

JOB OBJECTIVE EXERCISE

This exercise is designed to help you think about the “who”, “what”, “when” and “where” of your next career move. Recognizing and categorizing key issues in your professional and personal life are essential when developing a targeted job objective statement. A well-formed job objective is crucial for successful networking, marketing (resume, social media), and interviewing.

Part 1: Defining Your Key Objectives

Expressing your preferences, likes and dislikes over a set of key professional and personal variables will help focus and prioritize your objectives. What are the key variables to assess? The following list is a good start:

- ❖ **What** do I want to do?
 - Industry, Products, Services
 - Organizational Characteristics (size, structure, position, etc.)
 - Functional Role(s), Skills, Strengths (tasks, position, titles, etc.)
 - Career Path Goals (level, span, advancement, etc.)
- ❖ With **Whom** do I want to work?
 - Leadership (vision, mission)
 - Culture (shared values, beliefs, attitudes)
 - People (subordinates, teammates, clients, vendors, etc.)
 - Personal Growth Potential (challenge, learning curve, etc.)
- ❖ **Where** do I want to be?
 - Geography, Climate
 - Location (urban/rural, city/town, etc.)
 - Community
 - Mobility, Flexibility (travel, commute, vacations, etc.)
 - Family Issues (relationships, schools, healthcare, etc.)
- ❖ **When** is my timeframe for change?
 - How many steps are involved?

In Part 1, use the following table write out as many specific attributes as you can for each variable (some “sample” entries appear on pages 5-6). Those things that you “like” can be simply a desired state, or they may be non-negotiable, “must-haves”. Highlight the non-negotiable or critical attributes for you (and your family). Those things that you “dislike” are job and life attributes that you want to avoid or eliminate. Your likes and dislikes will form a template for reviewing job and career choices.

Part 2: Writing Your Objective Statement

Develop an actionable Job Objectives Statement using the key attributes from Part 1 to shape the direction of the statement.

PART 1 - DEFINING YOUR KEY OBJECTIVES

WHAT do I want to do?

LIKES	DISLIKES
INDUSTRY, PRODUCTS, SERVICES	
ORGANIZATIONAL CHARACTERISTICS (SIZE, STRUCTURE, POSITION, ETC.)	
FUNCTIONAL ROLES, SKILLS, STRENGTHS (TASKS, POSITIONS, TITLES, ETC.)	
CAREER PATH GOALS (LEVEL, SPAN, ADVANCEMENT, ETC.)	
Other: _____	

With WHOM do I want to work?

LIKES	DISLIKES
LEADERSHIP (VISION, MISSION)	
CULTURE (SHARED VALUES, BELIEFS, ATTITUDES)	
PEOPLE (SUBORDINATES, TEAMMATES, CLIENTS, VENDORS, ETC.)	
PERSONAL GROWTH POTENTIAL (CHALLENGE, LEARNING CURVE)	
Other: _____	

WHERE do I want be?

LIKES	DISLIKES
GEOGRAPHY, CLIMATE	
LOCATION (URBAN/RURAL, CITY/TOWN, ETC.)	
COMMUNITY	
MOBILITY, FLEXIBILITY (TRAVEL, COMMUTE, RELOCATION POTENTIAL, VACATIONS, ETC.)	
FAMILY CONSIDERATIONS (RELATIONSHIPS, SCHOOLS, HEALTHCARE, ETC.)	
Other: _____	

WHEN Is My Time Frame For Change?

HOW MANY AND WHAT STEPS ARE INVOLVED TO MAKE A CHANGE?	
STEPS	TIMEFRAME
1.	
2.	
3.	
4.	
5.	

Part 2 - Create Your Job Objective Statement

In 100 words or less develop a first draft of your **job objectives statement** using notes and thoughts from Part 1.

Example #1:

I am seeking a significant marketing role in a dynamic and growing mid-market products company. The title of the position is less important than the responsibilities, and I prefer to be very hands-on doing analysis and developing media plans and marketing strategy with cross-functional teams. I have a solid marketing background to offer and thrive in a collegial, high-energy atmosphere that respects diversity and fosters new learning. I will live in the Mid-Atlantic or Southeast where there is access to outdoors, sports, arts and community culture.

Example #2:

I am seeking a position in planning and strategy. This might include strategy consulting, a planning and strategy position in a corporation or a business development position if strategic planning were the principal component. I would prefer a major, established firm with a reputation for high integrity. Geographically, I would prefer a medium size city on the East Coast. I want to work in a team oriented environment with individuals that seek and respect diversity. I need to be in a new position within 6-9 months or earlier if possible.

Making Your Job Objective “Market” Sensitive

It is important to convert your desires to show how you will add value to a potential hiring company. Review the two samples below and be sure that you are using your objective statement to show the listener what’s in it for them!

Job “Internal” Objective Statement

I am seeking a Senior Business Development or Strategic Consulting position to contribute to the revenue and market share growth of an organization by developing and executing strategic plans for new high-tech products and markets. I would prefer a major, established firm that has a reputation for high integrity. Geographically, I would prefer the greater Washington, D.C. area. I want to work in a teamwork environment with individuals that seek and respect diversity. I wish to be in my new position by year end.

“External” Objective Statement

I am seeking to contribute to the revenue and market share growth of an organization by developing and executing strategic plans for new products and markets. The position could be a Senior Business Development, Planning and Strategy or Strategic Consulting position. I want to be part of an organization which works hard and delivers “value” to its clients. I have a strong preference for the greater DC area or other regional technology centers.

DEFINING YOUR KEY OBJECTIVES – **Abbreviated Sample**

WHAT do I want to do?

LIKES	DISLIKES
INDUSTRY, PRODUCTS, SERVICES	
Consumer goods/Hospitality/Service/Retail	B-2-B products/services, Healthcare
ORGANIZATIONAL CHARACTERISTICS (SIZE, STRUCTURE, POSITION, ETC.)	
Medium, high-growth Privately held	Too large >\$billion revenue / Highly Structured
FUNCTIONAL ROLES, SKILLS, STRENGTHS (TASKS, POSITIONS, TITLES, ETC.)	
Marketing and/or PR and/or Social Media	People development, HR, rote management tasks
CAREER PATH GOALS (LEVEL, SPAN, ADVANCEMENT, ETC.)	
Director level / Access to C-level decision makers	Lack of cross-functional influence / exposure

With WHOM do I want to work?

LIKES	DISLIKES
LEADERSHIP (VISION, MISSION)	
Clearly defined – mission driven	Ego-driven decision making
CULTURE (SHARED VALUES, BELIEFS, ATTITUDES)	
Teamwork, consensus and participatory	Formal rules and policies
PEOPLE (SUBORDINATES, TEAMMATES, CLIENTS, VENDORS, ETC.)	
Enthusiastic, High-energy, High Diversity	Complainers / Gossip
PERSONAL GROWTH POTENTIAL (CHALLENGE, LEARNING CURVE)	
Professional development a ++	Stagnant culture

DEFINING YOUR KEY OBJECTIVES – **Abbreviated Sample, continued**

WHERE do I want be?

LIKES	DISLIKES
GEOGRAPHY, CLIMATE	
Mid-Atlantic or Southeast / Four Seasons	West Coast
LOCATION (URBAN/RURAL, CITY/TOWN, ETC.)	
Medium-sized city / Urban feel	
COMMUNITY	
Reasonable cost of living	Too Political
MOBILITY, FLEXIBILITY (TRAVEL, COMMUTE, RELOCATION POTENTIAL, VACATIONS, ETC.)	
Access to decent airport	Long commutes
FAMILY CONSIDERATIONS (RELATIONSHIPS, SCHOOLS, HEALTHCARE, ETC.)	
Accessible day-care	Poor or declining public schools

WHEN Is My Time Frame For Change?

HOW MANY AND WHAT STEPS ARE INVOLVED TO MAKE A CHANGE?	
STEPS	TIMEFRAME
2. Furthered education – MBA	2 ½ years investment of time – loans to pay
3. Determined functional focus – developed skills with more depth and breadth	5 years in traditional CPG marketing roles with large companies
4. Oppty to join non-traditional start-up	1 year – company did not thrive in recession
5. Targeting and researching companies in my focus area; developing search strategy and networking to make change	6-12 months