



## CAREER CONNECTIONS

### Your Personal Mission Statement.

A critical first step in your journey of career exploration is to be able to define what values and beliefs you hold most dear.

The development of a *personal mission statement* is an absolute necessity for you to adequately prepare for a career in the highly volatile twenty-first century global workplace.

The personal mission statement is an elegantly powerful resource. It is simply a two to three sentence declarative statement about the ideals, values and beliefs you hold true. It defines your goals in your personal and professional career. Best of all, you can leverage it in order to match your ideals and what you are seeking in a career with the appropriate culture of an organization that matches your beliefs and values.

Your personal mission statement is your elevator pitch, a summarized sales pitch of the product called YOU. Thomas Moore said: "It isn't enough that we have meaningful work. What is also required is work that satisfies the soul." You can begin the process of writing a personal mission statement with a technique called "visualization", a technique that world-class athletes use.

### Ethan Speaks

On Wednesday, September 30<sup>th</sup>, Ethan conducted a program on **Career Planning & Goal-Setting** to job seekers at the Brooklyn Public Library at Grand Army Plaza in Brooklyn.

On Saturday, October 1<sup>st</sup> he participated on a panel discussion entitled: "**Take Charge of Your Career**" attended by 400+ people at the NYU Alumni Day.

### The State of Our Economy

- 1 Nonfarm payrolls dropped by 216,000 jobs in August, bringing the unemployment rate to 9.7%, **a 26-year high**;
- 2 So, banks are struggling? The 30,000 employees of Goldman Sachs will earn an average salary of \$700,000 this year;
- 3 In August, 10 states and Washington DC had an unemployment rate above 10%, and jobless rates only declined in 16 states from July to August; and
- 4 New York's unemployment rate was 9% in August (up from 8.6% in July) and 10.3% in NYC; and
- 5 Financial Crisis Inquiry Commission held first meeting last week. Mostly prepared statements, no real work to begin until November.

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Ask yourself what your ideal dream job would like. Where is the office located, what type of people would you be working with? What are you doing every day, what does your workplace look like. Will you be working alone or with a diverse group of people? Are you travelling? Working abroad?

After you've given this considerable thought, write it ALL down. A plan NOT written down is a DREAM. By writing it down, you can monitor your progress. Next, identify all your likes and dislikes, things you are most passionate about. Have you been involved with any social causes? Think back on volunteer work you've done. Write this all down.

Your goal is to develop a mission statement that enables you to define your DREAM job. A dream job constitutes good work that will enable you to combine the following attributes: the ability to achieve excellent performance, the ability for you to express your ethics, and a pleasing sense of engagement (as defined by Howard Gardner, noted psychologist at Harvard University).

Next, you will need to evaluate your goals. Start with your classes, and academic focus. Then slowly expand that by thinking about all the jobs you've had, and times when you were working and you felt the most energized, fulfilled, and rewarded for the work you did. You will need to identify your strengths and areas for improvement, New Career Opportunities, identify Ideal Industries and Companies, and identify Your Working "Style"

## The Reading Corner!

In **Selling the Invisible**, *Harry Beckwith*, a business veteran with 30 years of experience identifies 12 key skill areas that can make you a master.

In **The Power of Focus** *Jack Canfield* takes the reader through the key "Focusing Strategies" that have the potential to lead one to success.

## Creating Your Dream Job From Scratch.

According to the Labor Dept.'s numbers for July, only 2.4 million jobs were open, while 14.5 million people were officially unemployed. That means there were 6 jobless people for every job vacancy.

American businesses cannot be expected to stimulate any significant job creation, since they are being very cautious in their staffing. There isn't likely to be a major increase in new jobs in a long time to bring down our national 9.7% unemployment rate.

Shrinking job opportunities are hitting every conceivable industry. There has been a scorched earth of job losses in insurance, banking, retail, manufacturing, publishing, advertising, financial services, and construction. Even industries that used to generate jobs can't be counted on, from technology to software, media and entertainment.

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Ask yourself what values and beliefs do you hold most dear. What principles do you choose as the foundation for the rest of your life, and your career by extension? What would I like to accomplish and contribute? What would I like to be? How do I fit into my family and community? What are my strengths?

After you have done all of the above, you are ready to apply this to the following four-step process:

1. Identify Past Successes
2. Identify Core Values
3. Identify Contributions
4. Identify Goals

Complete this process and you will have your very own personal mission statement.

## **An example:**

"My personal mission is to live completely, honestly, and compassionately, with a healthy dose of realism mixed with the imagination and dreams that all things are possible if one sets their mind to finding an answer."

Your personal mission statement gives you a concise, effective elevator pitch summarizing what you define as your key life's goals, values, and beliefs. This is a powerful summary of what you hold dear, that forms the foundation (along with your core competencies and success stories) of how you will sell yourself during interviews, in a confident and assertive manner.



## **Creating Your Dream Job From Scratch.**

In this environment, have **MUST** take an entirely **NEW** approach to job searching. First, write a job description for a job that doesn't exist, that you would be **PERFECT** for. Match your values and beliefs to 6-8 organizations in 3-4 industries that you want to work in.

Next, identify the person that you would report to if you were hired for that job. Research everything you can find out about that person, and these organizations. Then contact that person directly and convince them that they need to meet with you.

When you meet with them, be prepared to discuss their key business challenges. Emphasize how you will provide solutions that help them to increase revenues, decrease costs, improve operational efficiency, open new markets, retain clients, etc.



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