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

Reminder: consider how you will gain experience each step of the way (see the final page in the UB Career Cycle workbook for a checklist).

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: