

# Jombine

**MY**

POWERFUL EXERCISES  
TO SUPPORT YOUR  
CAREER PURPOSE

**CAREER PURPOSE**

**TOOLKIT**





# FIND YOUR PURPOSE



# PASSION VS PURPOSE

As you jump into this first part of the process in defining your purpose, it is so important to differentiate the difference between Passion and Purpose.

**Passion is the world's gift to you. Purpose is your gift to the world.**

**Passion is your "what." Purpose is your "why."**

**"Passion is any powerful or compelling emotion or feeling." "Purpose is the reason for which something exists or is done, made, used, etc."**

**Passions are multiple and purpose is singular.**

"A good life isn't passionate, it's purposeful. Passion is the spark that lights the fire; purpose is the kindling that keeps the flame burning all night."

BRIANNA WIEST



Passions are important - for sure - but without purpose, you won't truly be happy in your career. Focus on your career purpose at the FOREFRONT and do everything it takes to live a purposeful life in the workplace.

## BOOKS TO INSPIRE YOUR CAREER PURPOSE

- The Long Game by Dorie Clark
- Think and Grow Rich by Napoleon Hill
- Drive by Daniel Pink
- Everything that Remains by Milburn/Nicodemus
- Strength Finders 2.0 by Tom Rath
- What Color is Your Parachute? by Richard Bolles
- Business Model You by Clark, Osterwalder, & Pigneur

[Click here for our blog with even more book recommendations!](#)



# FIND YOUR PURPOSE

What does your gut or intuition tell you? Try to answer these questions in less than 30 seconds. Analyze your instinctive thoughts and review common trends and ideas.

1

## QUESTIONS YOU NEED TO ANSWER:

- What are the first things that come to mind when defining my purpose?
- What do I know for sure about my career purpose?
- What gifts or circumstances do I have that could support my purpose?
- What inspires you? (people, projects, causes, recognition, etc.)
- What motivates you? (money, people, projects, freedom, etc.)
- What gets me excited about going to (and being at) work?
- What are the things that I've loved the most about my career so far?
- What gets you to your flow state (where 5 hours feels like 15 minutes)?
- What do you love most about yourself when you're in a work flow?
- What are the things that I've dreaded or regretted about my career?
- What sort of people, personalities, or things have hurt my career?
- What are the things that I've dreaded or regretted about my career?
- What sort of companies do you spend your time and money on?
- What industries do you gravitate to and why?
- What industry and jobs are needed most (in highest demand)?
- What would a close family member or friend say your purpose is?

# FIND YOUR PURPOSE

Before you dive into a strategy, it's crucial to understand your motivations and goals. Answer these 5 questions and keep them central as you work through every exercise.

1

What are your most vital work interests, talents, and values? **The ones that you can't live without.**

2

What are your most vital non-work activities (family, leisure) ?

3

What work AND non-work values are correlated and NOT correlated?

4

What workplace legacy do you want to leave behind?

5

Can you specifically identify your top 3 career goals? Become a CEO. Have a \$150k job. Lead a team of 50+ people.

6

Do you have an active strategy to ensure the previous four questions are being met regularly? If so, use it as your starting point to these exercises.

# FIND YOUR PURPOSE

1

Use this sheet to further understand your authentic career purpose and to develop a distinct career plan to execute your goals.

CAREERS THAT I WANT	HOW DO THEY ALIGN WITH MY INTEREST, VALUES, & TALENTS	DOES IT PASS THE FAMILY & FRIENDS TEST
		Family & Friends Test = After telling those around you, does your choice feel better, worse, or the same?

2

Eliminate any careers that don't align with your goals and start working through the fine details to understand your career purpose.

WHAT WILL I DO (OR COULD I DO) WITH THIS CAREER?	WHAT WILL BE MY LEGACY WITH THIS CAREER	WHAT IS YOUR TRUE CAREER PURPOSE?

3

Proceed with the power of purpose! Write a statement that will keep you focused and on track. Keep it simple and authentic...then memorize it & repeat every morning!

# S.M.A.R.T. GOALS

## FAIL TO PLAN - PLAN TO FAIL

Now that you've defined your career purpose, work backwards to create specific goals towards achieving your purpose. Using the SMART Goal approach, and focusing on reverse engineering, pair specific actions and goals with your career purpose.

What is your first major goal towards your career purpose?

Using the SMART Goals method, work your first major goal through each point and make sure it is aligned and is indeed a SMART goal.

**S**

**SPECIFIC:**

Target specific and clear goals by asking **Who, What, Where, Why, & Which** questions.

**M**

**MEASURABLE:**

How will you measure your results? Set through timelines, milestones, and firm numbers.

**A**

**ATTAINABLE:**

Ensure your goals are realistic and right for you. [TIM FERRISS PRO TIP: Set goals that can be broken!](#)

**R**

**RELEVANT:**

Make sure your objectives are relevant and aligned to your interests, talents, and values.

**T**

**TIME BASED:**

To achieve your goals, you **MUST** hold yourself accountable to specific time-bound dates.



# **MATCH BY** **CULTURE**



# MATCH BY CULTURE



The alignment of our workplace personalities is crucial in driving genuine organizational growth. Our **PERSONALITY Assessment** evaluates the key human personality dimensions which help match teams by similar personalities and traits. They also allow employers to approach and develop their employees with individualized attention to their unique personalities.

## My Personality Scores:

PERSONALITIES	SCORE	MAKE A STATEMENT: HOW WILL YOU USE THESE TRAITS TO YOUR ADVANTAGE?
Extroverted to Introverted:	_____	_____
Sensing to Intuition:	_____	_____
Thinking to Feeling:	_____	_____
Judging to Perceiving:	_____	_____

What does the TalentInsights results tell you about yourself that is both spot on and you'd object to? Now...what can you do with this information to use as a value/opportunity?

Using the TalentInsights results, what can be used to help you understand yourself and what sort of roles, career paths, or companies that may best suit you?

What are the areas of your personality or character traits that you should improve or focus on to align with your career purpose and goals?

# MATCH BY CULTURE



We are all motivated by distinct and diverse influences. Our **MOTIVATORS Assessment** helps define those dynamics through key factors that encourage motivation and those that prevent discontent. By understanding the factors that will most likely produce job satisfaction and longevity, employers can better match their available resources and organizational fit

## My Motivations Scores:

HIGHEST RANKING MOTIVATOR

MAKE A STATEMENT: HOW WILL YOUR MOTIVATORS INFLUENCE YOUR CAREER?

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LOWEST RANKING MOTIVATOR

What do the TalentInsights results tell you about yourself, your motivations, and how you can apply to your career, roles, and companies.

What are your motivational influences that you should improve or focus on to align with your career purpose and goals?

What are other motivational influences that aren't listed in this assessment, but you feel make you a better job candidate or are worthy of focusing on?

# MATCH BY CULTURE



The **DISC (BEHAVIORS) assessment** is a measure of behavioral styles based on the work of psychologist William Moulton Marston, who proposed that all behavior can be categorized within 4 distinct styles: dominance, inducement, submission, and compliance. Although different vocabulary is often used to label the 4 DISC dimensions, they are commonly understood to describe the following styles of behavior.

## My Personality Scores:

SCORE

MAKE A STATEMENT: HOW WILL YOU USE THESE TRAITS TO YOUR ADVANTAGE?

D: \_\_\_\_\_ | \_\_\_\_\_

I: \_\_\_\_\_ | \_\_\_\_\_

S: \_\_\_\_\_ | \_\_\_\_\_

C: \_\_\_\_\_ | \_\_\_\_\_

What does the TalentInsights results tell you about yourself that is both spot on and you'd object to? Now...what can you do with this information to use as a value/opportunity as approach your career purpose and finding the best fit within a company?

What are the areas of your personality or character traits that you should improve or focus on to align with your career purpose and goals?

What are other areas of your personality or character traits that aren't listed in this assessment, but you feel make you a better job candidate or are worthy of focusing on?

# MATCH BY CULTURE

Understand the kinds of companies that align with your own culture. Work through each these 5 sections and identify the factors that best align with your interests, talents, and values.



## COMPANY VALUES

Which company values did you choose?

What companies do you think match the majority of these company values?



## TEAM CULTURE

Which team culture values did you choose?

What companies do you think match the majority of these team culture values?



## WORK GROUPS

Which work group values did you choose?

What companies do you think match the majority of these work group values?



## MANAGEMENT STYLE

Which management styles did you choose?

What companies do you think match the majority of these management styles?



## WORK ENVIRONMENT

Which work environment elements did you choose?

What companies do you think match the majority of these work environment elements ?



# **INCH WIDE - MILE DEEP**



# INCH WIDE - MILE DEEP

## INCH WIDE - MILE DEEP vs INCH DEEP - MILE WIDE

You need to get focused...**really focused**. As you navigate your career purpose, identify the key areas and traits that will set you apart and define your career experiences. By doing so, you'll be proving your value and giving yourself laser-like focus as you differentiate yourself as an industry leader.



## GET SPECIFIC

Your Position Specialty:

Your Industry Niche (aka Consumer Product Goods):

Your Sub Industry Niche (aka Organic Food Consumer Product Goods):

Your "Company-Best" Skills or Expertise:

Things That are Easy for You (and may be hard for others):

Areas to be Different (while still being yourself):

Niche Groups & Resources:

# INCH WIDE - MILE DEEP

## STUDYING YOUR CAREER, INDUSTRY, & MARKET

1

**STUDY THE JOB:** By focusing on your job goals, how can you best pursue your efforts?

WHAT IS THE JOB TITLE YOU ARE GOING AFTER: \_\_\_\_\_



What companies are the best for this position?

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What opportunities do you see within this position?

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How can you best advance within this position?

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2

**STUDY THE JOB MARKET/INDUSTRY:** Develop goals around the current job market.

WHAT IS THE INDUSTRY YOU ARE GOING AFTER: \_\_\_\_\_



Who are the top influencers in this market/industry?

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How can you be involved within the industry?

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How will you build your industry relationships?

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# INCH WIDE - MILE DEEP

**F.O.C.U.S. = FOLLOW ONE COURSE UNTIL SUCCESS**



## MAKE A TOP 20 LIST OF YOUR VISION BOARD COMPANIES

Be disciplined and ONLY focus about these 20 companies...first. Make the right plan for each and put your focus on individualized strategies to connect and impress.

### TOP 20 LIST

### PLAN OF ATTACK

1)	1)	2)	3)
2)	1)	2)	3)
3)	1)	2)	3)
4)	1)	2)	3)
5)	1)	2)	3)
6)	1)	2)	3)
7)	1)	2)	3)
8)	1)	2)	3)
9)	1)	2)	3)
10)	1)	2)	3)
11)	1)	2)	3)
12)	1)	2)	3)
13)	1)	2)	3)
14)	1)	2)	3)
15)	1)	2)	3)
16)	1)	2)	3)
17)	1)	2)	3)
18)	1)	2)	3)
19)	1)	2)	3)
20)	1)	2)	3)



# INCH WIDE - MILE DEEP

## DOING YOUR RESEARCH

### VISION BOARD COMPANY DEEP DIVES

Now that you've identified your Vision Board Companies, it's important to find out more about the key elements, people, and structures of the companies - and how they align with your career purpose, personality, and goals.



#### Company Name

**The Basics** (website, industry, company description, key competencies, etc.)

**The Story** (founder story, company timeline, product info, releases, etc.)

**The People** (company leaders, key employees, current connections, etc.)

**The News** (articles, blogs, press releases, product reviews, Glassdoor reviews, etc.)

**The Market** (sales cycles, unique sales processes, market landscape, competition, etc.)

**The Ins & Outs** (what they're talking about, jobs they employ, open jobs, what titles, etc.)

**The Places to Be** (events, trade shows, promotions, following newsletters/socials, etc.)

**Anything Else to Note** (anything to help you gain an advantage and/or talk about)



# THE PLAN



# THE PLAN

## CREATING AWARENESS, BEING ON THEIR RADAR, & MAKING AN IMPACT

To go from interest to hire, you'll want to follow a set strategy to ensure their key decision makers get to know who you are and then why they need to hire you.



### OUTREACH METHODS

- Job Application
  - DATE(S):
- Email Key Decision Makers
  - DATE(S) & TO WHO:
- LinkedIn Key Decision Makers
  - DATE(S) & TO WHO:
- Call Key Decision Makers
  - DATE(S) & TO WHO:
- Mail a Note to Key Decision Makers
  - DATE(S) & TO WHO:
- LinkedIn Other Department Relevant Employees
  - DATE(S) & TO WHO:
- Email Other Department Relevant Employees
  - DATE(S) & TO WHO:
- Office Visit
  - DATE:



### MAKING CONNECTIONS

- Likes & Comments on their Social Media Platforms (primarily LinkedIn)
  - WHO & THE PLAN:
- Use LinkedIn Connectors to Ask for Introductions
  - WHO:
- Attend Company Events
  - WHO, WHAT, WHERE, WHEN:
- Network with Recruiters
  - WHO:
- Keep Emailing, LinkedIn Messaging, and Calling
  - DATE(S) & TO WHO:
- Stay on Top of Company News through their Newsletters, Blogs, & Industry Publications
  - WHERE & WHAT:
- Send Congratulations & Positive Hellos with Big News or Milestones
  - WHAT & WHY:



# MAKING AN IMPACT

## MAKE CONNECTIONS WITH YOUR FAVORITE EMPLOYERS

This strategy will go far beyond just getting to know hiring managers...make a greater impact by becoming a true target, friend, and/or regular patron of the company and team.

## FLIRT WITH EMPLOYERS & TAKE CHANCES



### BEING PREPARED

- What stands out about the people at the company, like personality types, traits, etc?
- Do you walk the walk, talk the talk, and dress the part?
- What questions do you want to ask the people you met at the company?



### TURNING UP THE HEAT ON LINKEDIN

- What groups and people do they follow?
- What (and where) are they posting?
- What sort of things do they show highest engagement on?



### MAKING A DIFFERENCE

- What non-employee may be able to get me an introduction (vendors, investors, etc.)?
- What are ways that I could provide value before getting hired...to prove my worth?
- What should I have or plan to get to give them the confidence that I'm a strong fit?
- What can I do to [become a not-so-secret admirer?](#)

# PASSIVE TACTICS

## TAKE ADVANTAGE OF LAZY CANDIDATES

Most candidates only engage employers when they need a job. If you take this journey as a marathon, not a sprint, you'll realize how much easier it is to find the right (long-term) fit.



## NETWORK & STAY ACTIVE



### MEETUPS & GROUPS

- What [local meetups](#) would be valuable/worthwhile to join?
- Are there any other groups or organizations that would be valuable/worthwhile to join?  
CHECK OUT: [BNI](#) | [LETIP](#) | [ROTARY](#) | [ABWA](#) | [KIWANIS](#) | [OPTIMISTS](#)



### INDUSTRY GROUPS

- What are relevant [trade organizations or groups](#) in my industry?
- What organizations or groups does my Top 20 belong to?



### RELEVANT CONFERENCES & COMPANY EVENTS

- What are some relevant [trade shows or conferences](#)?
- What events do my Top 20 Companies hold or participate in?



## BECOME AN ASSET

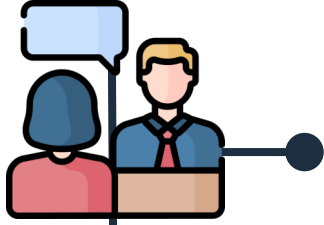
- What classes or certifications would be valuable for your career goals?
- What skills do you need to get to the next level?
- What areas within your industry or position do you need to improve the most?
- What is holding you back?

# IMPACTFUL MEETINGS

## YOU GET THE MEETING/INTERVIEW...NOW WHAT?

It's time to slay! This is your chance to stand out and showcase why you truly are the perfect fit for their team, culture, and hiring goals.

## STANDING OUT & STEPPING IN



### AUTHENTIC, DIRECT, & CONFIDENT

- What is most important about the role?
- Who would you be working with on the team?
- What products, projects, or areas of the business would you be focused on?
- What questions or things do you want to go over to ensure this is truly a good fit for you?
- What is their competitive advantage and how you can support their core goals/focus?



### PRESENCE & CHARISMA

- Know your audience - an HR interview will be very different than a CEO or Manager.
- What questions can you have ready for the interview.
- What are the things you want to make sure you focus on and display during the interview.



### ALIGNMENT OF STORY

- What workplace experiences and stories do you want to tell?
- Prepare a positive spin to negative experiences (layoffs, failures, bad bosses, etc.).
- Prepare your stories with detail and statistics (growth %'s, numbers) vs generalizations.

# INTERVIEW FOR SUCCESS

## OUR DO'S & DON'T'S FOR YOUR INTERVIEWING SUCCESS

Here are the things to watch out and to prepare for.

### Do's

- **Tell Great Stories**
  - Telling how you use organizational methods in a successful project is MUCH better than just making a statement that you are organized.
- **Talk in We's, but Emphasize the Me's**
  - When telling a story, talk about the whole team's success, but make sure you focus on what YOU did to help the team in those successes.
- **Be Positive**
  - Be prepared to showcase your positive experiences and strong workplace relationships.
- **Fail Well**
  - Be ready to illustrate how you overcome obstacles and failures with poise & resilience.
- **Conversational Tone**
  - Interviewers don't want a rapid fire back & forth...they want to have a great conversation.
- **Give Them Confidence They're Making the Right Hire**
  - Focus on your future value and how you'll help the company be more successful.

### Don'ts

- **Avoid the History Lesson Telling of Your Career**
  - Focus on just your most recent or industry/role relevant experience
- **Don't Make Things Up or Appear Smarter/Better/More Experienced**
  - This will bite you if you get the job...don't lie, be authentic, and be yourself!
- **Be a Long Talker or Interrupter**
  - Wait until the interviewer is done with their question and be prepared with succinct experiences and stories that best illustrate different kinds of questions.
- **Wait Until the End to Ask Questions**
  - Remember, the goal is to be conversational. As such, have questions about the team, culture, role, products, competition, opportunities, etc. throughout the interview.



# **COMMITMENT TO YOURSELF**



# ACHIEVE MY CAREER VISION

“Life isn’t about finding yourself. Life is about creating yourself.”

MY CAREER PURPOSE



MY TOP CAREER GOALS



MY TOP TALENTS, INTERESTS, AND VALUES



MY TOP EMPLOYERS



MY TOP PRIORITIES



IN ONE YEAR FROM NOW, I’LL BE ...

