

Career Catalyst

Building Your Professional Journey at UF



Charting Your Career Success

Part Three – *Strategic Planning:
Mapping Out How to Get There*



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Learning Objectives



- Understand the Concept of a UVP & its importance when engaging in job search activities
- Craft a cover letter and resume that elevates your story
- Learn how to clearly communicate professional value in a way that resonates with hiring managers



“After being in my previous role for 10 years, I knew I was ready for a change. However, I was unsure of where to begin or even how to navigate the process effectively.”

– Kutonya Sowell

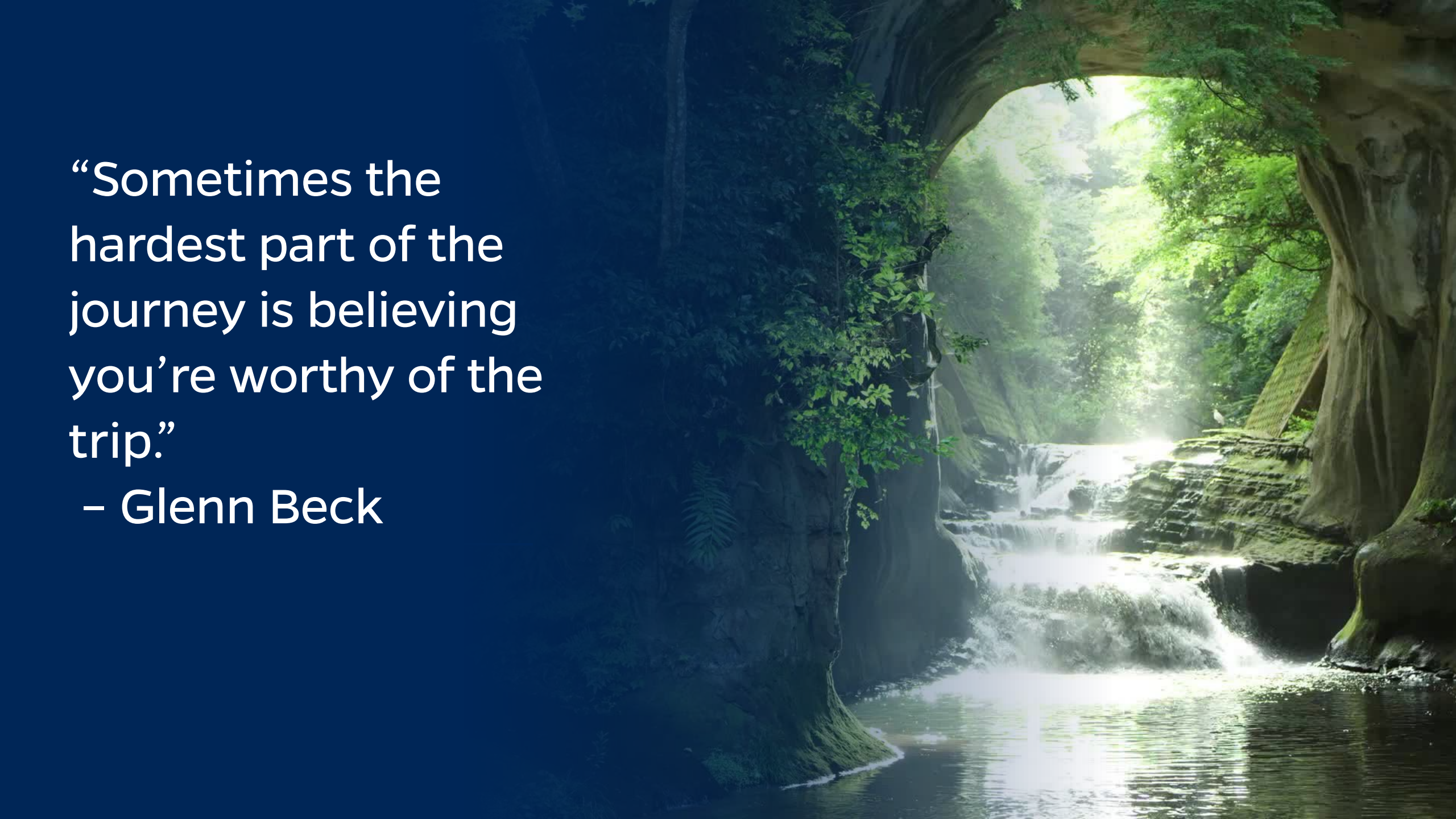


University of Florida



“Sometimes the
hardest part of the
journey is believing
you’re worthy of the
trip.”

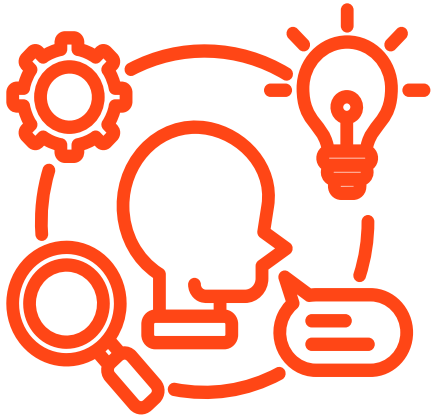
– Glenn Beck



What is a Unique Value Proposition (*UVP*) and what role does it play in my career journey?



A Unique Value Proposition is a combination of ...



Skills



Experiences



Qualities



It's not just about what you can do but how you do it differently or better than others.



What does the hiring manager or decision maker need?





Poorly Written UVP Statement


Interested in Management/Supervisor Opportunities

I'm currently a manager with years of experience. I've supervised teams and provide oversight of several projects. I'm good at problem-solving and meeting deadlines. My goal is to work in an area where I can use my skills and grow. I can help improve processes and keep the team organized.



Compelling UVP Statement

Dynamic Leader with Proven Results in Team Development and Operational Excellence

- I am an accomplished leader with over 30 years of experience in driving team performance and enhancing operational efficiency.
 - My expertise in fostering collaborative environments and empowering team members has consistently resulted in increased productivity and employee engagement.
 - I excel in identifying growth opportunities, implementing strategic initiatives, and navigating challenges with a results-oriented mindset.
 - With a passion for mentoring and developing talent, I am committed to building high-performing teams that not only meet but exceed organizational goals.
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Remember:


Showcasing
your *UVP* is
more than listing
skills on a
resume.



Telling your story: Elevate your Resume & Cover Letter



Application Materials: Tell Your Unique Story!

- Don't miss out on your best chance and first impression to **highlight** your **experiences** and **accomplishments**.
 - **Do Your Research**- The UF's Teams Titles page, Colleges' and Units' websites, and Careers at UF job postings are your roadmap.
 - Be a detective/do your homework, **revisit your career portfolio** before you ever start your application- Compile list of keywords, transferable skillsets, qualifications, values.
 - **Start with A Blank slate!**
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Resume Checklist

Key Areas to include on Resume:

- ✓ **Contact information**
- ✓ **Objective/Goal Statement** – Remember your UVP!
- ✓ **Professional Experience** - **ONLY** 4-5 bullet points
- ✓ **Education**
- ✓ **Training/Certifications**
- ✓ **Skills** – Hard or Technical
- ✓ **Awards/Accomplishments**
- ✓ **Publications/Notable Works**

Digging Deeper – Professional Experience

Format Resume Bullets into **Star Stories** (only 4-5 bullet points)



Example:

Coached and counseled underperforming staff by creating a performance improvement plan that leveraged employee resources such as employee benefits and EAP, resulting in improved performance for 75 employees.

Resume Do's and Don'ts

Olivia Wilson

Graphic Designer

+123-456-7890
funnygirl1984@gmail.com

EDUCATION

2020
Associate degree
Received my AS degree at the age of 38 a major accomplishment for me and my family.

SKILLS

Passionate
Layout
Illustration
Graphic Design

WORK EXPERIENCE

Lead Designer

As a lead designer, I was accustomed working with the editing and marketing team for many projects but left due to poor work life balance

University of Florida

This was my first role right out of college where I learned how to be a graphic designer. I created designs for videos using adobe photoshop and illustrator

Experienced Graphic Designer seeking a new role that will allow me to use my skills

ALBERTA GATOR
Address | Email | Phone Number | LinkedIn URL

Education
Bachelor of Science in Psychology May 2019
University of Florida, Gainesville, FL
Minors: Anthropology and Business Administration

Research Experience

Research Assistant August 2016 – Present
Allred Laboratory, Gainesville, FL

- Executed personal experiment determining potential protein drug targets for a new drug
- Conducted procedures in Percoll Gradients, SDS-PAGE, Western Blot, Mass Spectrometry demonstrating program competency

Research Assistant August 2015 - April 2016
Ebola Research Group, Gainesville, FL

- Transcribed interviews conducted with people affected directly or indirectly by Ebola
- Compiled relevant peer-reviewed journal articles to further research initiatives

Involvement and Service

Service Member August 2016 - Present
Alpha Phi Omega National Service Fraternity, Gainesville, FL

- Partnered with the Humane Society, Boys & Girls Club, Salvation Army, Project Downtown to provide mentorship and economic relief to the surround Gainesville communities
- Attended weekly general body meetings and discuss outreach and philanthropy

Member February 2017 –February 2018
UF Study Abroad Peer Advisors, Gainesville, FL

- Advised students weekly during office hours in the UF International Center to discuss study abroad programs and class schedules
- Presented information sessions about study abroad programs for extension and outreach

Hospital Volunteer August 2016 - May 2017
UF Health Shands Hospital, Gainesville, FL

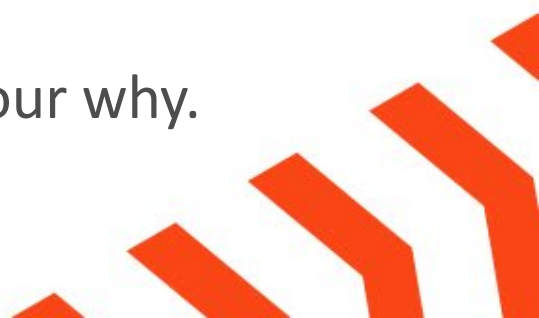
- Interacted with pediatric patients using developmentally-appropriate games to provide a safe and clean learning environment
- Accommodated patients by assisting in the Department of Health Eligibility form application
- Managed medical charts, entering physician's progress notes to ensure referrals are appropriated to the external programs
- Stocked food and linen closet with supplies for patients and families in the Pediatric ED

Skills & Awards

Language: English (Fluent), Spanish (Fluent)
University of Florida Honors Program (2016)
University of Florida Student Leadership Award (2016)

Cover Letter

Don't miss out on your best chance and first impression to **highlight** your **experiences** and **accomplishments**.

- ✓ **Contact Information:** Name, Email address, Phone number, Address/Location, Date sent
 - ✓ **1st Paragraph:** The Why - Why do you want the role and why are you uniquely qualified?
 - ✓ **2nd - 3rd Paragraphs:** Work Experience – Connect the dots from your resume and fill in any gaps. Opportunity to display transferable skills.
 - ✓ **Closing:** Conclude with tying back into your UVP, your interest and your why.
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Interviewing



"Interviews are about leaving the interviewer with a lasting image of you as the solution to their problem."

– Unknown



Benefits of Pre-Interview Preparation



**Presents your
best self**



**Increases
Self-Confidence**



**Enhances
Self-Awareness**



**Shows Commitment
to the Role**

Pre-Interview Preparation

Values

Identify job requirements and align your values to those requirements



Elevator Speech

Highlight key achievements that fulfill employer's need



Alignment

Prepare to speak positively and authentically about how your experience and qualifications align with the job



Mock Interviews

Prepare for the interview with a friend or peers



WORK CULTURE

Become familiar with the UF unit & its culture



Pre-Interview Preparation - Questions

Share **specific examples** of when you faced a particular situation or challenge and how you navigated it.



A common mistake interviewees make is being general in their answers and not fully answering the question, especially when they are asked to give specific examples. This impacts the interviewer's ability to learn about you and form a positive impression of your skills, abilities, and competencies.

During the Interview

- **Be sure to speak to your value proposition** –
“I will be a great contributor and here is how...”
- **Watch your cues**
 - **Verbal**: speaking rate (too fast vs too slow), filler words (i.e., um’s)
 - **Non-verbal**: maintain eye contact, calm tone of voice
- **Be succinct, clear, and to the point** with your answers
- **Don’t** fall into the trap of **venting about your present/past employers**





During the Interview

- **Ask questions to express your interest in the position**
 - “Why is this position vacant?”
 - “What skills or qualities are most important to success in this role?”
 - “What are some challenges you think the successful candidate will face in this role?”
 - “How does this role contribute to the overall company goals?”
 - “How would you describe the culture and work environment for the company or team?”
- **Wrap up the interview by thanking everyone for the opportunity and highlight a couple of your qualifications**

Wrap-up:

Send a “Thank You” letter or card

(Do this within 24 hours of the interview)

Reaffirm your interest

Highlight value or key point from the interview





Questions



Webinar Survey

Use the link or follow the QR Code:

https://ufl.qualtrics.com/jfe/form/SV_5t3j03bMGv7PjQg

Thank you for the feedback!

Net Promoter Score - How likely are you to recommend the Career Catalyst webinars to your colleagues?

- **Promoters** (score 9-10) – you think we did a great job.
- **Passives** (score 7-8) – neutral, no points awarded.
- **Detractors** (score 0-6) – not happy with the event.
Be sure to tell us why so we can improve.



% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)

Charting Your Career Success

We will be taking a hiatus until the new year. Stay tuned for details!

**New Year =
Great New Topics**



References and Resources

Indeed Career Guide: : How To Brand Yourself During an Interview (With Examples)

<https://www.indeed.com/career-advice/interviewing/how-to-brand-yourself-during-interview>

Indeed Career Guide: Personal Value Proposition: Definition, Template and Example

<https://www.indeed.com/career-advice/finding-a-job/personal-value-proposition>

Career Development Hub: Tailoring a Resume

<https://training.hr.ufl.edu/resources/careercollab/TailoringAResume/index.html>

Career Development Hub: Foundations of a Great Resume and Cover Letter

<https://mediasite.video.ufl.edu/Mediasite/Play/e141550a2fd741f3a154001404981fe81d?playFrom=2059&popout=true>



Human Resources

Training & Organizational Development

Thank you!

Visit our *Career Development Hub* to navigate your career growth at UF:

<https://hr.ufl.edu/professional-development/toolkits/career-toolkits/career-development-hub/>

Stay tuned to the *Career Catalyst* webpage for listings of upcoming webinars and recordings of past webinars:

<https://hr.ufl.edu/professional-development/toolkits/career-toolkits/career-catalyst-building-your-professional-journey-at-uf/>

Check out our Career Toolkits:

<https://hr.ufl.edu/professional-development/toolkits/career-toolkits/>