

ACTION GUIDE: Building Your Reinvention Toolkit

EXERCISE 1: Designing your appeal

Take a moment to write down what it is your target market wants, focusing on skills, experience and qualities. To identify these traits, review job postings in your desired market or speak to networking contacts in your target industry.

What my target wants:

SKILLS	QUALITIES	EXPERIENCE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Now, take a moment to identify examples from your background experience that you can use to demonstrate that you have the above skills, experience and qualities:

JOB #1:

1. _____
2. _____
3. _____



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JOB #2:

- 1. _____
- 2. _____
- 3. _____

JOB #3:

- 1. _____
- 2. _____
- 3. _____



EXERCISE 2: Summary of Qualifications

Using the list of skills, experience and qualities desired by your target from Exercise 1, take a moment to draft a summary of your qualifications. Use language that creates a “picture” of you as a candidate. As with all good writing, the stronger the visual image, the more effective. Do not rehash your job functions!

My Summary of Qualifications:

- _____
- _____
- _____
- _____
- _____
- _____



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EXERCISE 3: Identifying Your Accomplishments

Identify three to four accomplishments from your most recent job. If you were there less than a year, one or two accomplishments is sufficient. For previous positions, two or three accomplishments are enough.

Using the PAR (Problem, Action, Result) framework, take a moment to list three accomplishments from your three most recent jobs:

JOB #1:

1. _____
2. _____
3. _____

JOB #2:

1. _____
2. _____
3. _____

JOB #3:

1. _____
2. _____
3. _____



