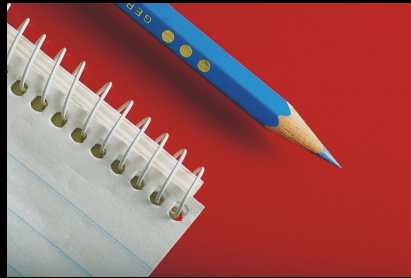


# Your Ideal Next Job & Perfect Employer Workbook



- ★ Would you like a great new job with a great employer?
- ★ Do you know where to find it?
- ★ Will you know it when you see it?
- ★ Are you considering changing careers?

Here's an exercise that will help you identify your ideal next job and your perfect employer... and how to find them. More than a simple survey, it may take some time and effort, but it could be pay substantial dividends.

1. DEFINE WHAT YOU DO THE BEST. LIST YOUR TOP SKILLS, TALENTS AND TRAITS THAT YOU WILL BRING TO YOUR NEXT EMPLOYER.  
HOW DO YOU KNOW YOU'RE GOOD AT THEM?

What you do the best at work?

---

---

---

---

---

---

How do you know?

---

---

---

---

---

---

2. NOW, FORCE RANK YOUR LIST. PUT WHAT YOU DO BEST AT #1, AND SO FORTH.

What you do the best at work?

1. 

---
2. 

---
3. 

---
4. 

---
5. 

---

3. WHAT YOU LIKE TO DO THE MOST AT WORK?

LIST THE SPECIFIC WORK-RELATED TASKS OR PROCESSES YOU ENJOY THE MOST.

WHY DO YOU LIKE THEM?

What you enjoy doing most at work ? Why?

---

---

---

---

---

---

---

---

---

4. FORCE RANK THAT LIST, TOO. PUT WHAT YOU ENJOY MOST AT #1, AND SO FORTH.

What you enjoy doing most at work?

---

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

5. LOOK AT THE TOP ITEMS ON EACH LIST. THEY DESCRIBE YOUR IDEAL BLEND OF TALENTS AND PASSIONS. BUILD YOUR NEXT JOB AROUND THEM.

What you do best?

What you enjoy most?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. TRANSLATE THOSE ITEMS - NOT NECESSARILY ALL OF THEM IN EACH CASE - INTO SPECIFIC JOB FUNCTIONS, SO YOU HAVE SOMETHING CONCRETE TO LOOK FOR.

Job Functions

Talents & Passions

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

7. Translate how these talents & passions benefit the employer.  
How will these characteristics solve an employer's pain?

---



---



---



---



---



---



---

8. DEFINE THOSE OBJECTIVE CRITERIA THAT DESCRIBE YOUR IDEAL NEXT EMPLOYER THAT ARE MOST IMPORTANT TO YOU – DETAILS ABOUT LOCATION, SIZE, INDUSTRY, GROWTH, SALARY GUIDELINES, HEALTH CARE AND OTHER BENEFITS, ETC. WHY ARE THEY IMPORTANT?

Objective Criteria	Why are they important?
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____

9. FORCE RANK YOUR EMPLOYER CRITERIA LIST.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

10. NEXT, DEFINE THE SUBJECTIVE CRITERIA DESCRIBING YOUR IDEAL NEXT EMPLOYER THAT ARE IMPORTANT TO YOU - DETAILS ABOUT CULTURE, VALUES, WORK-LIFE BALANCE, INTEGRITY, ETC.

Subjective Criteria	Why are they important?
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____

11. FORCE RANK THIS LIST.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

12. LOOK AT THE TOP FIVE ITEMS ON EACH LIST — THEY DESCRIBE YOUR IDEAL NEXT EMPLOYER.

Objective Criteria

Subjective Criteria

---

---

---

---

---

---

---

---

---

---

13. NOW, IDENTIFY ORGANIZATIONS THAT MEET THESE IMPORTANT CRITERIA AS CLOSELY AS POSSIBLE. WHERE WILL YOU FIND OUT THE INFORMATION YOU NEED ABOUT THEM TO BE SURE THEY'RE IDEAL FOR YOU?

Potential Employers	Sources of information
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

POTENTIAL SOURCES OF INFORMATION:

D&B Hoover's (dnb.com)

Glassdoor (glassdoor.com)

LinkedIn (linkedin.com)

Reference USA (referenceusa.com)

Check with your local librarian for more



This whole complicated and time-consuming process can now drive your proactive and focused job search including networking and information-gathering. You can network with people you know or meet to find employers that match your profile. Network to find people inside those organizations to connect with and discuss future job opportunities.

Your odds of successfully landing something closer to your ideal job at your ideal employer should be much better than only using traditional reactive and passive job searching methods, like posting resumes, responding to job ads and generic networking.

With your skills and preferences clearly defined coupled with a list of target companies developed by you for you, your job search should be on a much clearer track.

**WE HOPE WE'VE HELPED. GOOD LUCK WITH YOUR JOB SEARCH.**