

http://www

# Job Seekers

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### Step 3: Altitude

#### Focusing On The Marketplace

**Altitude** is the **direction, focus and motivation** that you need to begin thinking about the **specific kind of career, job or business opportunity** that you want.

First, decide what kind of work you want to do and where you want to do it. This will become your **target**.

Second, prepare a **personal marketing plan** for reaching your target.

Think of your target as a sighting scope with four cross-hairs.

#### JOB FUNCTION

or OCCUPATION (the work you want to do)

#### INDUSTRY

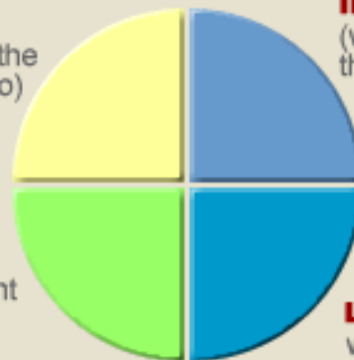
(where you want to do the work)

#### INCOME

(how much you want and need to earn)

#### LOCATION

where you want to live and work)



*"The mind of man plans his way, but the LORD directs his steps.  
Proverbs 16:9*

Links:

[Job Function](#)

[Income](#)

[Industry](#)

[Location](#)

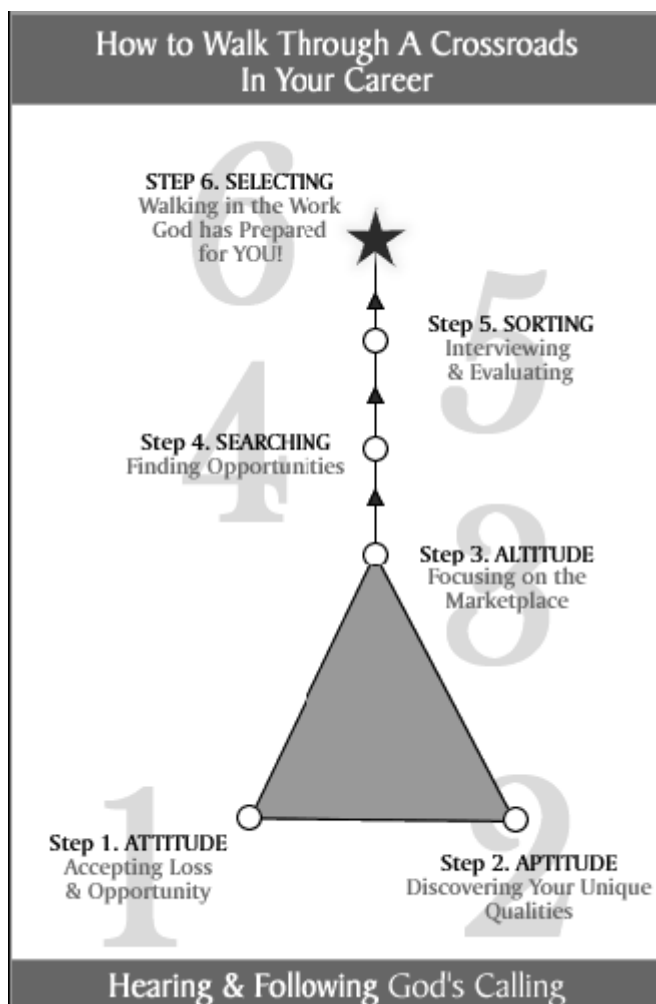
#### Research Each Area

**Research each area of the target** to help you make decisions about your own personal career target.

You can also do **informational interviews** with people who work in an occupation or industry you are targeting. Ask them questions about their jobs, industries and personal career paths.

Other sources of information are **trade associations, trade magazines and newspapers**. You can find resources for these on the Internet.

## Crossroads Career Network is now active for one year!!!!



Go to  
[www.crossroadscareer.org](http://www.crossroadscareer.org)  
and click the red tab  
**Register Now.**

Then click **Explorers** and  
follow the online  
instructions to register

Select name of church:  
**St. Lukes United Methodist  
Church**

Enter church  
membership key for  
**Career Explorers:**  
**seekers**

Browse, explore and make yourself at  
home. Each week work one step of the  
process.



# A Personal Brand

A personal brand consists of 3 A's:

- **Authentic Image**
  - **The genuine you, doing work you're passionate about, in a way that sets you apart from everyone else**
- **Advantages**
  - **This is your value proposition—what makes you able to contribute to the organization's bottom line**
- **Awareness**
  - **A brand must be communicated constantly and consistently ... in a manner that makes people attentive and responsive to it ... don't hide your light under a bushel!**

## Building Blocks to Define Your Br

Adjectives ("Soft" Brand Attributes)	Nouns ("Hard" Brand Attributes)	Verbs (Advantages / Value Proposition)
Example (the authentic you): Ethical, experienced, intellectual, level-headed, methodical, productive, cool under pressure, resilient, tenacious, driven	Example (titles and/or areas that capture the authentic you): Business strategist, troubleshooter, turnaround artist, transformer, corporate marketing, environmentally proactive	Example (your impact/results): Resurrect failing or fledgling telecom ventures; bring technology concepts to reality; leverage market opportunities
<b>Brand-Building Questions:</b> <ul style="list-style-type: none"> <li>● What do people admire/love most about you? (including your boss, coworkers, colleagues, friends, family members, etc.)</li> <li>● What mannerisms differentiate you?</li> </ul>	<b>Brand-Building Questions:</b> <ul style="list-style-type: none"> <li>● What reputation are you most proud of?</li> <li>● What products/services are you most passionate about?</li> <li>● What roles or titles do colleagues most associate you with?</li> </ul>	<b>Brand-Building Questions:</b> <ul style="list-style-type: none"> <li>● If you could have just <b>one</b> impact on your work-world, what would it be?</li> <li>● What's your value proposition? E.g., I make money for employers by [fill in the blank] _____</li> </ul>
My Description:	My Description:	My Description:
How Others Describe Me:	How Others Describe Me:	How Others Describe Me:



*This is what the Lord says, "Stand at the crossroads and look... ask where the good way is...and walk in it." Jeremiah 6:16*

## 30 Second Elevator Speech

Remember what you read about a **30-second elevator pitch**? It can be used to explain succinctly to friends, associates, networking contacts, and even interviewers the exact goal of your job change. You can use it effectively whether you are seeking traditional employment or planning to start a business or work for yourself. Try this 3-part process!

**Part (1)** Describe your target position(s).

**Part (2)** State two or three keyword strengths related to your target(s).

**Part (3)** State contribution you will make.

### *Examples Using 3-Part Process*

#### **Example A:**

- (1) A management position in finance that requires
- (2) in-depth knowledge of accounting and auditing, strong process improvement skills and
- (3) the demonstrated ability to achieve substantial cost savings.

#### **Example B:**

- (1) An operations position that will utilize
- (2) versatile experience and broad knowledge of manufacturing processes in order to
- (3) improve product quality and overall productivity.

### *Templates to Write Your Career Objective(s)*

A \_\_\_\_\_ position in the \_\_\_\_\_ industry that will utilize \_\_\_\_\_ and \_\_\_\_\_ as well as the demonstrated ability to \_\_\_\_\_.

OR

A \_\_\_\_\_ position that requires \_\_\_\_\_ and \_\_\_\_\_ in order to \_\_\_\_\_.

## Lonely? Sad? Discouraged?



**Going through a tough time – emotionally or spiritually? Struggling with a crisis in life? Or simply feeling down?**

Consider letting a Stephen Minister help. A Stephen Minister is a member of our congregation who is trained to listen, care, encourage, pray, and walk alongside you during difficult times. It's confidential, free, and very helpful.

**To learn more, talk with a [pastor](#) or [Stephen Leader](#).**

*Bear one another's burdens, and in this way you will fulfill the law of Christ.*

– Galatians 6:2

**Our Stephen Ministers are there to care!**

Rev. Pam Rowley 720-348-1528

**PLANNING WORKSHEET****Step 3 Altitude: Focusing on the Marketplace****Goals for this Session:**

- Using what was learned about unique personal qualities, share specific opportunity targets.
- Review basic resume for one career target.
- Review a basic letter/email for networking, thank you, submitting resumes.
- Share career brand in a 30-second elevator pitch for networking

**What to Expect:**

This session begins the heaviest and most challenging work so far. Many people will find the research to be difficult, time-consuming and even boring. Encourage them to invest the time now so that they can make a good career decision and save time later in the process by avoiding false starts and wasted efforts. Some may want to skip right to their resumes. Point out how important it is that a resume be crafted to match a specific career target. It is very important that the targeting work be done first. Then creating a resume suited to the target will be much easier.

**Objective:** Learn how to focus on the marketplace and begin developing personal marketing plan – especially resume and “elevator pitch”.

**Key Verse:** *As each one has received a special gift, employ it in serving one another as good stewards of the manifold grace of God.* 1 Peter 4:10

**Opening Prayer**

**Fellowship:** Ice breaker – “what would be the right job for you?”

**Review Content:**

- Six factors targeting opportunities: occupations, industries, locations, compensation, platforms and culture.
- Seven parts in personal marketing promotion plan: Your Career Brand, Targets/Contacts List, Networking Scripts, Personal Business Cards, Resumes, Emails and Letters, References, Compensation History.
- Focus on elements Career Brand and Elevator Pitch.

**Discussion Questions:**

- What struck you most in Step 3?
- Each person shares the opportunity target in which they are most interested by presenting or reading his/her Career Brand. Other participants ask questions and think of networking contacts.
- Each person shares resume, and asks for feedback. Others ask questions, share observations.

# Pay it Forward!



### JOB SEEKERS E-MAIL LIST

When you join Job Seekers, you may want to add your name to the Job Seekers Group e-mail list on St. Luke's Web site. It is through this e-mail list you will receive information about Job Seekers, as well as job opportunities and information, on this list

- The web site for St. Luke's is <http://www.St.Luke'sHR.com>
- Go to the e-ministry page from the top menu bar
- Go to e-mail lists
- Find the Job Seekers Group
- Add your e-mail address. Information and Job opportunities will be distributed via this list.

### FACILITATORS

We currently have four group facilitators and we are looking for additional volunteers to serve as coaches, resources, presenters, and coordinators for the Job Seekers group. Please contact Job Seekers coordinator, Jim Wolff or any of the facilitators for more information.

Jim Wolff, Coordinator	303.619.3386	jwolffrcsd@aol.com
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Dave Laurvick	303.601.5528	dplaurvick@msn.com

Emotion	Looks and sounds like . . .	Helps
<b>Anger</b>	Negative tone of voice, disparaging remarks, bitterness	Explorer's Guide, Matthew 18:21-22 Fear Hesitance, "I can't . . ." or "yeah but . . ."
<b>Fear</b>	Hesitance, "I can't . . ." or "yeah, but . . ."	Move toward the fear – read David vs. Goliath, 2 Timothy 1:7, Philippians 6-7
<b>Depression</b>	Tired, no energy, hates self, procrastinating	Affirming friends, physical exercise, doing things, setting very small goals
<b>Loneliness</b>	Talks about being lonely, no one cares	Affirming friends, enjoy time alone with God, Psalm 37:4, Hebrews 10:24-25
<b>Failure, discouragement</b>	Recites problems and difficulties, down on self	Do anything he/she is good at, write out past victories, Philippians 4:13, Jeremiah 29:11,
<b>Confusion</b>	Does not know what to do, too many options (similar to overwhelmed), unable to focus	Plan, prioritize, pray, set small, clear goals
<b>Overwhelmed</b>	Stuck, paralyzed, "so much to do"	Plan, prioritize, pray, set small, attainable goals; Philippians 4:13