

# CREATE YOUR JOB SEARCH COMMUNICATIONS PORTFOLIO

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## PREPARE WHAT WILL BE HEARD

1. **Preferred Function | Industry | Geography “FIG” Statement** *What do you want to do next? What qualifies you to do this?* Also answers the questions, *Tell me about yourself?* or *Walk me through your resume.*
2. **Exit Statement** *Why do you want to leave your company? Why did you leave your company?* *see Page 2.*
3. **SOAR stories** – accomplishment stories in SOAR format (Situation, Obstacle, Action, and Result). Develop 8-10 stories tied to competencies and *what you like and do best.*

## PREPARE WHAT WILL BE SEEN

1. **Resume** *Download and use the resume samples in the 12T Resource Library -> Alumni Resources or at <https://blogs.owen.vanderbilt.edu/alumni/tools/resume-and-references/>*
2. **Email Signature Line:** Name, Email address, Cell Number, LinkedIn profile url *AFTER* you have customized the url. Here’s how to [customize your LinkedIn url](#).
3. **Cover Letter Template** *Download and use the cover letter samples in the 12T Resource Library -> Alumni Resources or at <https://blogs.owen.vanderbilt.edu/alumni/tools/cover-letters-and-correspondence/>*
4. **Reference List** *Guidelines in the 12T Resource Library -> Alumni Resources or at <https://blogs.owen.vanderbilt.edu/alumni/tools/resume-and-references/>*
5. **Learn to use LinkedIn and Create Your Profile:** [Utilize this FREE resource](#)
6. **Create a Target Company List** Use the [online database resources available through the Walker Library](#) OR check out your city’s [Business Journal](#)

## GET OUT AND NETWORK

1. [Learn the Basics of Networking](#)
2. **Owen Alumni in your city, target company or function.** Use the [LinkedIn Find Owen Alumni](#) feature. Also check out the [EMBARK website](#) and [VUConnect](#).
3. **Professional Association Meetings** <https://www.directoryofassociations.com/>
4. **Hobby and Shared Interest Groups; Neighborhood Gatherings**
5. [Who Else to Network With](#)

**DEVELOP YOUR EXIT STATEMENT**  
**OR**  
**WHY ARE YOU LOOKING FOR A JOB”**

**Your Exit Statement answers the question, “Why are you looking for a job?”**

A vital part of your communications strategy is the “Exit Statement”. This is the opportunity to answer, “Why are you leaving XYZ Company?” or “Why are you in the job market?” Keep your statement very short and simple. *You will not want to discuss personality conflicts, disagreement with management or speak negatively about the company.* Below are some acceptable reasons for leaving your present position:

**Career growth:** You can easily say that you are looking for a change in role and wanted more growth, or even that your position was getting stagnant. This might be an acceptable reason for quitting your job, but this by no means gives you leeway to criticize your job.

**Your career path:** One reason is basic dissatisfaction with your career. Remember that it is not about the particular company or the department, but your career on the whole. This reason would hold true if you have a rich career profile and are currently applying for a job in a new profession.

**Looking for challenges:** One of the most common and simple reasons is that your job was at a standstill and you wished to seek newer avenues and greater challenges.

**Restructuring:** Another common reason is company restructuring. When a company restructures, it can lay off a number of employees. Therefore, even if you have not been directly told to go, nobody would blame you if you are looking for avenues because your colleagues or some other department has been laid off.

**Relocation:** More often than not, relocation could be a reason that a seeker is looking for another job.

**Enhanced Education:** Another reason that can be provided is enhancement of abilities and education. If you have recently acquired a degree and have decided to utilize your education to enhance your professional profile, this would be a good reason to give for this question.

Remember that you cannot lie about the reason why you quit your job. In this era of references and cross references, finding out the real reason why you quit your job is as simple as making a telephone call.

As you are preparing your Exit Statement, think about mentioning something positive about your experience – the training, variety of opportunities, what you learned, etc.

Finally, you want to focus on the positive and the future. “I am looking for an opportunity in \_\_\_\_\_ and am excited to explore a variety of options.”