

Communicate Your Brand 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:

- | | | |
|---|--|---|
| <input type="checkbox"/> update resume | <input type="checkbox"/> practice pitching | <input type="checkbox"/> create LinkedIn account |
| <input type="checkbox"/> update UBworks profile | <input type="checkbox"/> practice interviewing | <input type="checkbox"/> identify and attend networking opportunities |
| <input type="checkbox"/> 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:

Career Cycle

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