



The AdvantEdge Job Search Process™

AdvantEdge Job Search Coaching Focus Report

Note: Sample Report (Pages 1-5 of a 14 Page Report)

Client: John Q. Public

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Prepared by:

Daniel J. Troup

Managing Director

AdvantEdge Careers

E-Mail: dtroup@advantedgecareers.com

Phone & Text: 585.490.1202

Web: www.advantedgecareers.com

Notes:




- Your AdvantEdge Job Search Coaching personalized focus report begins on Page 3.
- Your focus report is based on a review and analysis of client-provided materials and information shared during the 1:1 job search consulting session(s).
- The focus report is organized to follow the four phases and twelve steps of the AdvantEdge Job Search Process™. All phases, steps, and actions within each step are included, but only the actions relevant to your specific situation are highlighted.
- Based on the AdvantEdge analysis of your current job search process, if a specific job search action is recommended as an area of focus to improve the effectiveness of your search, it is marked with a red and white target shown below.


Area of Focus = 

- AdvantEdge job search process resources are indicated for each action in the report to include:
 - Specific chapters in the AdvantEdge Guidebook that we recommend you read.
 - Sections within chapters of the AdvantEdge Guidebook that are relevant to the highlighted action or step in the summary report that we recommend you review.
 - Templates, tools, and exercises from the AdvantEdge Toolkit. You can access each of the referenced templates, tools, and exercises from the online toolkit link shared below.
 - External articles and job search resources recommended by AdvantEdge Careers.
- In addition to your personalized focus report, we have included a PDF copy of the AdvantEdge Guidebook. Specifically, you are receiving the Navigator Edition of *Selling You: The AdvantEdge Job Search Process™*. The Navigator Edition combines the AdvantEdge Guidebook AND the AdvantEdge Toolkit.
- The AdvantEdge Toolkit is located as a cloud-based repository in two locations, depending on your file format platform preference.
 - Box (MS Office & PDF file formats). Access the toolkit on **Box** [here](#).
 - Google Drive (Google & PDF file formats). Access the toolkit on **Google Drive** [here](#).

Focus Report Overview
<p>Client: <i>John Q. Public</i></p> <p>Target Position: <i>Product Marketing Manager</i></p> <p>ATS Match Rate [Current Resume]: <i>35% (See attached detailed ATS report)</i></p> <p>General Comments:</p> <p><i>Your current job search process is too heavily weighted towards job boards and unsolicited online applications with limited research and referrals to elevate the visibility of your candidacy for each position. Recommend developing a detailed job search action plan focused on 1-2 target job titles and a max of 30-50 target organizations. You are missing an elevator pitch to articulate your personal brand and core value proposition efficiently. The ATS match rate for your current resume is sub-optimal (below 50% match). Your search would benefit from a resume and cover letter update leveraging keyword optimization and more results-focused language. You should update your LinkedIn profile and invest more time in social selling and content engagement on the platform to increase your profile views. You also need to increase the volume and quality of your networking to expand your job search network. Lastly, your interview success rate would benefit from STAR story library development and standardization of the interview research and preparation process.</i></p>

Preparing for the Job Search Process: Self-Assessment		
Recommended Focus Areas	Action(s) and Steps to Complete	AdvantEdge Resources
	<p>Complete a self-assessment. You need to understand your personality traits, sources of motivation, strengths, and weaknesses.</p>	<p>Guidebook</p> <p>Chapter 1: Lottery Tickets and Your Job Search</p> <p>Chapter 2: Sales Skills and Your Job Search</p> <p>Chapter 3: Get Personal with Your Job Search</p> <p>Chapter 4: Twelve Steps to Your Next Job</p> <p>Toolkit</p> <p>AC Resource 01: Online Career Search and Personality Tests</p> <p>AC Toolkit 01: Self-Assessment Worksheet.docx</p>

Recommended Focus Areas	Action(s) and Steps to Complete	AdvantEdge Resources
Phase 1: Plan and Research		
<i>AdvantEdge Step 1 & 2: Action Plan Development Target Position & Company Research</i>		
	Develop a detailed job search action plan	Guidebook Chapter 5: Always Have a Plan in Your Back Pocket
	Decide how many hours you will invest each week in your job search process. Additionally, determine what weekly percentage (and # of hours) you will allocate to each search activity.	Guidebook Section in Chapter 5: Job Search Plan Fundamentals Toolkit AC Toolkit 02: Job Search Daily Scheduling Tool
	Research and select 1 to 2 (max) position titles that you will target in your job search process.	Guidebook Section in Chapter 5: Target Position Titles Toolkit AC Toolkit 03: Target Job Title Research Tool
	Research and select 30 to 50 (max) companies and organizations that you will target in your job search process.	Guidebook Section in Chapter 5: Target Companies and Organizations Research
	Develop an executive summary document that you can reference (and continue to update) as an action plan and a marketing plan document for your job search.	Guidebook Section in Chapter 5: Consolidate Plan and Research Toolkit AC Toolkit 04: Job Search Executive Summary Tool

Recommended Focus Areas	Action(s) and Steps to Complete	AdvantEdge Resources
Phase 2: Personal Branding		
AdvantEdge Step 3: Elevator Pitch Development		
	<p>Draft a baseline elevator pitch aligned with your target position.</p>	<p>Guidebook</p> <p>Chapter 6: You Had Me at Your Elevator Pitch</p> <p>Section in Chapter 6: Fundamentals of a Winning Pitch</p> <p>Section in Chapter 6: Building Your Baseline Pitch</p> <p>Toolkit</p> <p>AC Toolkit 05: Baseline Elevator Pitch Template</p>
	<p>Draft a customized elevator pitch aligned to a specific job posting or opportunity. You will want to repeat this process on every opportunity for which you are selected to interview for the position.</p>	<p>Guidebook</p> <p>Section in Chapter 6: Customizing Your Pitch</p> <p>Toolkit</p> <p>AC Toolkit 06: Custom Elevator Pitch Template</p>
AdvantEdge Step 4: Resume Development		
	<p>Review resume content principles for your baseline resume.</p>	<p>Guidebook</p> <p>Chapter 7: Open the Door with Your Resume</p> <p>Section in Chapter 7: Resume Content Principles</p> <p>Toolkit</p> <p>AC Resource 02: Resume Content Example_Recent College Grad</p> <p>AC Resource 03: Resume Content Example_Career Professional</p>