



# 2024 October Career Fair

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***Strategic Planning for Job Seekers***



# Strategic Planning for Job Seekers

PMINJ

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## Your Presenter

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- Find me on LinkedIn and let’s connect!



A photograph of a Southwest Airlines Boeing 737 aircraft in flight, viewed from a low angle looking up. The plane is painted in the airline's signature orange and white livery. The registration number N775A is visible on the tail. The sky is a clear, bright blue.

## Herb Kelleher of Southwest

- “We have a **strategic plan**, it’s called doing things”.
- “What we do by way of strategic planning is we define ourselves and then we redefine ourselves.”



## Kenichi Ohmae, author of The Mind of the Strategist

- “The sole purpose of strategic planning is to enable the company to gain, as effectively as possible, a sustainable edge over its competitors.”

# Strategos

Strategy comes from the Greek word “strategos” meaning the military general

As a job seeker, you are the military general:

Your mission and objective

Your plans

Your resources

Your opponents

The campaign

The battlefield

# STP



SITUATION



TARGET



PATH

A black and white photograph of a person walking up a dark, narrow staircase. The person is silhouetted against a bright light source at the top of the stairs, creating a lens flare effect. The walls of the staircase are dark and textured, with metal handrails on both sides. In the background, a multi-story building with many windows is visible, partially obscured by the light. The overall mood is dramatic and symbolic.

Situation

# Situation: Where are You right now?

- Conduct self-assessments
- Conduct a personal SWOT analysis:
  - **Strengths:** Leverage your project management skills, leadership experience, and expertise in managing complex operations.
  - **Weaknesses:** Identify areas where you may need further development or certification.
  - **Opportunities:** Look for industries or companies that highly value your skills and experience.
  - **Threats:** Recognize challenges, such as competition with other experienced candidates or unfamiliarity with certain industries.



Target

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# Target: Where do You want to be?

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- Define your Objective
  - Role(s) and Level
  - Company(s)
- Set SMART Goals
  - Specific
  - Measurable
  - Aligned
  - Realistic
  - Time-framed
- Identify Resources Needed



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Path

# Path: How will You get there?

- Focus! Clarity and concentrated effort are key.
- Practice your interviewing skills
- Develop Action Steps, especially
  - Networking
  - Marketing
  - Researching
  - Tailoring your Resume
- Continuous Learning
- Monitor Progress and Make Continuous Adjustments
- Stay positive!

If you don't know  
where **you are going**,  
you might wind up  
**someplace else.**

– *Yogi Berra*

AZ QUOTES

