



MARK A. GRIFFIN

COLLEGE
to
CAREER

INDIVIDUAL ACTION PLAN
Workbook



THE STUDENT GUIDE TO
CAREER AND LIFE NAVIGATION

COLLEGE *to* CAREER

THE STUDENT GUIDE TO CAREER AND LIFE NAVIGATION

The journey to launching a meaningful career starts and ends with YOU.
College To Career will help you to:



Set Up Practical, Actionable Steps
Through Each Stage Of College



Become More Self Aware



Define Your Unique Voice



Target the career ideally
suited to your personality



Understand Soft Skills
in the Workplace



Explore the Benefits of
Social Media and LinkedIn



Create a Killer Resume



Translate Your Education
to a Meaningful Career



Refine Your
Interviewing Skills



Launch Your Career

Each chapter of *College To Career* includes:



Advice From
Workplace Experts



Group Discussion
Questions



Individual Action
Plan Steps

CHAPTER ONE

Begin Your Masterpiece

INDIVIDUAL ACTION PLAN

- 1 What key concepts resonated with you while reading this chapter?
- 2 As you reflect on the statistics in the chart demonstrating unemployment vs. education, what experiences have you had with friends and relatives that lack education? Do they seem to be out of work and suffer greater income security? How has this changed your perspective on why you are attending college classes and the importance of education?
- 3 As you review the chart of jobs and their salaries, what specific job titles interest you? Which ones brought greater interest and why? Who can you talk with to learn more details about the job and what it entails?
- 4 Do you have any plans to join any clubs or organizations to meet like-minded students on campus? How might you stretch yourself so that your relationships grow now and into the future? Is there anyone you currently know with whom you have something in common and might want to get to know more?

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- 5 What are some steps to expand beyond your comfort zone and meet others outside your culture and background? Describe how you may expand your thinking and open up the possibilities of collaboration with students from other countries? In return, what are you able to offer someone of another culture?

CHAPTER TWO

Mission, Vision, Values....Your Voice

INDIVIDUAL ACTION PLAN

- 1 Take the time to write out your own personal mission, vision, and values.
- 2 Think about your message (voice) you want to project to the world.
- 3 Create future goals, both short-term and long-term.
- 4 Think about your passions and how you want to change the world through employment.
- 5 What type of employer would you be drawn to?

SMART GOALS

S	SPECIFIC	Well defined, clear, and narrow in scope
M	MEASURABLE	Ensure specific criteria that evaluates progress toward the goal
A	ACHIEVABLE	Attainable, reasonable, and not impossible to achieve
R	REALISTIC	Within reach, realistic, and relevant to your organization
T	TIMELY	Clearly defined timeline, including start and target completion date

- 6 Create this in as much detail as possible. Then share it with many others as possible, to family members, fellow students, employees at your work and to friends.
- 7 Create a plan this week to work toward your vision. Remember, your vision is what the future looks like. This could include interviewing someone who has found success in your desired career field. It could include online research. It could include gaining a healthy habit or trying to break an unhealthy one. Try to follow through with this task by the end of the week.
- 8 Interview the owner of a local company. This could be the owner of a car dealership or a ice cream shop. Ask if they have established mission, vision and values. If so, what are they, how did they create them, and how did these contribute to their success?
- 9 Remember, please write your life goals.

What do you want to have accomplished in five years and ten years? Be specific; do you want to own a yellow Jaguar by the time you are 35? Write it down. Do you want to work your way to a Vice President role by the age of 40? Write it down. Do you want to be married, have three children, a Poodle and a second home in Aruba? Write it down. Dream big, defining goals helps create your voice.

**NEED A
CAREER COACH?**



CHAPTER THREE

Self-Awareness

INDIVIDUAL ACTION PLAN

- 1 If you have been unable to take an IQ test or if you have taken one many years ago, plan to take one to determine where you fit.
- 2 Take the Myers-Briggs Type Instrument test. Find a certified professional to administer the test. This could be one of the most important investments you make. Internet sources and websites are unreliable. The official test is the most accurate and will deliver the best results. It is well worth the costs.
- 3 Share your IQ and personality test results with at least three of those you respect. A parent, mentor, friend, boss, leader or other influential figure with whom you could share your results and ask them for feedback.
- 4 Read about the varying choices with your personality. Circle several that appeal to you. Are these careers new to you or have you entertained any of those listed?
- 5 Choose one of these careers to research further.
- 6 Write an agreement with your authentic self.
- 7 In one to two paragraphs, write the statement you plan to deliver when asked who you are and what you plan to pursue.

TAKE THE
MBTI®

This is, essentially, the voice we have previously discussed. Writing out your agreement will help you visualize it and prepare to take the next step.

CHAPTER FOUR

Understanding Soft Skills in the Workplace

INDIVIDUAL ACTION PLAN

- ① What key soft skills do you need to work on as you prepare for the workplace?
- ② As you reflect on this chapter, what resources can you tap into to help support you in your Soft Skill development?
- ③ Have you identified someone who could be a mentor to you? Who could help you in understanding your strengths and weaknesses as they relate to soft skills? Is there a professional, instructor, relative or friend who might be able to help you? Seek out one today.
- ④ If you are accustomed to using technology for your primary means of interpersonal communication, how might you put it down and step out in order to be comfortable communicating one-on-one and in group settings? Plan something this week where you can put this to use. This could be a lunch with a friend or a casual game of football. Make it a point to practice interpersonal communication, no matter what setting you choose.
- ⑤ Write out an agreement with your authentic self. In one to two paragraphs, write a statement you plan to deliver when others ask you who you are and where you plan to go. This is, essentially, the voice we have previously discussed. Writing out your agreement will help you visualize it and prepare to take the next step.

CHAPTER FIVE***The Evolution of Social Media*****INDIVIDUAL ACTION PLAN**

- ➊ What key advantages of using social media resonated with you while reading this chapter?

- ➋ How might you personally leverage social media for the advancement of your personal and career goals? What goals have you created for yourself in this area?

- ➌ As you start searching for internship and career opportunities, what social media tools do you plan to start taking advantage of?

- ➍ Have you considered how you might be perceived by others if they “Googled” you? What would a perspective employer find out about you if they researched your social media presence?

- ➎ Consider stepping out of your immediate social media comfort zone to reach your personal and career goals. How might you meet others who are advanced in their careers and might be able to help you? How might you be able to reach back to high school students and encourage them to reach their personal and career goals? Perhaps you might discover a way to enlighten others that may lead you to develop the next Facebook or LinkedIn type platform.

CHAPTER SIX

LinkedIn: Connect for Success**INDIVIDUAL ACTION PLAN**

- ❶ If you do not have a LinkedIn profile already, create one this week. Setting up a LinkedIn only takes a few minutes. Begin by uploading a nice, professional photo. If you do not have a professional photo, ask a friend or family member to take one of you. You can add details as you go, but a photo is one of the most important features. Without it, you won't seem legit.
- ❷ If you already have a LinkedIn profile, consider revamping it today. Add in some of the features we have discussed in this chapter. Upload a better, more professional photo. Update your skills. Ask a former employer or professor for a recommendation. Join a new group. If you have never posted something before, create your first post. It could be a simple sentence or two, or perhaps an interesting article you found.
- ❸ Add connections. If you are just beginning, start by importing your contacts to your LinkedIn and selecting the ones you would like to connect with. If you have already established your LinkedIn, search for new connections. Check the "People you might know" section. Make it a goal to have at least 100 connections on your LinkedIn. You will want to add more as you go, but this is a good place to start.
- ❹ Link your profile to your other accounts, like Twitter or Facebook. This takes only a minute, but it can be an effective way to increase traffic to your profile page.
- ❺ Check your LinkedIn at least every other day. See if you have had any new requests to connect. Check your inbox. Post something or check into your groups. The more interactive you become on the site, the more exposure you will have and the more success you will find.

CHAPTER SIX

The Résumé: Your Ticket to an Interview

INDIVIDUAL ACTION PLAN

- ① Set a goal date as to when you will complete your résumé.
- ② Consider having your résumé professionally reviewed. Ask a professor, or someone in your career field to look at it. Request honest feedback, make suggested changes.
- ③ Who have you asked in your chosen field to ascertain what your skills, experiences and education should look like on your résumé? Take note of these things and consider adding them in to your résumé.

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SEARCH ACCOUNT

Search résumé samples online. Make note of ones that you like. What do you like about them? Is it the font, the format or something else? Earmark a few favorites.

CHAPTER EIGHT***Interviewing For Success*****INDIVIDUAL ACTION PLAN**

- ① How will you partner with friends, instructors or contacts to practice interviewing and helping to overcome your fears?

- ② What is your plan to prepare for your appearance for interviews? Do you have the clothing necessary to be successful? If finances are an issue, consider places like the Salvation Army or the Goodwill. They have affordable, quality clothing. In addition, seek non-profit organizations that help others get back on their feet. They may offer low cost, or even free, workplace attire. Some dry cleaners will even clean your interview outfit for free. Just ask!

- ③ What organizations have you identified to monitor for potential careers? Which organizations do you see a match? Prepare a list and begin your networking with others.

- ④ Make the effort to connect on social media sites like LinkedIn. If you already have a LinkedIn profile, consider adding several more contacts. If you are not on this site, start making a profile today. You can refine your profile over time, but establishing yourself on the site lets people know who you are and what you want.

- 5 Watch interview tutorials and examples online. You can find several of these on YouTube. Some are funny, but they will give you an idea of what to do and NOT to do. Pay special attention to body language and presentation.

- 6 Begin making notes of what sets you apart and makes you unique. This could include hobbies, special skills or outstanding achievements over the years. Most likely, an employer will begin an interview with the question, "Tell me a bit about yourself." When he does, you want to be prepared. Write down your accomplishments and hobbies, so when the time comes, you are ready to make yourself sound as interesting as possible!

CHAPTER NINE***Launching Your Career*****INDIVIDUAL ACTION PLAN**

- ❶ If you are unemployed or volunteering, consider finding a part-time job as soon as possible. Sign up to volunteer for an event or land an internship. Remember, experience is key. Post your experiences on social media.
- ❷ If you have not yet set up all your social media accounts, do this immediately. At the least, you should be on LinkedIn, Twitter and Facebook. Begin by posting once a week. Do not forget to broadcast, telling others what you have been up to or how your job search is going.
- ❸ Consider starting a blog using one of the free blog sites we mentioned. Start small and simple, posting once or twice a month to start. Make sure to link your blog post to your social media every time.
- ❹ If you have any incriminating information or photos on your social media, remove it all right away. One inappropriate photo or post could ruin your career. It is just not worth it!
- ❺ If you are employed, consider taking your job to the next level. Ask your boss if you can tackle a new assignment. Shadow someone above you. Show initiative! Your boss, and your future self, will thank you!

Interviews With Workplace Experts From Across America



Mr. Brady Pyle, Deputy Director of Human Resources for
NASA-Johnson Space Center



Ms. Heidi Weingartner, Chief Human Resources Officer of the
Dallas Cowboys



Mr. Alan Collins, Founder of **Success in HR** and the Vice President-Human
Resources at **PepsiCo**



Mr. Dan Lasse, President of
Management Recruiters of St. Charles



Ms. Jennifer Litwiller, Academic and Career Advisor at
James Madison University



Mr. David Copeland, Director of Human Resources
— North America for **Jabra**



Mr. Peter Greer, President and CEO of
HOPE International



Ms. Joyce Ingram, Assistant Vice President and Chief Human Resources Officer at
Florida Agricultural & Mechanical University



Ms. Kyle Shuford, Principal **FrontGate Staffing**

DO YOU KNOW WHICH CAREER PATH TO FOLLOW AFTER YOU GRADUATE?



This year, over 1.6 million students will graduate college with a Bachelor's degree. After spending tens of thousands of dollars on their education, many will find themselves absorbed in to the workforce in a career field unrelated to their college major. These once hopeful students will become discouraged and uncertain about their future, some may spend many years feeling unfulfilled in a career where their passions and purpose are unmet.

You can avoid this predicament; there is a better way.

In *College to Career: The Student Guide to Career and Life Navigation*, accomplished human resources professional, author, and consultant. Mark A. Griffin helps readers to:

- Target the career ideally suited to their personality
- Define their unique voice
- Set up practical, actionable steps through each stage of college
- Translate their education to a meaningful career

This is not a self-help book for finding employment. This is a book to help you create your best options, now and into the future. It is a book to steer you through careful planning and vision casting, toward achieving and enjoying a satisfying life professionally, financially, and personally.

As a bonus this book includes several interviews from top experts in their fields. You will learn from leaders in organizations which includes: the Dallas Cowboys, Management Recruiters International, Florida A & M, James Madison University, Hope International and more. They will share their tips for success as well as hurdles they have overcome.

Whether you are a student just starting college, a parent wanting to guide your child in the right direction, or a graduate seeking direction in your career, you have come to the right place. Don't waste another minute living aimlessly. Begin your future today!