UB Career Cycle Action Step:  
Design Your Action Plan

Your action plan is your guide to implementing your professional goal. Experienced career coaches know that working with a plan significantly increases your likelihood of success in accomplishing your goal. It keeps you focused and helps you stay organized, and it’s a document you can share with your career coach, networking contact or mentor.

Fill out your action plan below.

Professional Goal
What do you want to make happen?

_________________________________________________________
_________________________________________________________

Unique Brand
What makes you particularly qualified to accomplish this?

_________________________________________________________
_________________________________________________________

Professional Pitch
Use the responses above to compose your 30-second self-promotion.

_________________________________________________________
_________________________________________________________

Use this checklist to promote yourself:
[ ] update resume  [ ] practice pitching  [ ] create LinkedIn account
[ ] update UBworks profile  [ ] practice interviewing  [ ] identify and attend networking opportunities
[ ] other  ____________________________

List additional steps you plan to take (include due dates) for achieving your professional goal:

_________________________________________________________
_________________________________________________________

List people and/or organizations you can contact to help you reach your goal:

_________________________________________________________

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