

THE ENEMY OF GREAT

Inspired by Gala Jackson of Interview Snob, LLC

If you don't know what you want
It's because you don't know who you are
How did you get here?
What have you learned?

You have a greater capacity to succeed
Be willing to give yourself credit
Do what's best for you
Don't apologize for it

You have a unique brand all your own
There are millions who are unlike you
Invest time in cultivating your own narrative
Believe there's no limit to what you can do

Stop applying for random jobs
Hard work will eventually reap results
Being task-oriented is not enough
Don't get into a trap of selling yourself short

Tell me about yourself
Just be honest with me
Don't allow your job
To become your identity

Your career is a part of your life
There is an untold story inside you
Know it before you write your resume
To become more aware of your intrinsic value

Your resume must have a branding statement
Put it at the top for all to see
Do you have a job or a career?
Confidently disclose how you help others achieve

Do not populate text boxes, footers, and headers
To reduce the time from search to hire
A key word search can be effective
When you understand your heart's desires

Before you need the meeting
Work on building a network
Effectively communicate your value
Building relationships builds your net worth

Take control of your future endeavors
Accurately identify your specialty
Develop a marketing strategy & game plan
Invest in career development opportunities

Assessments can be effective tools
Use them to get to know your strengths
Now, sell yourself in the interview
By building your responses around them

Clarity, tangibility, confidence, and visibility
Leave yourself room to negotiate
Don't talk money until you get the job
Remember: Add 10% onto your target pay rate

Sometimes you don't get what you want
To get what you need
Rejection can be a part of your journey
And help move you one step closer to your destiny

Strengthen your online profile
Follow your Influencers and ardently Comment
Post a 250-word informed opinion
Be committed to Like and Share articles of interest

The enemy of great is "this is good"
Don't allow fear to take a ride with you
Your story is waiting to be heard
Tell it through perseverance and with a positive attitude

Shuntrela Rogers-Gillion©
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