who do they most value and how is their life connected to these people or things?

You can share a few draft mission statements from [*How to Write a Personal Mission Statement*](#) for inspiration.



4. WRAP-UP (10 MINUTES)

Reconvene as a group to discuss any questions or additional insights, share updates from Personal Job Search Goals Template, and review the homework for the next session.

HOMEWORK

- Continue updating your Personal Job Search Goals Template (Appendix)
- Skim through the entire “Building Your Career Asset Inventory” section so that you are prepared to complete the worksheet component during Workshop 3 (Appendix)

YOUR CAREER ASSETS INVENTORY

GOAL

Participants will take stock of their core assets, including their skills, strengths, values, and experience.

EXPECTED OUTCOMES

- Develop a new vocabulary to describe your skill set, with the ability to match it with the jobs that you are most interested in.
- Develop a record of your skills, strengths, values, training and accomplishments that you can draw from for all of your job search collateral, from your resume and cover letter to interview stories and networking introductions.

SUGGESTED READING

- *Building Your Career Asset Inventory* (Appendix)

REQUIRED MATERIALS

- Writing materials for each person
- *Building Your Career Asset Inventory Worksheet* (Appendix)

OPTIONAL READINGS AND EXERCISES

- [Find Your Top Five Character Traits](#)
- [How to Play to Your Strengths](#)

FRAMING

Each asset category — skills, values, strengths, experiences — is integral for finding the right career fit. You might be clear on issues that you are passionate about and want to work on, but without self-awareness of these key areas, you won't be able to identify and apply for the right type of role within this issue area. This workshop is designed to increase that awareness to sharpen your focus on the internship or job search.



YOUR CAREER ASSETS INVENTORY

AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
5	Introduction and Check-In	Facilitator will kick off the session and have all members check-in with a quick icebreaker.
25	Career Asset Inventory Exercises	Complete the “Skills”, “Personality Traits”, and “Core Values” sections.
1	Transition Time	
20	Small Group Discussions	Members will break into small groups (3-5 people) to discuss their skills, personality traits, and core values.
5	Wrap-up	Answer any questions, review the homework to complete before the next session, and conclude.



HOW TO FACILITATE

1. INTRODUCTION (5 MINUTES)

Check-in: Ask everyone to share how their week is going by reflecting on the following question, “How is your internal weather this week?”

Facilitator’s Introduction: Finding the right job is not easy, but the first step is to take stock of what you have to offer. Through today’s exercise, you’ll be doing just that. You’ll have the opportunity to reflect on and identify your skills, personality traits, and core values, and then discuss these in pairs or smaller groups.

2. CAREER ASSET INVENTORY EXERCISES — INDIVIDUAL WORK (25 MINUTES)

Self work: Take about 3 minutes to review the list of skills, personality traits, and core values provided in the Career Asset Inventory Worksheet. Keep in mind that these are only suggestions to help you get your juices flowing. After reviewing the lists, use the rest of this time to respond to the reflection questions focused on these three areas—skills, personality traits, and core values. If you have time remaining or would like to explore later, you can also reflect on the questions focused on needs, hobbies, accomplishments, goals, etc.

3. SMALL GROUP DISCUSSIONS (20 MINUTES)

Depending on the number of participants, either break into pairs or groups of 3 to share responses to the worksheet questions.

Facilitator Instructions for Small Group Discussions:

- Take 3-5 minutes each to share more about one or two of your skills, personality traits, and core values.
- Share why you value your skills, how these personality traits can benefit a team or organization, and how one of your core values has shaped your interest in social impact work.
- After each person shares, the group will have about 3 minutes to reflect back what they heard and add additional ideas or suggestions around the kind of work that might be aligned with this person’s assets.

4. WRAP-UP (5 MINUTES)

Answer any questions from the group and discuss the homework.

HOMework

- Update Your Job Search Goals Template
- Before the next meeting, participants should build out a list of 15 target companies from the Get Focused, Get Results sheet in the Appendix. You can check out the [Net Impact Job Board](#), the [“Resources” section of the Net Impact Corporate Interview Toolkit](#) and also search on LinkedIn for ideas for different kinds of roles within social impact

GOAL

Participants will identify and articulate the key sectors, roles, and organizations they are most interested in for their next job.

EXPECTED OUTCOMES

- Discuss the completed Get Focused, Get Results job targeting exercise
- Identify job search goals to complete before the next meeting

FRAMING

Definitions of “career success” vary from person to person—one person’s dream job may be another person’s nightmare. This activity will help you understand your personal priorities and help you plan how you can integrate them into your next role. Getting clear on these goals now will set members up best for the networking and marketing work to follow.

SUGGESTED READINGS

- Guide to Having Good Conversations (Appendix)
- Success Stories (Appendix)
- [How to Find Your Dream Impact-Driven Job](#)
- [Sustainable Business Job Search Resources](#)
- [Net Impact Corporate Interview Toolkit](#)

REQUIRED MATERIALS

- Each member must complete and bring in the Get Focused, Get Results job targeting exercise (Appendix)



TARGETING YOUR SEARCH

ADDITIONAL/ALTERNATE ACTIVITY

If you enjoy this activity and need more work identifying job targets, you should consider the Career Search Criteria Worksheet exercise in the Appendix.

AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
1	Introductions	Facilitator will kick off the session and describe the format and goals for the meeting.
20	Job Targeting Discussion	This exercise will help members identify the type of impact they would like to make through their careers. The facilitator will guide the activity and group discussion.
15	Informational Interview Prep	Members will craft questions and receive feedback.
1	Transition Time	
20	Small Group Discussions	Members will break into their small discussion groups, share their progress on the goals they identified in the previous meeting, and set new targets for the following meeting.
5	Wrap-up	Answer any questions, review the homework to complete before the next session, and conclude.

HOW TO FACILITATE

Facilitator's Introduction: Now that we've completed our "Get Focused, Get Results" worksheets, we're going to take some time to discuss our work and identify next steps. We'll also prepare for informational interviews.

1. JOB TARGETING DISCUSSION (20 MINUTES)

For larger MAP groups, you may need to split into two or three groups to encourage a more personalized discussion. Have each member share their worksheets, including the top roles, sectors, and issues listed. Everyone should share questions that came up, issues they ran into, and whether or not they're looking to do additional research through informational interviews. Encourage team members to offer advice, possible solutions, and potential introductions to relevant contacts.

To stimulate discussion, have the groups consider these questions:

- What did you find surprising?
- What decisions were particularly tough to make?
- Are there any boxes that you are still undecided on? What information do you need to fill them in?
- Is there anything you'd like help with?

2. CRAFTING INFORMATIONAL INTERVIEW QUESTIONS (15 MINUTES)

Informational interviews are helpful tools to learn about the issues and industries you're targeting, gain a realistic picture of the challenges associated with the job, and discover insights from relevant career paths.

Part 1. Personal Reflection and Brainstorm (5 minutes)

Take five minutes to think about aspects of the interests you've outlined that could benefit from an insider's point of view. What are some things you're still on the fence about? What areas do you want to learn more about? Try to write down at least 10 relevant questions you could ask during an informational interview.

Part 2. Sharing and Input (5 minutes)

Now share your topics and questions with one or two people sitting around you. Give feedback to each other to strengthen the questions. Each person should try to have at least five strong questions. Remember: the best informational interview questions are specific, relevant, and unique. The answers should not be ones you can find through an internet search.

Part 3. Next Steps (5 minutes)

Now that you've outlined strong questions focused on the issues you care about, you need to make sure you put them to use. Make a list of 3-5 people you will reach out to before the next session for informational interviews. You can ask your fellow MAP group members for referrals to relevant people.

3. SMALL GROUP DISCUSSIONS (20 MINUTES)

- 15 minutes: In small groups of 3 or 4, ask members to share their progress on their Goals Template, any challenges they're experiencing, and also any small victories. Members can also use this time to soundboard the challenges and share ideas.
- 5 minutes: Members update their goals or create new goals for the remainder of the MAPs workshop series and beyond.

4. WRAP-UP (5 MINUTES)

Answer any questions from the group and discuss the homework.

HOMEWORK

- Review the Positioning Statement Exercise so you're prepared to dive into creating your pitch in Workshop 5 (Appendix)



GOAL

Members will craft their elevator pitch to help them reach out in the job search process and get clear on their goals.

EXPECTED OUTCOMES

- Draft personal positioning statements

SUGGESTED READING AND VIDEOS

- [How Great Leaders Inspire Action](#) (TED Talk by Simon Sinek)
- Positioning Statement Exercise — Appendix

OPTIONAL READINGS AND VIDEOS

- [11 Inspiring Examples of Social Entrepreneurs Pitching their Social Ventures](#)
- [Crafting an Elevator Pitch](#)
- [How to Write a Personal Mission Statement](#) (Live Bold and Bloom)

REQUIRED MATERIALS

- Writing materials for each person
- Positioning Statement Exercise — Appendix



FRAMING

Having to identify yourself, your strengths, and your goals is tough as it is, more when you need to distill it down into a 45-second pitch. Through this exercise, participants will do just that. It will not only prepare them for future networking but will also help them get clear on themselves and their goals. Working through these pitches with a partner also helps members as they continue getting to know one another.

AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
5	Introductions	Facilitator will kick off the session and describe the format and goals for the meeting.
30	Positioning Statement Exercise	Participants will work individually and in pairs to create and revise their position statements.
1	Transition Time	
15	Small Group Discussions	Participants will popcorn share their position statements to get practice and receive additional feedback.
5	Wrap-up	Answer any questions, review the homework to complete before the next session, and conclude.

HOW TO FACILITATE

Facilitator’s Introduction: Having to identify yourself, your strengths, and your goals is tough as it is, much less when you need to distill it down into a two-minute pitch. Through today’s exercise, you’ll be doing just that. You’ll have individual time to work on your personal positioning statements—quick elevator pitches that we can use to describe ourselves externally. Then we’ll be partnering off to share our statements and get constructive feedback.

1. POSITIONING STATEMENT EXERCISE (30 MINUTES)

Part 1. “Tell Me About Yourself” (10 minutes)

Revisit the “Tell me about yourself” exercise in the Appendix and jot down your “what”, “why”, and “how”, using the suggested framing for a general statement or a statement that is tailored for a specific role with a company or organization. After you’ve jotted these down, bring them together into one statement.

General

What: What is it that you care about?

Why: Why do you care about this issue? Why should other people care?

How: How are you impacting this issue? How have your skills, experiences, and achievements prepared you to work on this issue?

Job or Internship

What: What brings you to this opportunity? What is it that you care about?

Why: Why do your background (skills, achievements) make you a good fit for this role?

How: How does this company/organization stand out/How does it align with your values and career objectives?

Part 2. Sharing Draft Position Statements in Pairs (10 minutes)

Facilitator: Take 5 minutes to each read your two-minute statement draft to your partner, and give your partner time to provide feedback. When listening to your partner’s pitch, keep track of time and make sure the pitch isn’t longer than 2 minutes. Also listen for the following:

- Did your partner answer the “what”, “why” and “how”?
- Is the information clear and concise?
- Is it clear what their goals are, and is there a clear next step in terms of what the person is looking to achieve?

Part 3. Individual work to revise pitch (10 minutes)

Facilitator's Instructions: Reflect on and integrate any helpful feedback and write the second version of your statement.

2. SMALL GROUP DISCUSSION (15 MINUTES)

Invite a couple of participants to share their two-minute pitch. After a few people share, you can discuss these questions:

- Were there any challenges to writing these pitches? What do you need to go home and work on?
- Was there anything you were trying to explain in your pitch that you did not yet know the answer to?
- If so, how can you delve deeper into these areas using what you've discovered about yourself through your assets?

3. WRAP-UP (5 MINUTES)

Discuss any questions and note the homework for the next workshop.

HOMEWORK

- Read "Reaching Out: Networking" (Appendix)
- Think about and prepare your "ask". You will be sharing your "ask" in the next workshop.
 - Write down a short statement of something you need.
 - Your "ask" should be related to your career exploration or job search—make sure your ask is relevant and timely. For example: "I would like an introduction to someone who works in marketing at Whole Foods," or "Who is the best person in the Career Center to talk to about internships in social entrepreneurship?"
 - You can ask for anything within the capacity of a typical human being—a physical object, an intellectual resource, an introduction to a person or a company, etc. The only thing off-limits is asking for money. The more specific and concrete the ask, the easier it will be for others to help.
- Read some of the resources on Net Impact's "[Tips for Informational Interviews](#)"

GOAL

This session will enable members to see one another as resources for their impact job search and best prepare to tap their personal networks.

EXPECTED OUTCOMES

- Participants will offer and receive tangible solutions to issues they are grappling with
- Participants will view one another as resources for the job search
- Participants will understand the value of networking as a mechanism for enhancing the ways in which they can make an impact through their career path.

SUGGESTED READING AND EXERCISES

- Reaching Out and Networking (Appendix)
- Net Impact's "[Tips for Informational Interviews](#)"

RECOMMENDED READING

- [7 Ways to Develop Your Networking Super Power](#)
- [Learn to Love Networking](#)
- [Surprising Tips for Networking and Changing the World](#)

FRAMING

Contacts and networks are extremely powerful in the job search—but to realize the full value of your network, you have to know to ask. This exercise is designed to help illustrate:

- The power of your network for job search resources and support
- How you ask makes a difference
- MAP group members are strong resources for the job search

MATERIALS

In person:

- Thin black markers (one per person)
- One (3" x 3" or larger) yellow Post-It Note pad (enough for one Post-It per person)
- Two (similarly-sized) Post-It Note pads of a different color (enough for 5-10 Post-Its per person)

Virtual: Use multiple Google Slides with post-it notes. This [Google Slide template](#) has post-it notes ready to use.



AGENDA

TIME (MINUTES)	TOPIC	DESCRIPTION
5	Introduction	Facilitator will kick off the session and describe the format and goals for the meeting.
16	Needs and Requests	Participants will work individually to develop their “asks” and then read each other’s “asks”.
1	Transition Time	
15	Group Discussions	Participants will popcorn share their position statements to get practice and receive additional feedback.
10	Individual Reflection	Participants will reflect on what they want to focus on in the next three months and write their next steps.
10	Closing	Popcorn sharing of three-month plans.
5	Wrap-up	Answer any questions and discuss ways to stay connected.



HOW TO FACILITATE

Facilitator's Instructions

In person: Hand out materials; everyone should receive:

- 1 marker
- One yellow Post-It Note
- 5-10 Post-It Notes of a different color

Virtual: Use multiple Google Slides with Post-it Notes. Assign one slide to each participating member and write their name as the title of each slide.

The following directions are designed to be read aloud to participants during the exercise:

1. NEEDS AND REQUESTS (16 MINUTES)

Part 1. Write down your ask (1 minute)

In person: Write down the “ask” that you developed in your pre-work on a yellow Post-it Note, write your name on the bottom of your note, and put it on the wall (not too close to other Post-it Notes).

Virtual: Each member should write their “ask” in their assigned Google Slide.

- As a reminder, your “ask” is a short statement of something you need, and it should be related to your career exploration or job search. Make sure your ask is relevant and timely. For example: “I would like an introduction to someone who works in marketing at Whole Foods.” Or: “Who is the best person in the Career Center to talk to about internships in social entrepreneurship?”
- You can ask for anything within the capacity of a typical human being — a physical object, an intellectual resource, an introduction to a person or a company, etc. The only thing off-limits is asking for money. The more specific and concrete the ask, the easier it will be for others to help.

Part 2. Offer your help to others (15 minutes)

- Now, walk around and take a look at each person's asks. If virtual, read through all of the asks in the Google slides.
- Once you've had the chance to read the asks, using the other colored Post-it Notes, write down your ideas/recommendations/suggestions to the ones you feel you can be the most helpful. Stick your answers near the appropriate asks.
- Keep in mind that responding to someone's ask is the equivalent of making a commitment to help — don't respond to more asks than you feel capable of following through on (note: you don't need to use all ten Post-its), and don't offer anything that you aren't actually able to provide.
- Write your name and the best way to get in touch with you on your response so the person asking can follow up with you later.

2. GROUP DISCUSSION AND REFLECTION (15 MINUTES)

- Take a look around the room. Notice the different number of Post-its around each ask.
- Are there any commonalities among the asks that received many responses?
- How about among the asks that received only a few responses?
- What did you learn about asking?
- What about the type of asks that are most effective vs. not as effective?
- Are there any common challenges within the group?
- Allow members to collect their asks with the accompanying offers or answers, and encourage them to follow up with each other on the issues they asked about.

3. INDIVIDUAL REFLECTION (10 MINUTES)

This is the last workshop in the series. Take some time to reflect on what you've learned and what are your next steps:

- What kinds of jobs or sectors do you want to explore or learn more about?
- What skills do you want to further develop? What new skills do you want to grow?
- Who do you want to have a conversation with? What are your steps to make this happen?
- Where would you like to be three months from now? What steps can you put in place to get there?
- What did you learn through this exercise about how you can use your network and networking to expand the impact you can have through your career?

4. CLOSING DISCUSSION (10 MINUTES)

People can use this time to share their three-month plan in the larger group. There might not be enough time for everyone to share. Invite everyone to email their three-month plan to the group.

5. WRAP-UP (5 MINUTES)

Discuss any questions. Participants can also use this time to formalize ways to stay connected through social media or informal group gatherings. Remind participants of ways to connect and network as well through LinkedIn, and encourage them not only to connect via LinkedIn with one another, but to join groups, such as the [Net Impact group](#), that can help them expand their network.

POST-PROGRAM REPORT & REFLECTION

REPORT

Once you have completed the MAP workshops with your Chapter, [submit your program report to Net Impact](#). All program reports must be submitted by June 15 of each year. In order to qualify for 200 Gold Points for Chapter, you must have completed at least four of the six MAP workshops and successfully submit a final report. Even if you only complete a few works, please complete the report so we know. If you plan to facilitate multiple sessions of MAP throughout the year, please only submit one report that summarizes outcomes cumulatively once you have finished facilitating the last session.

[Submit Post-Program Report ▶](#)



REFLECTION

In addition to submitting a program report to Net Impact, it may be helpful for you to reflect more on the experience of serving as a MAP facilitator. Questions you may wish to consider asking yourself as part of your reflection process:

- **What did you learn about yourself through serving as a facilitator?**
- **What were your areas of strength as a facilitator? What are areas where you feel you may have some growth or improvement needed?**
- **What MAP exercises seemed to most resonate with your participants?**
- **What MAP activities seemed less helpful to participants? How might you modify or improve upon this activity if you were to lead MAP again?**
- **What is your biggest takeaway from serving as a MAP facilitator?**

SMALL GROUP DISCUSSION GUIDE

FRAMING

The job search isn't easy, and it often feels very isolating. Despite how it may feel, other participants have more in common with you than you think, and they can be valuable resources in your job search. These small group discussions are designed to:

- Help participants identify where they are in the job search process
- Give participants a regular forum for support and advice on how they can further themselves in the job search process
- Provide participants with accountability during their job search - each member share what they have accomplished that week in their Personal Job Search Goal Template (See link in Appendix).

FACILITATING SMALL GROUPS

Small discussion groups should be composed of 3-5 members from the MAP group, with a designated facilitator. If you have a large MAP group, the size of the small groups should be determined by the amount of time you have allotted for small group discussions each week; ensuring each person has at least 5 minutes to share and receive feedback from the group. For example, if you only have 20 minutes for the small group discussion, you should plan to have no more than 4 people in each group. Alternatively, if your MAP group consists of close to 5 people in total, you may need to restructure the framing of these small groups to be just the “job search check-in” component of your overall group conversation, or as a partner activity. The small group facilitator is responsible for guiding the discussion, keeping time, recording each person’s goals for the week, and bringing this list to the following meeting. The MAP facilitator can also be the facilitator for a small group, or you can choose to have separate facilitators for the small groups. The small group facilitators can rotate from meeting to meeting or can remain consistent through all meetings.

HOW TO FACILITATE

1 Gather the group in a circle:

- Have each person’s most recent Personal Job Search Goals Template (see Appendix).
- Be sure you divide time appropriately so each person has the same amount of time (at least 5 minutes a person)—keep your eye on the clock.
- You will start with one person, go through the following steps, and move on to the next person until everyone has shared.



SMALL GROUP DISCUSSION GUIDE

2 As the facilitator, consider asking your group the following questions:

- Where do you find yourself in the job search process?
- When you completed the homework assignment, what stood out to you as something that you identify with?
- What are some challenges you're experiencing or questions coming up for you?

Example: I know I really value making an impact in my job and want to use my creativity and strong communication skills in my role. I'm not sure what field that will lead me to, so I'm in the exploring stage. I'm finding it difficult and overwhelming to narrow it down into a career path let alone a concrete job. I haven't done much research on this, but I don't even know where to start!

3 As the facilitator, consider asking these questions to inspire the sharing of knowledge, perspective, experiences, and insights from your group:

- After listening to your peers, is there any relevant advice, best practices, resources, or tips coming up that you'd like to share?
- After listening to your peers, did you recall any similar experiences or personal stories that might be valuable to share here?
- We also invite you to share specific resources that can support your peers with their challenges and questions. These resources can come in many forms, including helpful contacts, suggested online courses and certifications, specific networking and meet-up groups, and upcoming social impact events and conferences.

4 As the facilitator, work with your group to set any useful goals that will help your small group have the most valuable experience. In addition, members should be encouraged to begin thinking about their individual goals. You can lead this process by asking:

- Based on group feedback as well as the process overview, what specific goals do you think make sense to focus on and achieve before the next meeting?
- What are individual goals that might be helpful to focus on and achieve in the next week to further your social impact career exploration? How can the Job Search Goals template (Appendix) support you? Who or what will help you to be accountable to these goals?

Example: Before the next meeting, I'll read a few Success Stories (see Appendix) to familiarize myself with career pathways for social impact work. I'll also contact Joe's friend and see if she is willing to grab coffee to talk about her career search since she had a similar experience and found a great job.

Each facilitator should repeat steps 1 - 4 for their small group. After the meeting, the facilitator should email any group goals to the group and bring the list to the next meeting.

OUTREACH TEMPLATE: SAMPLE EMAIL

<<Salutation>>,

The <<Name of School>> Net Impact Chapter is thrilled to announce an awesome new program, MAP (Making a Path), which will give you the support, tools, and structure needed to begin or transition into a career in social impact. Whether you're currently seeking a job or internship, planning to start your search soon, or are just figuring out what you want your impact career to look like, our MAP group will help you get going.

Through a series of 4-6 meetings, you will:

- Target the sectors, roles, and organizations that you're most passionate about;
- Build your network while also honing your networking skills with a team of 5-10 other students as a resource;
- Craft an effective pitch statement that you can deliver at job interviews or other networking events;
- Identify your skills, talents, and other strengths that are aligned with your career goals;
- Hold yourself accountable to personal goals to further your job search process.

If you are interested in joining our MAP group, please contact <<Facilitator Name>> at <<facilitator email>> by <<date>>.

We look forward to working with you!

<<Your Name>>

EXAMPLES: SOCIAL MEDIA POSTS

TWITTER/FACEBOOK

Desire a #social impact job but don't know where to start? Join our Net Impact MAP (Making a Path) group to get on the right path today!

Want to do good work? Join our Net Impact MAP (Making a Path) group to discover your #social impact job today!

Our Net Impact chapter is now offering a new program called MAP (Making a Path) that will help you chart the path to your social impact job. Join today!

SUCCESS STORIES

ARTICLES:

- [A Corporate Citizenship Career Driven by Service Learning](#)
- [A Winding Path Into Nonprofit Consulting](#)
- [Sourcing a New Career Path in Sustainable Supply Chains](#)
- [Finding Her Place In Education, Nonprofits, and the Writing Life](#)
- [A Business Development Manager Finds Her Missing Piece in Nonprofits](#)
- [Delivering Scalable Sustainability at the USPS](#)
- [For Social Entrepreneur, There's No Sugarcoating the Need for Hard Skills](#)
- [Putting Political Strategy Skills to Work in Retail Sustainability](#)

VIDEOS:

- [Social Impact Career Stories](#): Interviews with social impact professionals sharing their guidance and advice for those who wish to engage in a career related to impact investing, nonprofit management, and other fields.
- [Advice from Impact Professionals](#): Short videos containing advice from professionals on topics such as, networking if you are an introvert, planning for your future, building relationships in corporate social responsibility, and more.



WORKSHOP 1 EXERCISE: JOB SEARCH GOALS TEMPLATE

[Job Search Goals Template](#)

WORKSHOP 2 EXERCISE: FIND YOUR PURPOSE

This exercise is adopted from *Moving Worlds: “[Career Change to the Social Impact Sector.](#)”*
You’ll need a pen, paper, and 20 minutes. Respond to the prompts below using a timeline format

➔ **VERSION 1:** **For MAP Participants who have previous professional experience**

PEAKS:

What are 3-5 times in your work where you felt most alive and energized? Who were you working on behalf of, who were you working with, and what type of work were you doing? What did you notice about your skills, strengths, and natural talents during these peak times?

Take 1 minute to write about each of these experiences.

VALLEYS:

What are 3-5 times in your work where you felt most depleted? Who were you working on behalf of, who were you working with, and what type of work were you doing?

Take 1 minute to write about each of these experiences.

THEMES:

What themes do you notice in the work that made you feel the most fulfilled and energized? What themes do you notice in the work that made you feel the most depleted? Themes can look like specific types of work, such as “content writing,” or they can be more general, such as “working directly in communities” or “connecting people with resources.”

MOVEMENT:

What actions did you take that moved you from one stage to the next? Focus on the times you went from valleys to peaks (and vice versa) and what you can learn from those transitions.

VERSION 2:

For MAP Participants who are starting off in their professional journey with limited past experience

WHAT INSPIRES AND ENERGIZES YOU:

When you think about the kind of professional career you would like to have, what experiences would make you feel most inspired and energized? What does your ideal work environment look like and who would you most want to serve through your work? Consider a time when you used your skills to help solve a challenge, whether through your school work, an internship, or another situation — how could you apply these skills to a career in social impact? How might your skills, strengths, and natural talents connect with your ideal career path?

Take 1 minute to write about what you are envisioning.

WHAT DEPLETES YOU:

When you think about the kind of professional career you would like to have, what experiences would you most find to be mentally depleting, or tiresome? What would be the worst kind of work environment for you in terms of your interests and skills? Do you recall a time when you engaged in a project or activity that did not resonate with you? What was it about that experience that was negative for you and how might you learn from it to consider what careers that are perhaps not the best fit for you, given your interests and skills?

Take 1 minute to write about what you are envisioning.

THEMES:

What themes do you notice in the work that would make you feel the most fulfilled and energized? What themes do you notice in the work that would make you feel the most depleted? Themes can look like specific types of work, such as “content writing,” or they can be more general, such as “working directly in communities” or “connecting people with resources.”

WORKSHOP 3 EXERCISE: CAREER ASSET INVENTORY

This exercise is adopted from Laura Paradise, Paradise Coaching.

Building Your Career Asset Inventory

Before you look for your ideal impact job, it's important to take stock of what you offer, what you want in a job, and what you need to learn to get the job you're after. So, the first step of a career search is creating a Career Asset Inventory. Your Career Asset Inventory is a record of your skills, strengths, values, training, and accomplishments. You will draw from this inventory for all of your job search collateral, from your resume and cover letter to interview stories and networking introductions.

IDENTIFYING YOUR SKILL SET

You're about to start using a new vocabulary to talk about yourself: your SKILL SET. Talking about skills is not one size fits all. As you will see when you apply for jobs and network, you will find that your ability to talk and write about your skills in an employer's language is critical to getting in the door for an interview.

You are going to get better and smarter about the way you describe your skill set, often using the vocabulary you find in job postings. (You will learn that the language for talking about very similar skills can vary from one industry to another; part of your job as a job seeker is to use that language when talking and writing about your skills.)

Employers focus on three different types of skills:

- 1 Job-doing skills** – these are the skills that demonstrate that you can perform the daily duties and responsibilities of a specific job. For example, if you're working on legislation, you need to be able to **understand and evaluate laws**. If you are developing a website, you need to be able to **write code**.

There is another distinction that is frequently mentioned when referring to job-doing skills: hard and soft skills. The distinction here has to do with describing the impact of the skill (which is essential when you are working on your resume and when you are interviewing). Hard skills lend themselves more readily to demonstrating a measurable impact (**writing grants** that raise \$1 million), while soft skills are not easy to quantify (**mentoring students** to prepare for presentations).

APPENDIX

- 2 Fitting-in skills** – these skills, personality traits and values show you can work with people and get along. These skills include qualities like **thoughtfulness, integrity, having a strong work ethic, and capabilities such as decision making, being supportive, or being a good listener.**

Another aspect of fitting-in skills relates to organizational culture and values. You will find that you are drawn to companies that stand for values that align with your values; similarly you will be most comfortable working with others who share a similar work ethic. Examples of core values include sharp-wittedness, inclusivity, participatory, and adaptable.

- 3 Transferable skills** – these are skills that you do well and can apply to a position even when you are transferring into a new field or industry. These can be hard and soft skills. This category is super important because many skills are not specific to one industry yet they are useful in many roles. Examples include **critical thinking, researching, organizing and teamwork.**

Why is articulating your skill set so important? Because skills are the muscles you apply to get a job done and to get along with others. Skills are the tools and knowledge you use to make a difference. Like muscles, you will develop strengths and areas of expertise. You will also notice that some areas are not as strong nor as easy for you to develop. That's okay. You have your own unique skill set. (You will get to talk about strengths and weaknesses when you interview. More in Section 4.)

Career Asset Inventory Worksheet

Step one of your job search is to take stock of what you offer **right now.**

You'll use your Career Asset Inventory in numerous ways:

- To determine which assets you want to use and develop in your career
- When creating resumes, cover letters, and LinkedIn profile content
- To inform your networking conversations
- To develop interviewing stories

As you fill out this worksheet, *do not limit yourself to paid work experience. Draw on experience from school projects, volunteer activities, internships, projects, community activities, and more.*

There are examples of skills, personality traits and core values on the following pages to help you find language that fits what you know how to do and what makes you great to work with. As you look at job postings and review company websites, you will revise and add to your inventory using the career vocabulary of your target employers.

APPENDIX

Begin building your inventory using these prompts and the lists of skills, personality traits, and core values:

- 1. Skills*¹:** What skills do you have that you enjoy using, and that would make you a good employee or coworker? **Choose 10 or more job-doing skills that you value.**
- 2. Personality traits*:** Name positive qualities that would inspire confidence and trust in a manager or co-worker. Include qualities that show your interpersonal skills. **Choose five personality traits that communicate your ability to work well with others.**
- 3. Core values*:** Think about what values inspire how you work with others, your work choices, and standards you set for your work. Values are important to name when talking about yourself, showing your compatibility with work culture and mission-driven organizations. **Choose three core values that represent what matters most to you in your work or where you work.**
- 4. Needs/problems/issues you enjoy working on:** Describe the types of problems, including people problems, data analysis, technical problems, political issues, etc.
- 5. Hobbies and Interests:** How do you like to spend your time? What captures your attention? List areas that interest you and get your attention.
- 6. Accomplishments:** What have you done that you're proud of? From starting a club in high school to turning out voters on election day, list your accomplishments. Always include the context because it's easy to forget as the list gets longer.
- 7. Awards and Extras:** Put down all the times when you got recognition. Include examples of when someone praised you for a job well done. You will want to refer to those compliments when you are interviewing.
- 8. Goals:** Even if you don't know your career goal, you probably have goals that motivate you. Maybe you want to learn how to write grants or write in code, maybe you want to be a better public speaker or a better decision maker. Maybe you want to help find a solution to the emerging homeless crisis or climate change. Goals help communicate who we are and what's important to us. Write them down!

¹ Before filling in these sections, go to lists for skills, personality traits and core values on the following pages of the Appendix.

APPENDIX

Skills List (Worksheet)

Follow this process to identify skills you want to include in your Career Asset Inventory.

- 1 Review the list of Action Words in each Skill Category.** Check off the skills that you have used.
- 2 Double check those that you enjoy using.**
- 3 Triple check those that you feel confident about using.** The double and triple checked skills should go into your inventory.
- 4 For each action word you select, add a context and purpose.** For example, if you checked off Organizing Events, then add “to engage students in learning competitions.” Adding the who and what will help jog your memory or something like that.



Later on, you will edit some of your skill language to match the career vocabulary in job postings you're pursuing (Section 2, resumes and cover letters).

You will also draw from the Asset Inventory to craft interview responses (Section 4), separate hard from soft skills, and develop networking introductions (Section 3).

Right now, dive in and see what's in your skill set!

APPENDIX

Action Words/Skills

Note that these skills categories align with the most commonly sought out job skills.

ORGANIZATION/DETAIL SKILLS

APPROVED	EXECUTED	ORDERED	ROUTED
ARRANGED	FILED	ORGANIZED	SCHEDULED
CATALOGED	GENERATED	PREPARED	SCREENED
CATEGORIZED	IMPLEMENTED	PROCESSED	SUBMITTED
CHARTED	INCORPORATED	PROVIDED	SUPPLIED
CLASSIFIED	INSPECTED	PURCHASED	STANDARDIZED
CODED	LOGGED	RECORDED	SYSTEMATIZED
COLLECTED	MAINTAINED	REGISTERED	VALIDATED
COMPILED	MONITORED	RESERVED	VERIFIED
CORRESPONDED	OBTAINED	RESPONDED	
DISTRIBUTED	OPERATED	REVIEWED	

COMMUNICATION

ADDRESSED	DEBATED	INFLUENCED	PRESENTED
ARRANGED	DEFINED	INTERACTED	PROMOTED
ARTICULATED	DESCRIBED	INTERPRETED	PUBLICIZED
AUTHORED	DEVELOPED	INTERVIEWED	RECRUITED
CLARIFIED	DIRECTED	INVOLVED	REFERRED
COLLABORATED	DISCUSSED	JOINED	REPORTED
COMMUNICATED	DRAFTED	LECTURED	RESOLVED
COMPOSED	EDITED	LISTENED	RESPONDED
CONDENSED	ELICITED	MARKETED	SOLICITED
CONFERRED	ENLISTED	MEDIATED	SPECIFIED
CONSULTED	EXPLAINED	MODERATED	SPOKE
CONTACTED	EXPRESSED	NEGOTIATED	SUGGESTED
CONVEYED	FORMULATED	OBSERVED	SYNTHESIZED
CONVINCED	FURNISHED	PARTICIPATED	TRANSLATED
CORRESPONDED	INCORPORATED	PERSUADED	WROTE

APPENDIX

CONSULTING

ADVISED	CONSULTED	GUIDED HELPED	RESOLVED
AIDED	DEMONSTRATED	INDIVIDUALIZED	SIMPLIFIED
ANALYZED	DIAGNOSED	INFORMED	SUPPORTED
ANSWERED	EDUCATED	INSTILLED	TAUGHT
ASSISTED	ENCOURAGED	INSTRUCTED	TRAINED
CLARIFIED	EVALUATED	PERSUADED	VOLUNTEERED
COACHED	EXPLAINED	PLANNED	
CONTRIBUTED	FACILITATED	RECOMMENDED	

FINANCIAL/DATA SKILLS

ADMINISTERED	BALANCED	MANAGED	QUALIFIED
ADJUSTED	BUDGETED	MARKETED	QUANTIFIED
ALLOCATED	CALCULATED	MEASURED	RECONCILED
ANALYZED	COMPUTED	NETTED	REDUCED
APPRAISED	CONSERVED	PLANNED	RESEARCHED
ASSESSED	ESTIMATED	PROGRAMED	RETRIEVED
AUDITED	FORE-CASTED	PROJECTED	

INTERPERSONAL/HELPING

ADAPTED	COLLABORATED	EXPEDITED	REFERRED
ADVOCATED	CONTRIBUTED	FACILITATED	REHABILITATED
AIDED	COOPERATED	FAMILIARIZED	PRESENTED
ANSWERED	COUNSELED	FURTHERED	RESOLVED
ARRANGED	DEMONSTRATED	GUIDED	SIMPLIFIED
ASSESSED	DIAGNOSED	HELPED INSURED	SUPPLIED
ASSISTED	EDUCATED	INTERVENED	SUPPORTED
CLARIFIED	ENCOURAGED	MOTIVATED	VOLUNTEERED
COACHED	ENSURED	PROVIDED	

APPENDIX

MANAGEMENT/LEADERSHIP

ADMINISTERED	DECIDED	INCORPORATED	PRIORITIZED
ALIGNED	DELEGATED	INCREASED	PRODUCED
ANALYZED	DEVELOPED	INITIATED	RECOMMENDED
APPOINTED	DIRECTED	INSPECTED	REORGANIZED
APPROVED	EMPHASIZED	INSTITUTED	REPLACED
ASSIGNED	ENFORCED	LED MANAGED	RESTORED
ASSISTED	ENHANCED	MERGED	REVIEWED
ATTAINED	ESTABLISHED	MENTORED	SCHEDULED
AUTHORIZED	EXECUTED	MOTIVATED	STREAMLINED
CHAired	GENERATED	ORGANIZED	STRENGTHENED
CONSIDERED	HANDLED	ORIGINATED	SUPERVISED
CONSOLIDATED	HEADED HIRED	OVERHAULED	TERMINATED
CONTROLLED	HOSTED	OVERSAW	
COORDINATED	IMPROVED	PLANNED	

PROBLEM SOLVING/CREATIVITY

ACTED	CUSTOMIZED	FOUNDED	ORIGINATED
ADAPTED	DESIGNED	ILLUSTRATED	PERFORMED
ALIGNED	DEVELOPED	INITIATED	PLANNED
BEGAN	DIAGNOSED	INSTITUTED	RECOMMENDED
COMBINED	DIRECTED	INTEGRATED	REVISED
COMPOSTED	DISPLAYED	INTRODUCED	REVITALIZED
CONCEPTUALIZED	ENTERTAINED	INVERTED	SHAPED SOLVED
CONDENSED	ESTABLISHED	MODELED	
CREATED	FORMULATED	MODIFIED	

APPENDIX

RESEARCH

ANALYZED	DIAGNOSED	IDENTIFIED	ORGANIZED
CLARIFIED	EVALUATED	INSPECTED	RESEARCHED
COLLECTED	EXAMINED	INTERPRETED	SEARCHED
COMPARED	EXPERIMENTED	INTERVIEWED	SOLVED
CONDUCTED	EXPLORED	INVENTED	SUMMARIZED
CRITICIZED	EXTRACTED	INVESTIGATED	SURVEYED
DETECTED	FORMULATED	LOCATED	SYSTEMATIZED
DETERMINED	GATHERED	MEASURED	TESTED

TEACHING & HELPING

ADAPTED	COORDINATED	FOCUSED	SIMPLIFIED
ADVISED	CRITIQUED	GUIDED HELPED	SIMULATED
AIDED	DEMONSTRATED	INDIVIDUALIZED	STIMULATED
ANSWERED	DEVELOPED	INFORMED	SUPPORTED
ASSISTED	EDUCATED	INSTILLED	TAUGHT
CLARIFIED	ENABLED	INSTRUCTED	TESTED
COACHED	ENCOURAGED	MOTIVATED	TRAINED
COMMUNICATED	EVALUATED	PERSUADED	TUTORED
CONDUCTED	EXPLAINED	RESOLVED	VOLUNTEERED
CONTRIBUTED	FACILITATED		

TECHNICAL

ADAPTED	DEBUGGED	MIGRATED	REPAIRED
APPLIED	DESIGNED	OPERATED	REPLACED
ASSEMBLED	DETERMINED	OVERHAULED	RESTORED
BUILT	DEVELOPED	PARTICIPATED	SOLVED
CALCULATED	DIAGNOSED	PERFORMED	SPECIALIZED
COMPUTED	ENGINEERED	PRINTED	STANDARDIZED
CONDUCTED	FABRICATED	PROGRAMMED	STUDIED
CONFIGURED	FORTIFIED	PROVIDED	UPGRADED
CONSERVED	IMPLEMENTED	RECTIFIED	UTILIZED
CONSTRUCTED	INSTALLED	REGULATED	
CONVERTED	MAINTAINED	REMODELED	

APPENDIX

Personality Traits

Circle all POSITIVE traits that apply to you! Pick those that show how you are an asset to a team or organization, or that show what makes you a good match for a specific role. Pick up to 10 top personality traits to include in your Career Asset Inventory.

ACADEMIC	CARING	DELIBERATE	EXPRESSIVE
ACCURATE	CAUTIOUS	DEMOCRATIC	EXTRAVAGANT
ACTIVE	CHALLENGES, LIKES	DEPENDABLE	FAIR-MINDED
ADAPTABLE	CHEERFUL	DETAILED	FAR-SIGHTED
ADEPT	CLEAR-THINKING	DETERMINED	FIRM
ADVENTUROUS	CLEVER	DIGNIFIED	FLEXIBLE
AFFECTIONATE	COMPETENT	DIPLOMATIC	FLIRTATIOUS
ALERT	COMPETITIVE	DISCIPLINED	FORCEFUL
AMBITIOUS	COMPOSED	DISCREET	FORGIVING
ANALYTICAL	CONCERNED	DISCRIMINATING	FORMAL
ARTISTIC	CONFIDENT	DYNAMIC	FRANK
ASTUTE	CONFORMING	EAGER	FRIENDLY
ATTENTIVE	CONSCIENTIOUS	EASYGOING	GENEROUS
AUTHENTIC	CONSERVATIVE	ECONOMICAL	GENTLE
AUTHORITATIVE	CONSIDERATE	EFFECTIVE	GOOD CHARACTER
AWARE	CONSISTENT	EFFICIENT	GOOD NATURED
BOLD	CONSTRUCTIVE	EMPATHIC	GRACIOUS
BROADMINDED	COOPERATIVE	ENERGETIC	HEALTHY
BUSINESSLIKE	COURAGEOUS	ENTERPRISING	HELPFUL
CALM	CREATIVE	ENTHUSIASTIC	HONEST
CANDID	CRITICAL	EXCEPTIONAL	HUMANISTIC
CAPABLE	CURIOUS	EXPERIENCED	HUMOROUS
CAREFUL	DARING	EXPERT	IDEALISTIC

APPENDIX

IMAGINATIVE	OBJECTIVE	PROGRESSIVE	SHARP WITTED
INDEPENDENT	OPEN MINDED	PROUD	SHREWD
INDIVIDUALISTIC	OPPORTUNISTIC	PRUDENT	SINCERE
INDUSTRIOUS	OPTIMISTIC	PUNCTUAL	SOCIABLE
INFORMAL	ORDERLY	PURPOSEFUL	SOPHISTICATED
INGENIOUS	ORGANIZED	QUICK	SPONTANEOUS
INNOVATIVE	ORIGINAL	QUICK THINKING	SPUNKY
INSIGHTFUL	ORIGINAL	QUIET	STABLE
INSPIRING	OUTGOING	RATIONAL	STEADY
INTEGRITY	OUTSTANDING	REALISTIC	SUCCESSFUL
INTELLECTUAL	PAINSTAKING	REASONABLE	SYMPATHETIC
INTUITIVE	PATIENT	REFLECTIVE	TACTFUL
INVENTIVE	PEACEABLE	RELAXED	TEACHABLE
KIND	PENETRATING	RELIABLE	TENACIOUS
LEISURELY	PERCEPTIVE	RESERVED	THOROUGH
LIGHT-HEARTED	PERFECTIONISTIC	RESOURCEFUL	THOUGHTFUL
LIKABLE	PERSEVERING	RESPECTFUL	THRIFTY
LOGICAL	PERSISTENT	RESPONSIBLE	TOLERANT
LOYAL	PHILOSOPHICAL	RISK TAKING	TOUGH
MATURE	PIONEERING	ROBUST	TRUSTING
METHODICAL	PLAYFUL	SELF-CONFIDENT	TRUSTWORTHY
METICULOUS	PLEASANT	SELF-CONTROLLED	UNDERSTANDING
MILD-MANNERED	POISED	SELF-RELIANT	UNIQUE
MODERATE	POLITE	SENSE OF HUMOR	VERBAL
MODEST	POSITIVE	SENSIBLE	VERSATILE
NATURAL	PRACTICAL	SENSITIVE	VISIONARY
NEAT	PRECISE	SENTIMENTAL	WARM
NONCONFORMING	PRODUCTIVE	SERIOUS	WITTY

APPENDIX

Core Values

Our values influence how we work with others and where we want to work. We look for companies and missions that align with our values. Our values also guide how we work and how we want to be valued. This is a list to help you identify CORE VALUES.

Add at least **three core values** to your Career Asset Inventory.

- | | | |
|--|--|--|
| <input type="checkbox"/> Adventurousness | <input type="checkbox"/> Dependability | <input type="checkbox"/> Kindness |
| <input type="checkbox"/> Aggressiveness | <input type="checkbox"/> Empathy | <input type="checkbox"/> Logic |
| <input type="checkbox"/> Artistry | <input type="checkbox"/> Extroversion | <input type="checkbox"/> Love |
| <input type="checkbox"/> Attractiveness | <input type="checkbox"/> Faithfulness | <input type="checkbox"/> Loyalty |
| <input type="checkbox"/> Boldness | <input type="checkbox"/> Fitness | <input type="checkbox"/> Perceptiveness |
| <input type="checkbox"/> Charity | <input type="checkbox"/> Flexibility | <input type="checkbox"/> Pleasure |
| <input type="checkbox"/> Charm | <input type="checkbox"/> Health | <input type="checkbox"/> Reverence |
| <input type="checkbox"/> Cheerfulness | <input type="checkbox"/> Helpfulness | <input type="checkbox"/> Security |
| <input type="checkbox"/> Civility | <input type="checkbox"/> Honesty | <input type="checkbox"/> Simplicity |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Humility | <input type="checkbox"/> Thrift |
| <input type="checkbox"/> Compassion | <input type="checkbox"/> Humor | <input type="checkbox"/> Trustworthiness |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Intelligence | <input type="checkbox"/> Wealth |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Inventiveness | <input type="checkbox"/> Wisdom |

WORKSHOP 4 EXERCISES: GET FOCUSED, GET RESULTS AND CAREER SEARCH CRITERIA

This exercise is adopted from Shannon Houde, Walk of Life Consulting.

Get Focused, Get Results

This is your chance to get focused on key criteria for your job search. To fill out this sheet, mark **NO**, **YES**, or **PLEASE** to aspects of a job that you would like in your next role.

Remember, the more focused you are, the more results you will have — keeping too many options will actually work against you! This page is meant to house your top priorities for the remainder of the job search.

A FEW KEY DIRECTIONS

- 1 List words, not sentences.
- 2 Focus on filling in the YES column most importantly as these are the areas where you have an exact match and proven experiences.
- 3 In the YES and PLEASE columns, put an E next to 2-3 Essential aspects and a D next to 2-3 Desired aspects.
- 4 Highlight any items that you think require further development.



APPENDIX

TARGET CRITERIA	NO	YES		PLEASE	
	What aspects of your current (or past) experience/job do you NOT want in your future position?	What aspects of your current (or past) experience/job do you want to KEEP in a future position?	E or D	What aspects of a future job have you NOT HAD YET and want in your future position?	E or D
Roles Tasks/Skills (research, policy, marketing/ comms, reporting, stakeholder engagement, strategy, etc.) PICK 5					
Sector e.g., NGO, corporate*, international development, government, academic, international development PICK 1					
*Sector — Part B (Drilling Down) If you picked Corporate above, then drill down one more level to decide 1) in-house or 2) consulting PICK 1					
Industry e.g., Financial services, Consumer goods, Property, Mining, Retail, Oil and gas, etc. PICK 2					
Sustainability/Impact Issues e.g., Waste, water, energy, health & safety, community investment, fairtrade, supply chain, financial inclusion, education, etc. PICK 3					
Office Environment					
Office/Company Culture					
Management/Team/People					
Commute/Logistics/Salary/Hours					

This activity is provided by:
 Shannon Houde, Walk of Life Coaching
www.walkoflifecoaching.com

Your Career Search Criteria Worksheet

This exercise is adopted from Laura Paradise, Paradise Coaching.

This worksheet is a place for you to detail what you want in a job and in an organization.

Begin by pulling out your Career Asset Inventory and transferring notes here culling out skills, traits and values that are most important to you. Then, follow the prompts to add in more information about what you want in a job. **You will use these criteria to identify target roles and companies.**

What you are doing

SKILLS YOU ARE USING.

List skills that make you a good employee and that you like using. These include transferable skills; as you focus in on an industry highlight skills that are essential to that industry and role.

PERSONALITY TRAITS YOU BRING TO THE WORK.

List qualities, job fitting-in skills, that make you a good co-worker and that describe how you work.

APPENDIX

KNOWLEDGE THAT YOU ARE USING.

List workshops, degrees and certifications that you are using.

VALUES THAT MOTIVATE YOUR WORK CHOICES AND WORK STYLE.

What core values will you be looking for in a role, organization or workplace culture?

What you want in an organization

INDUSTRY TYPE

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> Private | <input type="checkbox"/> Political | <input type="checkbox"/> Other |
| <input type="checkbox"/> Non-profit | <input type="checkbox"/> Higher education | |
| <input type="checkbox"/> Public sector | <input type="checkbox"/> Start-up | |

ORGANIZATION AND WORK CULTURE

Size of company, number of employees:

Geographic focus of work: Local/State/National/
International

Work culture: teams, departments, clear hierarchy, patterns of promotion, style of performance reviews, commitment to mentoring/professional development, on the job training.

Entrepreneurial? Risk Averse? Start-up? What is your preference?

Work-life balance. Some companies address this issue head-on. What matters to you?

APPENDIX

DREAM COMPANIES. Which companies would be on your “dream employer” list? Name three qualities these companies have that make them attractive to you.

COMPENSATION

Salary range and benefits. It’s important to find out the salary range for different positions. Online sources including Glassdoor.com can help give you a point of reference.

Benefits. Make sure you find out the whole package that is included when you get hired. Health, dental, vision, retirement, vacation days, sick time, holidays, compensation for training and education.



PROBLEMS/ISSUES/NEEDS YOU ARE WORKING ON

Include specifics about the needs or challenges you are addressing. Choose from the following and add notes with the specific problem/need.

People-related challenges.

Data-related challenges.

Mission-related challenges.

Technical-related challenges.

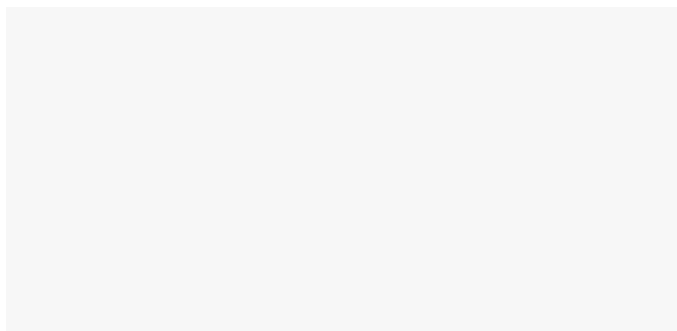
Political, systemic issues.

Administrative systems needs.

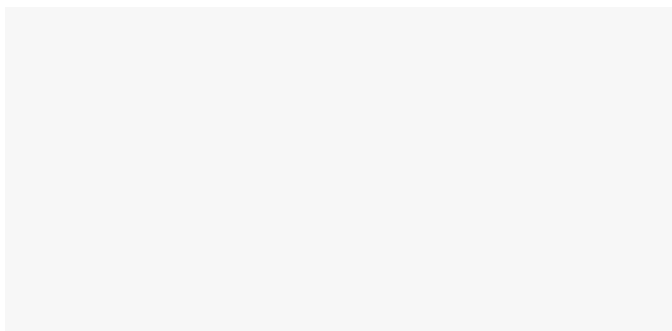
Career Search Criteria Cheat Sheet

After you have done the hard work of creating criteria, put it together in this cheat sheet to use in your search. You can adapt it for networking and informational interviews.

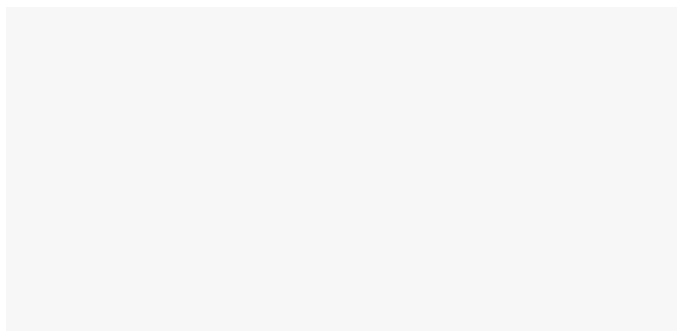
BRIEF DESCRIPTION OF ROLE



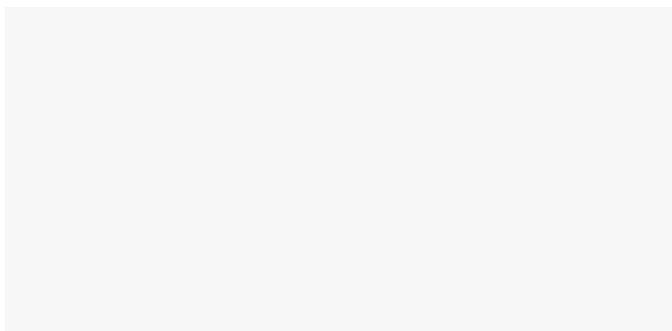
THE INDUSTRY YOU WANT TO WORK IN



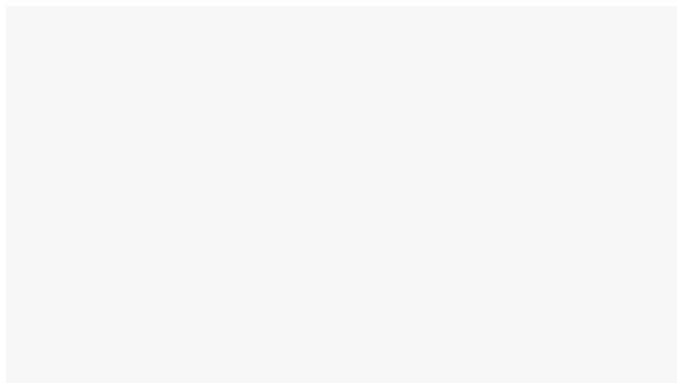
YOUR DREAM JOB "TITLE"



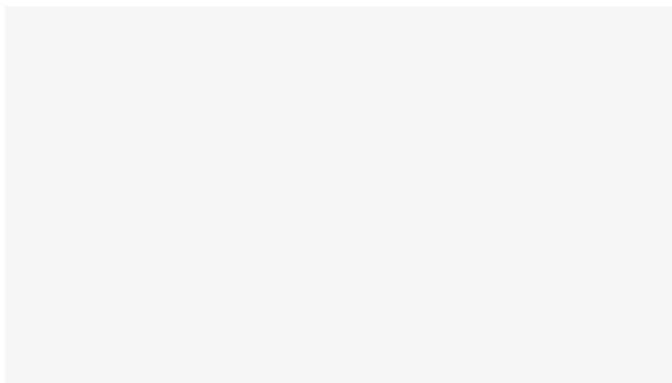
SAMPLE TARGET COMPANY NAME(S)



JOB TITLE, USING CAREER VOCABULARY



LOCATION



APPENDIX

IDEAL SALARY

Blank area for writing ideal salary.

SKILLS YOU WILL NEED

Blank area for writing skills you will need.

IDEAL HOURS

Blank area for writing ideal hours.

EXPERIENCE VALUED

Blank area for writing experience valued.

TEAM STRUCTURE

Blank area for writing team structure.

TRAINING OR EDUCATION REQUIRED

Blank area for writing training or education required.

How this role will help you grow:

- Is there a structured career path that leads to a certain level position?
- Are there skills and/or experience that you want to gain on the path to another job?
- Are there things you want to produce to build your portfolio?
- Are there people or organizations you want to meet to build your professional network)?

WORKSHOP 5 EXERCISE: POSITIONING STATEMENT

This exercise is adapted from Chetkovich Career Center, Haas School of Business, University of California at Berkeley.

Tell me about yourself

One way to think about your elevator pitch is to frame it as a question: “tell me about yourself”. Your goal in answering this question is to make the best case for yourself. For example, if you’re in a job interview, you can use your elevator pitch to make the case for why you are the best fit for the job and demonstrate how the role fits in with your career goals. Your goal is to choose key examples to show how you are a match for the job and show how the job fits your career objective. Because you can choose what to highlight, you may want to select a key achievement or refer to something that you couldn’t put on your resume in detail (a volunteer activity for example).

A different context for an elevator pitch might be if you’re at a conference and meeting someone for the first time, therefore they have not seen your resume or cover letter. Then you’ll need to determine what makes the most sense to highlight - if you want them to walk away from their conversation remembering one thing about you, what would you want them to remember?

Given the different contexts and purposes of an elevator pitch, our advice is to develop at least two, a more general pitch that is designed for an audience that does not have any background information on you and second pitch that is designed for a specific company/organization and that already has read your resume and cover letter.

The purpose of this question is for you to make the best case for yourself, and you can use your pitch to highlight your “what”, “why”, and “how.”

General Situations

What: What is it that you care about?

Why: Why do you care about this issue? Why should other people care?

How: How are you impacting this issue? How have your skills, experiences, and achievements prepared you to work on this issue?

Job or Internship

What: What brings you to this opportunity? What is it that you care about?

Why: Why do your background (skills, achievements) make you a good fit for this role?

How: How does this company/organization stand out/How does it align with your values and career objectives?

APPENDIX

Regardless of the audience, this question is frequently asked, so prepare for it and choose wisely! Make sure that you can respond with confidence and enthusiasm, without hesitation, for approximately two minutes.

Remember you won't give a comprehensive overview of your whole self. You'll need to be discerning and concise and choose a selective set of themes (backed up by examples) that aligns with what they are looking for. This means you'll leave a lot of aspects of yourself on the chopping block, which can be hard. But it's the only way to give a brief, focused answer to this question.

ELEVATOR PITCH FOR JOB INTERVIEW

Since the employer already has your resume and cover letter, don't waste time repeating what they already know or giving a chronology of your work history and education. Don't get too personal either. After all, you're in a job interview.

A suggested way to organize your response:

1. Have a strong opening line that launches you into a powerful statement.

Examples:

- I am committed to...
- I am known for my ability to ...
- My career goal is ...
- I care deeply about ...
- Since high school, I have been working on/studying/strengthening my ability to...
- I am on a mission to ...

2. Think about three things that you want the interviewer to remember about you. These could be three key accomplishments; your strengths; you might choose three things that demonstrate your commitment to a specific career pursuit (e.g., education, volunteer activity, job); or you might describe how what you're pursuing matches your values and personality. (Three is a manageable number of items to remember and also for someone to hear and digest. You might have two examples. That's up to you!)

3. Close by stating how the role/company fits in with your career objective

APPENDIX

SAMPLE FORMAT

Opening line: I am committed to creating messaging that translates into increased voter turnout.

Three things you want them to remember about you. I have been sharpening your social media campaign skills on various platforms since high school. I am known for my ability to create memorable, compelling messages (mention one or two). My community outreach targeting environmental voters in Washington state brought back one in three dormant voters in the last state election. I am eager to work with the clients represented by your firm. Your campaigns align with my interests and values. Closing line reminding them of one thing that makes you a good fit.

HIDDEN GEMS

Tell them what distinguishes you. Examples may include what you have done as a volunteer, your years of interest in a subject area, your reputation for excellent work, and/or your winning track record. Have examples. Make sure to emphasize your superpower and any awards you have won!

Remind them of what makes you fit with them. Point out ways that you are a match, such as values, vision, approach, organizational culture.

Try to use “I” statements. Some of us tend to refer to our work on teams and neglect to take credit for our contributions. Remember to talk about what you have done and how you stand out.

Speak to the audience, emphasizing what makes you a match. Always use relevant examples. Know what matters to the people you are speaking to!

Take your time, speak slowly, and savor the opportunity to advocate for yourself.



WORKSHOP 6 EXERCISE: REACHING OUT AND NETWORKING

This exercise is adapted from Laura Paradise, Paradise Coaching.

You've done the work of developing your career search criteria, identifying target companies, identifying your assets, and you've also prepared a pitch that speaks to your "what", "why", and "how." In short, you've done a lot of work!

Now it's time for you to reach out and connect to people directly, to get first-hand information about the roles that interest you, to learn more about organizational culture, and, especially, to find out about job openings that never get advertised.

Remember that two-thirds of all available jobs are not posted.

They are filled by word-of-mouth. **That's why putting time into outreach, networking and informational interviews makes a huge difference in your job prospects.** With practice and persistence, you will become skilled at finding ways to meet people and get appointments with employers. You will learn how to have good networking conversations, conversations that help you clarify what you want to do, and conversations that lead to referrals and job opportunities.

Aim to spend 50 percent of your job search schedule on networking, informational interviews, and follow-up.

If that sounds like a lot of time, know that it's worth it. Networking greatly increases your odds of finding jobs that are a match for you and getting hired. It's the difference between applying blind and having a personal reference to make sure your application is reviewed. It's the difference between seeing one-third of available jobs and learning about all the openings that never get posted. Which odds do you prefer?

There is another major benefit to networking: Making professional connections.

As you meet people, you will find people who offer wisdom and support during your search and possibly throughout your career. Networking can help you build a lifelong community of colleagues and friends and referral sources. That's why it's so important to follow up and stay in touch.

Creating your Networking Plan

There are four main networking activities:

- 1 FINDING PEOPLE
- 2 REACHING OUT
- 3 HAVING GOOD CONVERSATIONS
- 4 MAKING YOUR NETWORK WORK FOR YOU

1. FINDING PEOPLE

Use the suggested networking outreach categories (see Networking Outreach List below) and start filling it in using the prompts below.

YOUR COMMUNITY

All of us have more connections than we realize. You've got friends, family, neighbors, people in the community and religious groups, people you went to school with, people you have done projects and volunteered with, people you do activities with. Remember that all of them know lots of people too, so they can introduce you to more people... List those people in the category on your networking outreach list.

TARGETED OUTREACH

This is the list of people and companies you will use for informational interviews. Use your career search criteria, job titles, and target companies, to research and identify people doing work that interests you and/or working at the companies that interest you. Look people up by job title and company. Add these names to your networking outreach list. Resources to help you do this research include LinkedIn, company websites, alumni directories, and professional association websites.

**A special note about LinkedIn. You can use LinkedIn to research and "follow" companies that interest you. The platform also hosts many professional groups that you can join. These activities will help you with finding names of people to connect with and to be more visible in professional networks.*

APPENDIX

AFFINITY-RELATED OUTREACH

There is an event category on the outreach list. Your goal is to find activities where you can meet people.

Below is a partial list of ideas.

- **Webinars, courses, workshops.**
- **Activities like Toastmasters and Improv** where you interact and learn about each other make it easier to follow-up and have a conversation.
- **Networking events.** These may have networking or meet-and-greet or connect in the title. Note that the absence of in-person events has spurred an increase in online events. You will find them!
- **Meetups.** The meetup.com site has many events broken down by interest area and demographic.
- **College-hosted career gatherings.** During the COVID-19 pandemic, many colleges are sponsoring connection activities to support networking.
- **LinkedIn groups and events.** LinkedIn hosts many special interest groups often by profession.
- **Professional groups and associations.** Look for groups of start-up folk, coders, accountants, etc.
- **Special interest group events.** Look for events, meetings, and online lists that serve special interests, including nonprofit, environmental, fundraising, design thinking, pitch-fests.
- **Company-sponsored events.** Companies often host events, including career fairs and educational events.
- **Online happy hours.**
- **Mastermind, job support, and coaching groups.** People who help people are natural connectors. Look for groups that target people with needs similar to yours. You may make connections that lead to referrals.

NETWORKING BY DOING

During your search, you may be doing activities to build your professional skills and your network. Add volunteering, community activities, internships, part-time jobs, gigs, and freelancing as part of your networking outreach plan.

NETWORKING BY APPLYING FOR JOBS

Every time you apply for a job, you are reaching out. You may not get hired (on the first try) but you have made contact. So, add companies and people you've contacted to your networking list. That's especially important to do if you've had an interview at a company and did not get hired. The interviewers are now part of your network. They are now warm leads. Stay in touch and let them know you are still interested in roles at their company or in similar roles at other companies. Ask for introductions and suggestions.

APPENDIX

2. NETWORK OUTREACH LIST

Add names, companies, and events to this list. Include your community, targeted outreach, people you have connected with through activities, job applications, and events.

NAME:	<input type="text"/>	COMPANY:	<input type="text"/>
CONTACT INFO:	<input type="text"/>	EVENT/ACTIVITY:	<input type="text"/>
FOLLOW UP:	<input type="text"/>		
DATES:	<input type="text"/>	REFERRAL NAMES:	<input type="text"/>

NAME:	<input type="text"/>	COMPANY:	<input type="text"/>
CONTACT INFO:	<input type="text"/>	EVENT/ACTIVITY:	<input type="text"/>
FOLLOW UP:	<input type="text"/>		
DATES:	<input type="text"/>	REFERRAL NAMES:	<input type="text"/>

NAME:	<input type="text"/>	COMPANY:	<input type="text"/>
CONTACT INFO:	<input type="text"/>	EVENT/ACTIVITY:	<input type="text"/>
FOLLOW UP:	<input type="text"/>		
DATES:	<input type="text"/>	REFERRAL NAMES:	<input type="text"/>

NAME:	<input type="text"/>	COMPANY:	<input type="text"/>
CONTACT INFO:	<input type="text"/>	EVENT/ACTIVITY:	<input type="text"/>
FOLLOW UP:	<input type="text"/>		

APPENDIX

3. GUIDE TO HAVING GOOD CONVERSATIONS

Networking is about relating. It's a give and take. Conveying your interests, being curious about others, being open, listening more than talking, but being ready to talk about who you are, your skills, background, and your interests. Networking is the moment of truth when all your homework creating a career asset inventory and researching your career interests will be useful. You can show that you have prepared and thought about what you want to do.

Networking is gathering information. It's also asking for introductions so that you can meet more people.

SAMPLE INTRODUCTION

- **Your name:**
- **Your recent background and experience:**
- **An important accomplishment or project:**
- **Your specific interest area (name the industry or a target company if you can)**

CONVERSATION IDEAS

If you want to meet people working in your targeted field, you might ask:

- **What organizations, places or people do you know of in this field?**
- **Who do you recommend that I talk to? If you get a name, ask the person if they will introduce you or if you can use their name when you make the contact.**
- **(or) I see that you are connected to someone working in this field. Could you introduce me?**
- **What do you think is interesting that's happening in this field?**



Be ready to brainstorm during the conversation. They may have ideas about people and organizations in related fields.

APPENDIX

If you're trying to get clear about your career path, you might ask:

- How did you get started in this career?
- What skills have been most helpful to you?
- What would you recommend to someone early in their career?
- What do you find exciting about what you're doing?
- What impresses you most when you're interviewing someone?

Notice what gets your attention, and what doesn't. Follow your interests and your instincts.

BE ENTHUSIASTIC

Remember that you are making an impression. Stay connected to your excitement about meeting people and moving closer to a fulfilling job.

Try not to ask Yes or No questions. They are conversation stoppers.



4. MAKE YOUR NETWORK WORK FOR YOU

THE IMPORTANCE OF ORGANIZATION AND FOLLOW-UP

You are going to be talking with lots of people, gathering information, and generating leads. Great networkers take good notes, they are polite, they follow up right away, and they stay in touch. When you add names to your outreach list, make note of where you met. You will want to remember good networking events and sources. Use the attached tracking chart to keep a schedule for following-up and to have an organized way to store your notes and keep track of referrals. *When you have a personal introduction, try to act on it right away, which means within one or two days. The more people you meet, the more important it will be to remember who introduced you to who!*

Each time you meet someone new, have a system to add them to your network and show your appreciation.

- **Invite them to your LinkedIn network.**
- **Within one day, send a short thank-you note** saying you were glad to meet them. Thank them for specific advice. Remind them who they said they'd introduce you to.
- **If they make introductions for you, try to send emails to these referrals within one day.** Keep yourself top of mind! Show your commitment to your career outreach!

SAMPLE THANK YOU NOTE

Dear Laura,

It was great meeting you at Toastmasters yesterday. Thanks again for offering to introduce me to Julia Levin at Net Impact. Can you let me know when you've emailed her so I can follow up promptly?

I look forward to being in touch.

*Best,
Tom*

APPENDIX

Follow-up and connect with referrals! Pursue leads! Keep building your network and your knowledge of careers and companies.

STAY IN TOUCH FOR THE LONG-TERM!

When you are actively looking for a job, the general rule of thumb is to circle back as often as once a month. Yes, when you feel you have a good connection you can send a note to someone with a short update about your career focus reminding them of your interests and target and letting them know you are still in an active search.

HIDDEN GEM

Networking is a skill. You will get better at finding good contacts, introducing yourself, having fruitful conversations, and generating leads. Networking will serve you best when you are consistent, persistent, and patient. The effort you put in, along with gracious thank you's and timely follow-up, can pay dividends in your job search and your life

BE PATIENT!

Networking conversations are the beginning of a relationship. You may kiss a few frogs. Do NOT go into these conversations looking for a job offer!



ADDITIONAL RESOURCES

MAP facilitators may choose to modify the workshops based on the needs and interests of their participants and may find some of the following resources and tools helpful for creating workshop content.

- [Job Search Tracker](#)
Keep track of jobs you have applied for as well as associated contacts.
- [Good at/Like to Do Matrix developed by Caroline Ouwerkerk Consulting, LLC](#)
A simple tool for assessing how your strengths and interests can align with a career you would most enjoy doing.
- [The Social Impact Career Change Checklist developed by Be Social Change](#)
An easy way to check-off the different steps of your career transition process.
- [Net Impact Career Profiles](#)
Overviews of impact-focused professions, such as careers related to impact investing, social entrepreneurship, environment and natural resources, with additional advice, insights and information to help you get started in these career fields.
- [Net Impact Jobs Board](#)
Ready to start applying for jobs? Check out the Net Impact Jobs Board for opportunities across the social impact space.