

# Career Development Playbook



**Own Your Career**

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# Career Development at Anthem

Career development is a journey. It begins with learning more about who you are as an individual, and progresses as you find opportunities that are best suited for you. Career development has no end, but it is a continual process to revisit throughout your professional career.

The tools in this playbook, and throughout the Own My Career site, are intended to help you get started with your career development. Participating in the activities, assessments, courses and tools is not a guarantee that you will land your “dream job.” Rather, it is to get you thinking more about where you want to go, what areas you may need to develop more and creating a plan to get there.

It is important to remember that “career development” has many different meanings. Your goal may be to “climb the career ladder” and make vertical transitions. But, career development can also mean making lateral changes; looking into new areas in the organization and breaking in to those departments. Whatever your goal is, the Own My Career site will have videos, courses, tools and resources to help you reach your goal.

## How to Use This Playbook

This playbook is a collection of all of the assessments and activities on the Own My Career site. There will also be tools on the site that are not included in this playbook (i.e., videos, courses, bulletin board posts, etc.) You can print this playbook out to mark up, capture key learnings, or information you want to share with a manager or mentor.

# Phase 1: Getting Started

## Self Awareness

The first step in your career journey is figuring out who you are as a professional. Below, you will see courses, videos, assessments and activities that you can participate in at your own pace to learn more about yourself. So, let's get started figuring out what motivates you, what strengths and passions you have, and what you are truly interested in when it comes to your career!

## Ideal Future State Assessment

As you move forward in your self-development efforts, you will want to spend some time reflecting on the specific ways in which you want to grow. What would you like your future to look like? What skills and capabilities would you like to have? What kinds of opportunities would you relish, if only you had the right combination of expertise and knowledge to take them on? Consider the questions and note your answers in the table.

### Future State Assessment

Ask yourself:	Note your response:
What's uncomfortable for me? What would I like to be better at?	
In what ways am I satisfied with my life or work? In what ways am I unsatisfied with my life or my work?	
What do I love doing? What aspects of my job would I like to continue doing in the future?	
What are some of the attributes and personal qualities that I admire in others?	
Whose behavior would I like to emulate? (And why?)	
What is there that I wish I could do more of at work?	
What has the feedback I have received from other people told me about what I might want to work on?	
In an ideal world, what do I see myself doing in five years?	

Completing this exercise will provide you with valuable insight about where you would like to focus your efforts. You want to target your efforts strategically, making sure that your energy and time are being poured into activities that will reap the benefits you seek.

## Interests Assessment

The O\*NET Interest Profiler is designed to help you identify your interests and how they play a role in what you do. It can also help you determine what lines of work you may want to explore.

## How to Take the O\*NET Interest Profiler Assessment

**Accessing the assessment:** Click [this link](#).

**Time to take:** This assessment should take you up to 10 minutes

**Directions:** Follow the directions on each screen to complete the assessment. When you reach the last page, you can view your results by clicking “Next”. To understand your results, look at the graph on the left to determine which Interest is your primary. Then, to the right, you can click that Interest to learn more about it.

## Debrief:

Your Primary Interest: \_\_\_\_\_

1. What new information did you learn about yourself?
2. In what ways does your current role leverage your interests?
3. How could your current role better leverage your interests?
4. What other areas/roles/departments in the organization do you think would leverage your interests?

# My Motivation Assessment

The My Motivation Card Game is designed to help you discover and clarify the factors that motivate you at work. Determining what motivates you at work not only helps with the manager/associate relationship, but it can have a large impact on roles that are best suited for you.

## How to Take the My Motivation Card Assessment

**Accessing the assessment:** Click [this link](#).

**Time to take:** This assessment should take you up to 15 minutes

**Directions:** Follow the directions on each screen to complete the assessment. When you reach the last page, you can print your results by selecting: "Print My Results". What will appear are your two primary motivators in the workplace? To learn more about what your two mean, click "Motivator Descriptions".

## Debrief:

Your Primary Motivators: \_\_\_\_\_

1. What new information did you learn about yourself?
2. In what ways does your current role leverage your motivators?
3. How could your current role better leverage your motivators?
4. What other areas/roles/departments in the organization do you think would be leverage your motivators?



## Strengths Assessment

This personality assessment is designed to identify the 5 different personality aspects that when combined, define the personality of an individual. Having a deeper insight into your personality type can help you identify your strengths and what types of roles are best suited for you.

## How to take the Personality Assessment

**Accessing the assessment:** Click [this link](#).

**Time to take:** This assessment should take you up to 12 minutes.

**Directions:** Slide the bar along the spectrum under each statement to answer. Try not to leave any “neutral” answers, and answer honestly. Once you have answered the statements on each page, your results will show.

To understand your results, in the upper right hand corners, you can click “Read Type Overview”. From here, you can learn more about your “type”. On the left hand side, there is an area titled “Explore Your Type”. You can navigate through these sections to learn more about your personality in each one of these areas. If you click the “Career Paths” and “Workplace Habits”, you will learn more about how this personality type shows up and interacts in the work place.

## Debrief:

Your Personality Type: \_\_\_\_\_

1. What new information did you learn about yourself?
2. In what ways does your current role leverage your personality type?
3. How could your current role better leverage your personality type?
4. What other areas/roles/departments in the organization do you think would be leverage your personality type?

# Professional Branding

## What is professional branding?

Professional Branding is the process by which you market yourself – it is a way to describe to people who you are. Your brand is made up of multiple components and can be marketed through various platforms. Because branding is based on what you want to do with your life and your own personal mission or vision, it is something that is constantly evolving, and may take some re-visiting from time to time.

Here are some general tips when it comes to professional branding:

- Look at yourself objectively and strategically like a marketing department in an organization/corporation
- Create an “image” that is unique to you - paints the picture of who you are, and all that entails
- Don't over promise/exaggerate
- Continually revisit and re-work – as you gain new skills, re visit and refine your brand

## Why a brand is important

Having a brand is important because it allows you to build brand equity with the people you work with. Creating a brand will allow you to market yourself in a more packaged sense to those you meet, and it will allow you to make lasting impressions and relationships. A brand will also convey to those you meet and work with of what they can expect from you. What you will deliver on and how you will do just that.

## How to create and share your brand

Your brand shows up in a variety platforms. In this phase, we will discuss how you can share your professional brand through your Personal Value Proposition and Elevator Pitch.

- Create Your Personal Value Proposition
- Create Your Elevator Pitch

## Elevator Pitch

An Elevator Pitch is a 30-45 second speech about you. It is designed to be a short introduction of who you are. That is where the “Elevator” comes from – you should be able to share this information while meeting others in an Elevator and have limited time. It is similar to your Personal Value Proposition, but is a condensed version used when meeting people for the first time. This is a great tool to not only help you create an image of yourself, but it will prepare you as we begin exploring the topic of networking in the future. Similar to the Personal Value Proposition, this requires some investigation and self-discovery. There are 5 core components to your Elevator Pitch:

1. Introduction
2. What you are responsible for at Anthem
3. A brief career history
4. Strength you are most proud of
5. Your career goals and aspirations

Use the template and example on the next page to help you create your Elevator Pitch.

Here are some general tips when it comes to creating and sharing your Elevator Pitch:

- Don't over promise/exaggerate
- Ask others that know you well for feedback and suggestions
- Continually revisit and re-work – as you gain new skills, re visit and refine your brand
- Once you have completed the template on the next page, pull it all together in a short paragraph, and review it until it becomes memorized and second-nature to you
- Use your Elevator Pitch when you are meeting others for the first time

Topic/Questions:	Your Responses:
Introduction	
What you are responsible for at Anthem	
A brief career history	
Strength you are most proud of and how you have shown that on the job	
Your career goals/aspirations	

Pull it all together into a paragraph. See example below:

*“Hi! My name is Kelly. I am a Learning Consultant and have been with Anthem for almost 3 years. Before coming to Anthem, I worked for a private university in the Finance department, but quickly found that I got the most pleasure from interacting with and helping others learn new process/procedure. So – I made a transition to the Learning and Development world! I really get my energy from seeing others succeed and being part of their career journey. In the future, I hope to work on some larger scale implementations and acquisition work.”*

# Personal Value Proposition

Your Personal Value Proposition statement is a way of clarifying and communicating what makes you different and special from other people; this is part of your brand. The goal of sharing your Personal Value Proposition is to inform other about what benefit they will get from working with you. A Personal Value Proposition requires some investigation and self-discovery. When creating your statement, think of yourself as a salesperson – this is your pitch of why others should want to work with you. Your Personal Value Proposition has 4 core components:

1. Your personal/professional successes
  - a. What are some of your accomplishments?
  - b. What do others praise you for?
  - c. What positive feedback have you received from clients/customers/teammates?
2. Your passions
  - a. Think about the last time you lost track of time. What were you doing?
  - b. When are you most content? What are you doing that make you most happy?
3. Your skills
  - a. What do you do well?
  - b. What are you proficient in that other may not be?
4. What do you value most?
  - a. Thinking about Anthem’s values, which is most important to you, and why?
  - b. What do people say they value about you?

Use the template and example on the next page to help you create your Personal Value Proposition statement.

Here are some general tips when it comes to creating and sharing your Personal Value Proposition:

- Create an “image” that is unique to you - paints the picture of who you are, and all that entails
- Don’t over promise/exaggerate
- Ask others that know you well for feedback and suggestions (they can provide you with information about what value you add and what you do well)
- Continually revisit and re-work – as you gain new skills, re visit and refine your brand
- Once you have completed the template on the next page, pull it all together in a paragraph, and review it until it becomes memorized and second-nature to you
- Use your Personal Value Proposition when you are interviewing, meeting others that you may work with for long periods of time/on long-term projects

Topic/Questions:	Your Responses:
Your personal/professional successes	
Your passion	
Your skills	
What do you value most?	

Pull it all together into a paragraph. See example below:

*"I have driven awareness within the ARG space by increasing HYPE's membership by 199%. Additionally I manage and facilitate Anthem's Leadership Fundamentals program which are designed to increase leadership skills within our enterprise.*

*I have a passion for helping others to see their potential and achieve their goals. My strengths are strong project management, process improvement, and articulatory skills. I value people above all things."*

## **Additional Self Awareness Tools**

Be sure to visit the Self Awareness Page on the Own My Career site for courses, videos, book summaries and more!

# Phase 1: Getting Started

## Career Exploration

The second step in your career journey is to begin looking at our organization as an opportunity to fulfill your career goals. Below, you will see courses, videos, assessments and activities that you can participate in at your own pace to learn more about what opportunities exist within the organization.

## Career Fit Assessment

After you've assessed your own values, style, motivators, and competencies, you need to ask yourself how well your career "fits" you. You're apt to be more satisfied overall if there's a good fit between you and your career path.

Degree of Agreement (1 = none, 5 = a great deal)

Thoughts on Career Path	1	2	3	4	5
The values held by the people in my profession are similar to mine.					
I have a lot of opportunity to uphold my values in my work.					
I rarely question the values of my employer.					
My style is effective in my work environment.					
People in my work environment appreciate my work style.					
I am comfortable adapting my work style if needed.					
My career path holds a lot of motivational opportunities for me.					
I look forward to doing my job to the best of my ability.					
I get a lot of my needs met in my work.					
I feel I have what it takes to do my job.					
My career path doesn't give me the opportunity to use my strengths.					
If I lack some skill or knowledge needed for my work, I have access to resources to help me develop.					

## Your Assessment

Review how you responded to the statements above and list the ways your current career fits you and how it

Fits	Doesn't Fit

doesn't.





## Moving On Assessment

It's highly unlikely you'll spend the rest of your career with the same employer. But leaving a job and moving to a different company can be a tough decision. Respond to these statements and reflect on the implications of your responses.

### Is It Time To Leave?

Degree of Agreement (1 = none, 5 = a great deal)

Thoughts on Career Path	1	2	3	4	5
My job is still interesting to me.					
I'm doing the job I was hired to do.					
I'm compensated fairly to do my work.					
There are other job opportunities in my organization.					
There are development activities I can take advantage of.					
I'm given the support I need to pursue my career goals.					
I'm aligned with my company's values and ethics.					
There are no better opportunities for me elsewhere.					
My boss and co-workers value me and treat me with respect.					
If I have grievances, they are dealt with in a professional manner.					
My stress level is normal and doesn't cause me problems.					
I'm satisfied with my work situation most of the time.					

### Implications

Review any of the items you rated 3 or below. What are the implications of these responses? Can you envision making changes so that you can eventually rate them 4 or 5? If not, what are a few actions you plan to take to "move on"? List them in the space below.

## Internal Opportunities Tool

Take the time to explore and uncover career opportunities in your own organization. Consider the sample points associated with each type of internal opportunity, and then make notes to yourself about actions you plan to take or actions you've taken.

### In-House Opportunities to Explore

Types of Opportunities	Actions Taken	Planned Actions
<b>Job Opportunities</b> Internal postings Discussions with other members of your organization about current opportunities Discussions about future opportunities or new positions		
<b>Development Opportunities</b> Special assignments Learning programs Shadowing others		
<b>Lateral Moves</b> In-department or another department A step in a long-term plan Gain new skill, experiences, contacts		

# Informational Interviews

## What an informational interview is

Informational Interviews are a great way to learn about a specific business area, or specific jobs, from someone who directly works in that area or role. Informational interviews are NOT job interviews. They are informal conversations with people who work in different business areas. They also serve as a way to learn more about different roles to help you determine if that role or organization is actually an area of interest to you.

## Why conduct informational interviews

Holding an informational interview is helpful because no one can speak to the challenges, needs, and experiences of that role or area better than someone who has experienced them first hand. After having an informational interview with someone, you should have a better idea of what it takes to work in the area or role, which will better equip you with the knowledge needed to begin planning your career into that direction. There are many other benefits to conducting informational interviews, they are:

- Gaining more interview practice
- Being able to network with key people in the industry of interest to you
- Gaining other referrals to more business leaders/key players in the organization

## How to conduct informational interviews

### 1. Choose Your Contacts

- Look for someone who works in an area or role that you are interested in
- Ask colleagues/your manager who key people are in that business area

### 2. Before the Interview

- Set up the meeting. Send an email, or call, the individual you are interested in speaking with. Introduce yourself and ask them if they are comfortable with doing an informational interview. (Remind them that you are not looking for a job, but that you are interested in their business area and want to get to know what they do a little better). You may want to write your script down and practice with a friend until it sounds natural and you are more comfortable. If they agree to the informational interview, coordinate a meeting with them (typically 20 – 30 minutes long) and be sure to thank them for their time.
- Begin doing research on that area of the organization
- Create a bank of questions to ask the individual regarding their role and business area. For example:
  - *How did you enter this field?*
  - *Why did you choose this role as a profession?*
  - *How does your role fit into the overall operation of our company?*
  - *Could you describe a typical day on the job?*
  - *What kinds of projects do you typically work on? Which have you enjoyed the most?*
  - *What degrees/certifications are needed to succeed in this business area?*
  - *What do you most/least like about your role?*
  - *What are some critical skills needed to succeed in this role? How did you obtain them?*
  - *What advice could you offer to someone who is interested in breaking into this field?*
  - *In what ways is your occupation changing?*
  - *How quickly is the field growing?*
  - *What personality characteristics do you find most fitting for this business area/role?*
  - *What constraints make your job difficult?*

- *The skills I use the most are \_\_\_\_\_, to what extent/in what ways are those skills transferrable into your department?*
- *What other roles outside of your business area are similar to this?*
- *What do you wish you knew before you entered this field?*

### 3. Conducting Your Informational Interview

- Begin your meeting by introducing yourself and stating the purpose for the meeting
  - *“Hello, it’s a pleasure to meet you. I really appreciate you taking the time to see me. As I said last time we spoke, I am exploring various career opportunities and am interested in the business are you work in.”*
  - *Talk about your background, and ask about theirs*
  - *Use the remainder of the questions you came up with to gain better insight as to what they do in their role and how you can best plan your career toward that direction (if this is a role you are interested in).*
  - *Ask for referrals, “Who else in this business are do you recommend that I reach out to?”*
  - *Thank them for their time and let them know that you are taking away an abundant amount of information.*

### 4. After the Interview

- A day or two after your informational interview, be sure to follow up with the individual thanking them for their time
- Mention the steps you are going to take moving forward and how specific advice they offered was especially helpful

Use the template and additional questions on the next page to help guide your conversation and capture notes during the meeting.

#### Additional Tips

- Be sure not to bring your resume – it will look like you are applying for a job
- Try to keep the meeting to 30 minutes if you are conducting it face to face. If you are holding a meeting over the phone, 15 minutes is sufficient.

Job Qualification Questions	Notes
What type of education and/or training were required for your job?	
What <b>technical</b> competencies are required for your job/career field?	
What <b>non-technical</b> competencies are required for your job/career field?	
Are there any particular certifications required or desired for your job?	
Job Duty Questions	Notes
What kinds of things are you required to do as part of your job?	
Do you have to depend on others in order to accomplish your job?	
What are the primary responsibilities associated with your job?	
Please describe a typical day, week, month.	
What interests, talents and skills are needed for successful	

employment in your field?	
What opportunities exist for advancement and/or lateral movement within your department?	
<b>Departmental/Organization Questions</b>	<b>Notes</b>
Please tell me more about your department and its purpose.	
What is unique about your department?	
Can you describe the type of culture that exists within your department?	
How does your department feel about the development of its people? How much training and development does it provide to its associates?	
In what way does your department support the company's strategy and initiatives?	
What opportunities exist for advancement and/or lateral movement within your department?	

# Job Shadowing

## What is job shadowing

Job shadowing is a career exploration tool that allows an individual to follow an associate around that has a role, or works in a business area, that is of interest to them. Job shadowing differs from informational interviews because in a job shadowing relationship, the associate will get to experience the day-to-day activities of an associate in that business area. A job shadowing session typically follows a previous information interview, as the next step to exploring that career or role.

## Why job shadow

When exploring other business areas, or career opportunities, job shadowing is important because it will allow the associate to experience what actually happens in that business area or in that role you are seeking to take on. Often times, what we expect a job to be is very different than it turns out to be. So, shadowing an associate who is in the role you hope to be in one day will allow you to see if it is really a good match for you or not. There are a few additional benefits of having a shadowing relationship:

- Gaining more insight into the skills needed to fill that role/work in that business area
- Networking with associates who work in the department of interest to you - create more relationships

## How to set up a job shadow

1. Check with you manager/supervisor that it is okay for you to take a few days job shadowing another associate within the organization
  - a. Choose Your Contacts
  - b. Look for someone who works in an area or role that you are interested in
2. Ask colleagues/your manager who key people are in that business area
3. Set up an Introductory Meeting
  - a. If you are seeing to shadow someone you do not have an established relationship with, send an email, or call, the individual you are interested in shadowing. Introduce yourself and ask them if they are comfortable with allowing you to shadow them for a few days. (Remind them that you are not looking for a job, but that you are interested in their business area and want to get to know what they do a little better). You may want to write your script down and practice with a friend until it sounds natural and you are more comfortable. If they agree to allowing you shadow them, coordinate which days with them and put it on both of your calendars as a reminder, and be sure to thank them for their time.
  - b. Job shadows can also follow previously completed Informational Interviews, and the next step to learn more about a certain role.
  - c. Begin doing research on that area of the organization

### Additional Tips:

- Be sure to check what the dress code is, if different than your business area
- Since job shadowing isn't too different than informational interviews, create a bank of questions to have ready throughout the day

## The day of your shadow

1. Give yourself plenty of time to get to the location on time
2. Be prepared to share about yourself: what you currently do, what your goals are, etc.
3. Have your bank of questions ready
4. Be aware that the associate you are following is still working (and so are you), so remain polite and professional at all times
5. Ask questions! This is a learning experience, so if you don't know what an acronym means, ask! If you are in a meeting with the individual, wait until you are in private to ask what something meant
6. Be comfortable! This could be a potential professional relationship, so be comfortable with the person you are shadowing
7. After the shadowing experience, be sure to follow up with a thank you note



## Additional Career Exploration Tools

Be sure to visit the Career Exploration Page on the Own My Career site for courses, videos, book summaries and more!

# Phase 1: Getting Started

## Build Your Network

The third step in your career journey is building and expanding your network of contacts. Below, you will see courses, videos, assessments and activities that you can participate in at your own pace to learn more about the importance and how-to when it comes to building your network.

# Networking Strategies Assessment

Use this tool to identify areas where your networking skills need improvement. For items that score a 1, 2, or 3, record specific steps you will take to improve.

## Self Evaluation

*Degree of Agreement (1 = none, 5 = a great deal)*

Networking Strategies	1	2	3	4	5
I have been making contacts both inside and outside my organization.					
My contacts exude enthusiasm and bring out the best in me.					
I have established a contact database, which includes information on each contact.					
I get in touch with my highest-priority contacts once every month.					
I follow up with new contacts by using short notes, e-mails, or phone calls.					
I give back to my contacts as much or more than I receive.					
When communicating with contacts, I determine what I can do for <i>them</i> .					
I share my expertise freely and help others develop themselves.					
I thank contacts who do me a favor.					
I add a personal touch to my network by remembering dates that are important to my contacts.					
I prepare a list of ice breakers before any networking opportunity.					
I have a list of open-ended questions that I can use when approaching potential contacts.					
I observe others for visual cues to see if they're interested in the conversation or not.					

## Actions for Improvement

# Networking

## What networking is

Networking is the process of creating and developing relationships with people with the purpose of expanding your contacts, both professionally and personally. In this playbook, we will look at networking as the opportunity to meet others in different business areas so that one day you could use them as a reference or point of contact for future employment.

## Why networking is important

Networking is important for a variety of reasons. First, it creates a wider sphere of contacts for you to reach out to when looking for your next role or job. The second purpose of networking is that it breaks down silos. Too often in the workplace, associates only interact with those in their departments. When you network, you meet others in different departments, and you can begin to work more cross-functionally, and then have a point of contact if you ever need something from that business area or department. Beginning to network now, and seizing every opportunity as a networking event, is critical because you never know when you may need to call on those contacts.

## How and where to network

Networking is simply just meeting people and building relationships with them. One helpful way to ensure consistency when you meet new people is using your Elevator Pitch. Use that pitch to briefly explain who you are and what you do. You can network anywhere you meet people. In the elevator, break room, meetings, in the hallways/lobbies. Treat every interaction as a networking opportunity.

An important part of networking is getting to know the other person also. Be sure to ask questions like, “What department do you work in?”, “How long have you been here?”, and “What types of projects are you working on?”

Another way to network is virtually. You can network through your LinkedIn. Creating connections with people on LinkedIn will allow you to see the role they are in and their work history, so you can find more commonalities with them.

To network in more specific areas, and to gain an idea of what opportunities exist in other areas of Anthem, we will discuss the following tools/activities:

1. Informational Interviews
2. Job Shadowing
3. Mentoring

## Networking Tool

Whether you're conducting your networking in person or on the Internet, you'll want to start with a list that you can pursue and develop over time. Your list of contacts should have associated information that will benefit your career goals now and in the future. Use this tool to list ten people in your network who you consider to be good career contacts. Then list the type of information you have about them and what additional information you'd like to collect. Use this tool to enhance your current networking contacts.

For cases where you have the person's name, phone(s), e-mail, web, and physical address, use the term "General Info" to avoid listing what is typically available and known about any contact.

Name	Information I have	Information wanted
<b>Example:</b> Kyle M.	<b>Example:</b> General Info Latest presentation given to industry members	<b>Example:</b> Plans for upcoming white papers or books

## Enhance Your Visibility Tool

You can use a personal marketing campaign that will open doors and help you advance in your career. Take the time to consider key strategies that will enhance your visibility. Provide a realistic example of how you would implement each strategy.

### Examples of how to enhance your visibility

Types of Opportunities:	Example:
Track my accomplishments	
Align my goals with my manager's goals	
Contribute topics of interest to meeting agendas	
Volunteer for extra work tasks	
Research my field and contribute to discussions	
Observe how others gain visibility and adopt positive strategies	

## **Additional Build Your Network Tools**

Be sure to visit the Career Exploration Page on the Own My Career site for courses, videos, book summaries and more!

## Phase 2: Make a Career Plan

### Leverage Support

Now that you have taken the time to learn more about who you are, what opportunities exist and have built your network, take this fourth step in your career journey to leverage support from a mentor, manager or peer to create a robust career plan for yourself.



# Career Planning Tool

Use this tool to help you start a plan for enhancing your career. Fill in what you can, and continue to add to the plan as you gain more insight and information.

## Plan Components

**Ideal Job Description:** Consider who you'd like to work with and the benefits you want your work to produce for others and for yourself.

**Goal Statements:** Draft a few long-term goals encompassing the next three to five years, and a few short-term goals projected over the next year to 18 months.

**Personal resources and constraints:** List the personal resources you need to be successful. Note any realistic limits that personal commitments and resources place on what you can achieve.

**Action Plan:** Set schedules around short-term goals. Set evaluation dates to assess your progress.

## Phase 2: Make a Career Plan

### Bridge the Skills Gap

When creating your career plan in that last phase, you may have noticed that you have some skill gaps you need to bridge before moving on to your dream role. Use this fifth phase in your career journey to not only identify those skill gaps, but use other (free) resources available to Anthem associates to bridge those gaps. Visit the Bridge the Skills Gap page on the Own My Career site to begin utilizing free resources and programs.

# Phase 3: Landing the Job

## Learn the Process

The sixth step in your career journey is learning more about the internal application and interview process. Use the tools on the Learn the Process page to better understand how the application and interviewing process works and what to expect.

# Phase 3: Landing the Job

## Prepare

Now that you know how the application process works, it's time to prepare to apply. This is the seventh step in your career journey. Below, you will see courses, videos and activities that you can participate in at your own pace to tighten up your resume and work on your interviewing skills.

# Resume Writing

## What is a resume

A resume is a document that career seeking individuals use to present their background and experience to potential employers.

## Why having a resume is important

Having a resume is important for a variety of reasons. First, it is a quick tool for future employers to reference when considering an individual for a certain job or role. It is helpful to them because a resume depicts your experience. In a resume, you can quickly describe your past jobs, what you did in those roles, your accomplishments, your educational background, and any other pertinent skills/strengths you have.

## Components of a resume

1. Heading/Contact Information
  - a. This should include your name, address, email and phone number
2. Objective/Professional Summary (optional)
  - a. This serves as a brief introduction to what you wish to accomplish, and what you have already accomplished
3. Employment Experience
  - a. This should include any previous positions you have held
  - b. You must put the name of the company, your title, the location, and the time frame in which you held the position
  - c. Under each separate job, list a few bullet points of what you did in that role
    - i. Focus mainly on results you had achieved (keep it measurable)
    - ii. Begin descriptions with action verbs
    - iii. Keep each bullet point to approximately one line
4. Education and Training
  - a. This should include any degrees/honors you have earned
  - b. You must include the name of the high school/college/university, what type of degree, and the time frame in which you attended that institution
5. Professional Associations/Honors and Awards
  - a. Briefly describe and organizations you are a part of, what your role was/is in them (if you hold a position in them) and any professional awards or honors you have received
6. Professional Licensures and Certifications
  - a. Include any professional related licensures and certification you may have
7. Strengths/Skills (optional)
  - a. This serves as a quick highlight of some of your strengths and skills

## Formatting your resume

- Consistent margins
- Proportional font (Use same size for all headings, same size for all bullet points)

- Professional font (limit to using one font)
- Consistent punctuation, boldface, spacing, and headers
- Use correct past or present tense when describing job responsibilities and accomplishments
- Maintain a good balance between text and white space
- Avoid pictures/clipart
- Print on high quality paper

## Resume checklist

- ✓ Did you include all of your contact information?
- ✓ Did you list your work experience in reverse chronological order (if that is the format you are using)?
- ✓ Did you include the company name, location, your title, and length of service with each job?
- ✓ Did you use buzz words/jargon of the field you are interested in?
- ✓ Are your descriptions brief?
- ✓ Did you use just one font?
- ✓ Does it have ZERO grammatical errors and misspellings?
- ✓ Did you eliminate artwork, fancy type, colored ink, etc.?

## Resume tips and tricks

- Keep it to 1 page
- Keep it clean and simple (avoid clutter)
- Demonstrate results you have achieved (speak in terms of metrics, be quantitative – i.e., “Improved district sales by 20% in the first quarter”)
- Always have additional copies
- Avoid starting sentences with “I” (since the resume already assumes you are talking about your own skills and experience)
- Don’t lie
- Choose industry ‘buzz words’/jargon
- Do review (and have someone else review) for grammatical/spelling errors
- Don’t include references; put them on a separate sheet if requested

# Interviewing

## What an interview is

An interview is a conversation between two, or more, people to gather information. There are two roles in an interview: the person doing the interview (employer/hiring manager) and the person who is being interviewed (potential candidate). The purpose of an interview is for the employer to gather information about the candidate regarding their skills, experience, educational/professional background, so that they can determine if the candidate would be a potential good fit for an open position within their business area or organization. An interview is also an information gathering opportunity for the candidate, because they can determine if the position they are interviewing for is a good fit for them, and they can get to know a little bit more about the role itself and the organization or business area.

Today, many interviews have shifted towards the behavioral based platform. Behavioral interviewing is based on discovering how the interviewee acted in specific employment-related situations. It is widely accepted that how you behaved in the past will predict how you will behave in the future. In a behavioral interview, instead of asking how you would behave, interviewers ask how you did behave.

## Why an interview is important

An interview is important because it allows a hiring manager to evaluate a candidate's skill set, experience and expertise directly related to a specific job opening, prior to making a hiring decision. It provides a prospective candidate the opportunity to obtain additional information about job requirements and responsibilities prior to making a decision on accepting or rejecting the job. It also gives prospective candidates the opportunity to illustrate their skill set, expertise and experience directly to the hiring manager.

## Preparing for the interview

- Review your resume
- Pick out a business professional outfit (see below)
- Review traditional interview questions and create your answers; for example:
  - What are your strengths and weaknesses
  - What application and software are you proficient in?
- Review behavioral-based questions and create your answers; for example:
  - Tell me about the last time you had to deal with a very difficult or dissatisfied client/customer.
  - Tell me about the biggest event or project that you were responsible for planning.
  - Describe the time you successfully resolved a disagreement with a colleague.
  - Give an example of a goal you reached and tell me how you achieved it.
  - Describe a decision you made that was unpopular and how you handled implementing it.
- Research the company, department, role you are applying to and come up with a few questions of your own; for example:
  - What drove you to working for this company?
  - What do you enjoy most about your role?
- Drive to the location the day before so you can estimate how much time it will take you
- Clean-up/make private all of your social media accounts (Facebook, Twitter, etc.)

- Update your LinkedIn

## Day of/during the interview

- Bring copies of your resume, references, etc.
- Be on time - Arrive 15 minutes early
- Show enthusiasm! - Smile, be conscious of your body language and posture, give a firm handshake
- Maintain eye contact
- Speak clearly
- Answer the questions asked – take your time before you answer
- Give specific examples – use examples that highlight your uniqueness and successes
- Ask the questions you came up with the night before
- Answer behavioral based questions with the STAR method (See below)

<b>Situation or Task</b>	Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event or situation, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any related event.
<b>Action You Took</b>	Describe the action you took and be sure to keep the focus on you. Even if you are discussing a group project or effort, describe what you did – not the efforts of the team. Don't tell what you might do, tell what you did.
<b>Results Achieved</b>	What happened? How did the even end? What did you accomplish? What did you learn?

**For example:** The interviewer asks, “Tell me about a time you went above and beyond to provide excellent customer service.”

*And you would answer with:*

- **Situation or Task (ST):** Advertising revenue was falling off for my college newspaper, *The Stetson Reporter*, and large numbers of long-term advertisers were not renewing contracts.
- **Action (A):** I designed a new promotional packet to go with the rate sheet and compared the benefits of *Reporter* circulation with other ad media in the area. I also, with the help a School of Business Administration professor, set-up a special training session for the account executives and discussed competitive selling strategies.
- **Result (R):** We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent [quantities are always good] over the same period last year.

## After the Interview

- Follow up
- Send a thank you note



## Dressing for an Interview

When picking out an outfit for an interview, you want to make sure that you are dressing appropriately for the role you are applying for. If you are unsure about the organizations dress code, it is always better to be over-dressed than under-dressed. Gentlemen typically wear a suit and tie to an interview, and woman can typically wear a pant suit. Make sure to have a sweater or blazer if your top is sleeveless. Also, if wearing a skirt or dress, be sure to put stockings on. A key tip is to limit all flashy colors and jewelry as well – you don't want the interviewer to be distracted by your outfit! Also, be sure to take care of all personal grooming the night before, and don't wear too much cologne or perfume to the interview.

## The “Don'ts” of Interviewing

- Don't bring up salary (let the person interviewing bring it up)
- Don't use slang or inappropriate language
- Don't bring up emotionally charged topics (i.e., politics)
- Don't make negative comments about previous employers/jobs/co-workers

## Additional Prepare Tools

Be sure to visit the Prepare page on the Own My Career site for courses, videos, book summaries and more!

# Phase 3: Landing the Job

## Apply and Reevaluate

Congratulations! You are in the last phase of the career development journey! Use the resources on the Apply and Reevaluate page to apply to a job that you are interested in, or, reevaluate your career plans.