

CAREER TOOLKIT

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THIS TOOLKIT SHOWS YOU THE THREE
STEPS TO CREATING YOUR OWN PATH TO
SUCCESS:

CHAPTER 1 - INCREASE YOUR VALUE
CHAPTER 2 - INCREASE LEADS
CHAPTER 3 - INCREASE CLOSURE RATE



#SAYINGITASITIS



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INTRODUCTION

This book is for the non-conformist. You have big dreams and ambitious goals, but you do not know how to get there. If you want to hack your career growth, such as becoming a millionaire or a senior executive by the time you are 30, this toolkit is for you.

The first 10 years of your career will determine your future earning potential*. This toolkit will show you how to effectively get out of your comfort zone and create the quickest path to success.

The quickest path to success is one less travelled, it means creating your own path. The first step is always inward - learning who you are (PASSION) and what you are meant to accomplish (PURPOSE). Knowing it with clarity, you will find your way to the career path meant for you and everything else will fall into place.

You are not tied to a position; your greatest loyalty is not to a career or a company. Commit to walk your own path, and make your highest contribution. It's up to you to find it and navigate through it. It's not up to others to protect or help you. You are on your own.

This toolkit will show you how to create the quickest path to success in three steps:

1. Increase Your Value
2. Increase Your Leads
3. Increase Your Closure Rate

Packed full of powerful questions and checklists, this toolkit will help unlock your full potential in any career path you choose and save you years of fumbling around in different jobs.

**“YOU ARE NOT
TIED TO A POSITION;
YOUR GREATEST
LOYALTY IS NOT
TO A CAREER OR A
COMPANY. COMMIT
TO WALK YOUR OWN
PATH.”**

* Source: [Washington Post \(Feb 10, 2015\)](#)



KEY CHALLENGES

**As someone new to the workforce,
you may be facing these challenges:**

“I don’t know what I should do with the rest of my life.”

“I have no idea how to get a job.”

“I can’t find anything I want.”

“I don’t qualify for any of the jobs I want.”

“My parents want me to do something else.”

“There are so many job openings, but I don’t know which one to choose.”

“There are jobs, but they don’t match what I studied.”

“I have sent out many job applications, but have not gotten an interview.”

“The interviewer told me I lacked the experience required for the role.”

“I want to start my own business, but I don’t have enough money.”

“I’m running out of time. I need a job... any job.”

If you are facing these challenges, you are not alone. Most people find the job search process intimidating. However, there’s light at the end of the tunnel. Most of you will find a job. Youth unemployment is low at 5%*. The more exciting question is, “Which job is going to set me up for long-term success?”

Create your own path to success. Let’s get started.

*<http://stats.mom.gov.sg/Pages/Labour-Market-Report-4Q-2016.aspx>



HOW TO USE THIS TOOLKIT

Charting your own career path is a process.

We have broken it down into 3 steps:

Step 1: Increase Your Value.

Discover your Work Persona and what you stand for.

Step 2: Increase Your Leads.

Attract more opportunities aligned with your Work Persona.

Step 3: Increase Your Closure Rate.

Learn how to ace your interviews with your Work Persona.

Each chapter takes approximately an hour to complete.

We highly recommend spacing it out over time to gain fresh insights.

Estimated time: 1 hour

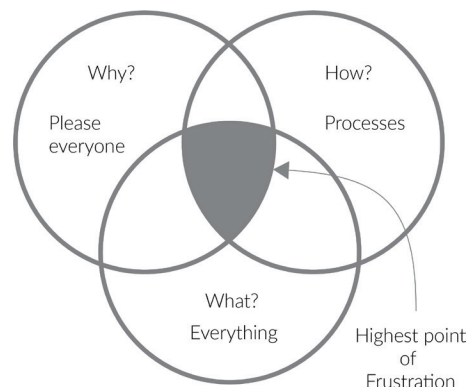
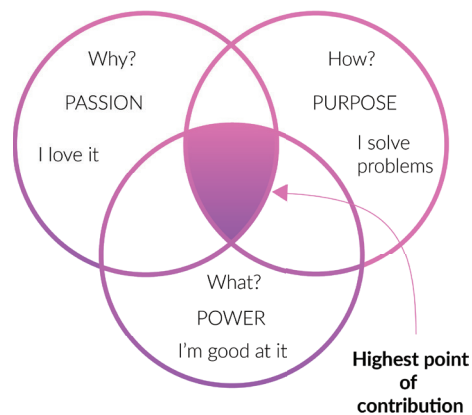
1 INCREASE YOUR VALUE

In this step, you will discover your Work Persona, consisting of Passion, Purpose, Power, and Prize.

You make your highest contribution when you align your actions with your Work Persona.

You'll embrace your strengths and weaknesses (PASSION), you'll lean towards what you are meant to accomplish (PURPOSE), and you'll build the critical core competence to fulfill them (POWER). You become unstoppable. It's you at your best. It's what makes you awesome and irreplaceable.

When you say yes and try to please everyone, when you work by conforming to the status quo, and when you try to do everything, you are operating at your highest point of frustration.



**“THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT YOU DO. IF YOU HAVE NOT FOUND IT YET, KEEP LOOKING.”
- STEVE JOBS**



MY DEFINING DECADE

The first step is always inwards. Let's explore what an exciting life means for you now and what it might look like in 10 years. Life is full of twists and turns, and these goals act like the North Star to guide you.

NOW

2 FAVOURITE MEMORIES

3 THINGS I'M GRATEFUL FOR

1 HARD LESSON I LEARNT

1 THING THAT FRUSTRATES ME

WHAT GOALS I WANT TO ACHIEVE IN 10 YEARS

THE NEXT 10 YEARS

3 PLACES I WANT TO GO

2 THINGS I CARE ABOUT

1 THING I WANT TO BE REALLY GOOD AT

2 PEOPLE I WANT TO BE WITH

3 NEW THINGS I WANT TO TRY

1.2

PASSION

Don't try to be someone else. Embrace yourself, with your miseries and your strengths. Accept it, you can't be but just you, and that makes you extraordinary. Unleash your PASSION. Your passions fuel your actions. When you integrate your passions into what you do, you become more engaged and create a powerhouse of enthusiasm, engagement and inspiration for those around you.

WHAT DO YOU LOVE TO DO?

Example: "I love solving problems that mean a lot to me, and especially if it's going to help other people as well."

CAN YOU SHARE AN EXAMPLE OF DOING SOMETHING THAT YOU LOVE?

Example: "I think jobs that involve repetitive actions without much thinking should be automated. And that's why I am coding every day, building mini apps to help automate the boring stuff - so everyone gets to do more important stuff in the long run!"

Useful Tips:

- Look at your My Defining Decade for inspiration.
- Get ideas from fun (and free!) personality profiling tools.
- Our favourite is Truity - <https://www.truity.com/test/type-finder-research-edition>
- Look at your postings on Facebook/Instagram/Twitter, what do you love to post about?

1.3 PURPOSE

Your work matters. It does, and that's why you want to be part of a team doing something greater than yourself. This will give you PURPOSE. "How can I make the world a better place?"

Purpose is your life's task, what you are meant to accomplish. It's how you contribute and make lives better for others. We have interviewed thousands of executives about why they work. We found that all of them care deeply about how their work creates positive impact for others. Something magical happens when you feel part of something greater, and you can see how your work, no matter how big or small, drives positive impact for customers, organisations and communities.

WHO DO YOU WANT TO IMPACT?

Example: "Shoppers"

WHY IS CHANGE NEEDED?

Example: "Shoppers are used to experiencing bad customer service, which impacts revenue for retailers."

HOW DO YOU SOLVE THEIR PROBLEMS?

Example: "I want to create an amazing shopping experience."

CAN YOU SHARE AN EXAMPLE OF HOW YOU FULFILLED YOUR PURPOSE? OR EXPERIENCED A SIMILAR FRUSTRATION?

Example: "I've been working in retail since I was 16. It brightens my day to see a delighted customer walking out of the store with a big smile on their face."

Useful Tips:

- Purpose is a mindset. A journey of experimentation and self-discovery. There isn't one purpose you'll have forever, it changes. Focus on working with purpose, instead of worrying about getting it perfect.

1.4 POWER

For each obstacle you come across, take action to fix it. Doing something will bring you experience, which gives you POWER. In this section, list down your achievements that support your Passion and Purpose.

Useful Tips:

Use the STAR guide - Situation, Task required, Action taken and eventual Result - to create a compelling story.

Situation – Set the context for your story.

Example: “Our team pledged a donation of S\$10,000 to a children’s home in Cambodia. We planned to organise a fundraising event.”

Task – What was required of you.

Example: “I volunteered to lead in organising the event.”

Activity – What you actually did.

Example: “I rallied a group of volunteers. We met up weekly for two months to plan the event, from venue, activities to food. We clearly designated responsibilities to each member.”

Result – How well the situation played out.

Example: “The fundraising event was a success. We raised S\$12,000, which was more than our target and incurred minimal cost. The event also raised awareness for the children’s home. Many attendees expressed interest in volunteering at the children’s home in the future.”

WHAT WAS THE MOST SUCCESSFUL PROJECT YOU’VE EVER TACKLED, AND WHAT MADE IT SUCCESSFUL?

1.5 PRIZE

Take charge of your own success. Be responsible for yourself. The results you're getting today are because you wanted them. Own your PRIZE.

The objective is to craft a clear and concise career goal. Knowing your Prize provides the motivation to stretch yourself beyond your comfort zone and pave your own path to success.

WHAT DO YOU WANT TO ACHIEVE IN 10 YEARS?

Example: "I want to be financially free."

Useful Tips:

- *Look at your My Defining Decade for inspiration.*
- *There are many reasons why we work, including extrinsic and intrinsic motivations, such as service to others and the world, money and standard of living, growth and learning, and recognition.*
- *Research* shows that when you are intrinsically motivated, you tend to concentrate more on your work, be more innovative and be seen as more effective. You also tend to increase your sense of well-being.*
- ** Gallup, State of the American Workplace, 2013*

1.6

WORK PERSONA

Great work! Now you are ready to distil your Passion, Purpose, Power, and Prize to create your Work Persona. For each area, distil your entries from before into one sentence:

PASSION: I LOVE / BELIEVE...

Example: "I believe there's always a right decision given the right information."

PURPOSE: I WANT TO...

Example: "I want to help companies make the best strategic investments."

POWER: I HAVE...

Example: "I have been following companies & markets since I was 18."

PRIZE: I GET TO...

Example: "I get to retire by 30."

TAGLINE:

Example: "Information is power."

1.7

HOW TO USE YOUR WORK PERSONA

Congrats on completing your Work Persona. All the hard work you did in this chapters has produced the pieces of your career puzzle.

Treat yourself for the great work!

Next up, we'll show you how to use your Work Persona to:

1. Increase Your Leads – attract more of the right opportunities.
2. Increase Your Closure Rate – learn how to ace your interviews.

Estimated time: 1 hour

2 INCREASE YOUR LEADS

Now that you have your Work Persona, time to get out there and look for the right opportunities.

Unearth the right opportunities by sharing with the world what you are and what you seek. For the perfect role out there, you are just what the hiring manager is looking for.

2.1

DISCOVERING GREAT JOBS FOR YOU

Now it's time to begin brainstorming for potential great jobs for you. This is a continuous process, and as you learn more, you'll form new possibilities and directions for further exploration.

A great job will align very well with your Work Persona. This process is more an art than a science. It helps to keep a curious and positive attitude while you are exploring. Looking at your Passion, Purpose, Power and Prize, what are the different careers, industries or even organisations that align with your Work Persona?

Add on to the list as you conduct your informational interviews and job interviews (to be covered later).

POTENTIAL CAREERS

Example: "Graphic Design, Training, Sales"

POTENTIAL INDUSTRIES

Example: "Gaming, Retail, Cyber Security, Hospitality"

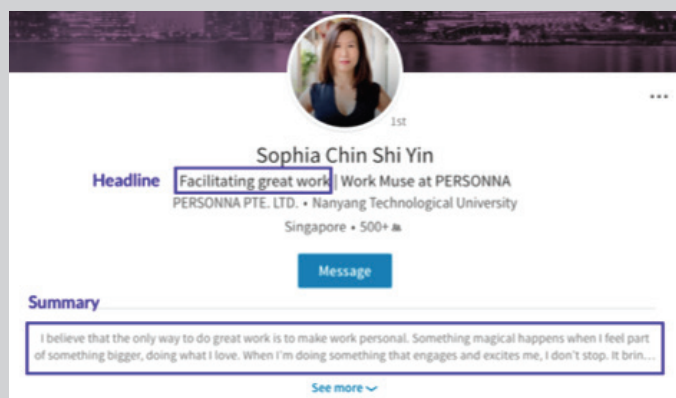
POTENTIAL ORGANISATIONS

Example: "Ubisoft, Nike, Banyan Tree"

2.2

YOU ARE WHAT LINKEDIN SAYS YOU ARE

LinkedIn connects you directly to HR and potential employers. Interested parties will read your online profile before meeting up.



Create a compelling LinkedIn profile using your Work Persona. The Headline and Summary are perfect sections to include your Work Persona.

Headline Example:
“Facilitating great work”

Summary Example:
“Working on board an emergency ambulance made me realize how precious life is. Life is short and work fills a large part of our life. (PASSION)

I love to help create an open safe environment for people to do their best work. (PURPOSE) I believe this helps people find meaning and fulfilment in their work and this is an asset to the organization. Without people, there is simply no business.

I have been volunteering for 12 years in a global non-profit organisation. Serving in management and development of members. (POWER)

Let's embrace work together. (PRIZE)”

HEADLINE: USE YOUR TAGLINE

SUMMARY: USE YOUR WORK PERSONA

Useful Tips:

- Want more help with updating LinkedIn? [We love this guide!](#)
- LinkedIn is a job portal. Set up your LinkedIn job alerts.
- This LinkedIn features notifies you of potential job offers via email.
- [Instructions are available here.](#)

2.3

THE POWER OF YOUR NETWORK IS THE “ASK”

Searching for a job is a process, and all of us begin without the relevant information that we need. Thus, conduct informational interviews to expand your knowledge of the jobs and industries you are after.

An informational interview is simple - it's getting the person's story. Talk with someone who has real experience and expertise in your area of interest. Try and do lots of informational interviews to find a job that will suit you well.

An informational interview is NOT a job interview. If the person you are speaking to perceives your meeting is a job interview, they may decide not to speak to you as they don't have a job opening.

LinkedIn has made it easy to reach out to the right people to learn more about your area of interest. Start with people in your network. Next, search for people working in your target companies and roles, and identify people you can reach out to.

How to write a message to request an informational interview

- a. Be explicit about your intention
- b. State why he/she is the best person to talk to. The more specific the better.
- c. Be specific about what you want

Example: "Seeking career advice in Marketing"

Example:

"Dear (Name),

My name is Sean Tan, and I'm a Marketing final year student in SMU. Your career path is very inspirational to me: I don't know anyone else who has worked in marketing at Google, Facebook, and Apple. As an aspiring marketer, I'd love to learn more about which skills you've used the most and what you'd expect from an entry-level employee in your department.

I'm sure you're busy, so even 20 minutes would be greatly appreciated.

*Thank you,
Sean"*

DRAFT A SUBJECT LINE

DRAFT A MESSAGE

How to prepare for the informational interview

- a. Do your research.
- b. Prepare your questions beforehand. Here are some questions to ask:
 - Get their story: "I'm intrigued that you have worked in marketing for Google, Facebook and Apple. Can you share your journey?"
 - Get their advice: "I'm really excited about helping more people have a voice so that they can fulfil their ambitions (your PURPOSE statement). What are possible steps I can take as an entry-level employee to move towards this goal?"
 - Tap into their network (as you are wrapping up the meeting): "Can you recommend someone who can tell me more about this?"
- c. Keep an open mind and learn

Estimated time: 1 hour

3

INCREASE YOUR CLOSURE RATE

Job interviews are both exciting and stressful. But if you are prepared, it could be a wonderful experience. It helps to put yourself on the same side of the table as the interviewer. Both of you are invested in making sure there's a right fit.

The more work you have done to discover yourself, the job you want, and the organisation where you are having an interview, the better the interview is likely to go.

3.1

THINGS INTERVIEWERS WANT TO KNOW

To prepare yourself for your interview, practise answering these typical interview questions:

WHY ARE YOU HERE?

"I have always been passionate about education, and I think you guys are doing great things, so I want to be a part of it." (PASSION)

"I'm really excited to join a small team so I can learn more about other roles and make a bigger personal impact on the company." (PURPOSE)

WHAT CAN YOU DO FOR US?

"I think jobs that involve repetitive actions without much thinking should be automated. And that's why I am coding every day, building mini apps to help automate the boring stuff - so everyone gets to do more important stuff in the long run!" (PASSION)

"I want to create an amazing shopping experience." (PURPOSE)

BEHAVIOURAL-BASED QUESTIONS:

FOR EXAMPLE: CAN YOU GIVE AN EXAMPLE OF HOW YOU HANDLED A CHALLENGE?

"One time, my supervisor fell sick unexpectedly, and we were in the middle of a touchy negotiation with a new sponsor. I was tasked with putting together a PowerPoint presentation just from the notes he had left, and some briefing from his manager. My presentation turned out successful - we got the sponsorship." (POWER)

3.2

THINGS YOU SHOULD ASK

Remember you are responsible for your own career path. Get curious and learn more about the role, the organisation and the industry. Asking questions also reveals your level of interest in the work itself.

Here are important questions to ask your interviewer.
Be prepared to also share your opinion.

What are the latest trends in the industry?

Example:
Ride-sharing is exploding in Asia.

What is the organisation's competitive advantage?

Example:
The organisation is an Asian brand, understands local cultures and preferences.

How does this role add value to the organisation? What are the key outcomes?

Example:
The organisation needs to increase subscribers fast and is running a lot of guerilla marketing campaigns - high impact, low budget.

What is required to be successful in this role?

Example:
Creativity to try many different new things, and fast. Roll up your sleeves, get your hands dirty.