ROADMAP to SUCCESS

Utilize this tool to gather information and guide you toward your career goals.

Suggestions for use:
Keep your Roadmap to Success in a safe, memorable place.
Review monthly to fill in completed activities, and identify opportunities for growth.
Have your Roadmap to Success available when you meet with your Career Services Specialist.
Use this map as a tool to complete your resume and as a source of information in your job search process.

SELF ASSESSMENT:
☐ Take the available self-assessments and write down your results below.

   - TypeFocus – Personality:
   - TypeFocus - Interests:
   - TypeFocus - Values:
   - StrengthsQuest - Top 5 Talents:

CAREER EXPLORATION:
☐ Start doing research on the various industries/companies you might be interested in joining
☐ Join a professional organization and attend their meetings/events.

   - Organization: __________________________  Date Joined: __________________________
   - Meetings Take Place: __________________________

☐ Take a tour of a company that interests you.
☐ Conduct an informational interview to gain a better understanding about the occupation or Industry.

   - Contact Name: __________________________
   - Organization: __________________________
   - Date: __________________________

☐ Job shadow a professional in your industry for a day.

GOAL SETTING & CAREER PLANNING:
☐ Brainstorm about your ultimate career objectives and long term goals.

☐ Calculate short term goals to assist you in achieving the long term goals.

☐ Create a list of 10 target companies for which you would be interested in working:

   1. __________________________
   2. __________________________
   3. __________________________
   4. __________________________
   5. __________________________
   6. __________________________
   7. __________________________
   8. __________________________
   9. __________________________
   10. __________________________

The University’s programs and services are designed to prepare students and graduates to pursue employment in their field of study or related field; however, the University does not guarantee that students or graduates will be placed in any particular position or employment. Any statistics referenced on the website and attributed to a source other than Ashford University have not been independently verified by Ashford University. Career Services abides by the principles of professional conduct set forth by the National Association of Colleges and Employers (NACE).
GAINING EXPERIENCE:

☐ Volunteer with a company/non-profit group in your chosen industry.
  
  Organization: __________________________  Start & End Dates: __________________________
  
  Responsibilities: __________________________

☐ Complete an internship or part-time job in your field.
  
  Company: __________________________  Start & End Dates: __________________________
  
  Responsibilities: __________________________

DEVELOP YOUR MARKETING MATERIALS:

Your resume is your marketing tool and the first impression an employer has of you. Be sure it explains that you have the qualities for which the employer is looking.

☐ Create drafts of your resume to use for your job search
☐ Build a draft of your cover letter
☐ Create your personal business cards
☐ Have Career Services review and critique your resume
☐ Upload your resume to the Job Search & Resume Builder tool
☐ Establish at least 3 professional references

<table>
<thead>
<tr>
<th>Name:</th>
<th>Job Title:</th>
<th>Contact Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

JOB SEARCH & NETWORKING:

According to the Bureau of Labor Statistics, 73% of jobs are found through networking. Begin establishing your professional network.

☐ Become familiar with industry job search sites and application processes
☐ Feel comfortable with making phone calls (cold calls and follow up calls) with employers
☐ Create, maintain, and clean up your online reputation (LinkedIn, Facebook, Twitter, etc.)
☐ Develop your elevator pitch
☐ Join LinkedIn Groups
☐ Attend professional networking events and meetings
☐ Keep a job log of the companies and positions to which you’ve applied, and where you are in the hiring process

The University’s programs and services are designed to prepare students and graduates to pursue employment in their field of study or related field; however, the University does not guarantee that students or graduates will be placed in any particular position or employment. Any statistics referenced on the website and attributed to a source other than Ashford University have not been independently verified by Ashford University. Career Services abides by the principles of professional conduct set forth by the National Association of Colleges and Employers (NACE).
INTERVIEW PREPARATION:
As you prepare for interviews, you must know yourself: experience, strengths, and transferrable skills to communicate to employers.

- Research industry specific interview questions
- Complete a mock interview with your Career Services Specialist
- Prepare your professional appearance
- Reflect on your personal skills, accomplishments, and strengths to highlight in your interview
- Conduct research on the company and industry for which you are interviewing
- Establish a list of questions to ask at the end of the interview
- Prepare drafts of Thank You notes to send after your interview

CAREER SELF MANAGEMENT:
- Assess your progress toward your career goals. How have you done so far? How have your goals changed?

- Update your resume frequently
- Participate in professional development workshops & seminars
- Become familiar with basic salary negotiation strategies

THINGS TO REMEMBER:
- A job search can take between 6 to 8 months or more in tough economic times.
- Persistence is the key; if you are not getting responses from employers, assess your job search strategies and see where you may be able to make some improvements.
- Be sure to look at the big picture; assess where a job can lead you in the future, not just what it can offer you today.