# Launching A Career Change



### Recreating Your Personal Brand

- You are changing directions—people need to know.
- A personal career story tells who you are: what you have done, do, and can do, and why you are a valuable hire.
- Your personal career story helps you provide maximum value to employers so you get financial remuneration and personal fulfillment.
- Working on your personal career story will help you be crystal clear about who you are and the value you bring to the work world.



## Crafting Your Personal Career Story

- This personal story communicates how and why you have come to this career change.
- Include your experience and the special gifts that make you distinct from others.
- For example, emphasize what you've done: Instead of just, "manager and barista at a Student Coffee Shop", it could have been, "Recruited, trained and managed 17 peers in the operation of a campus coffee shop with receipts of \$110K during their August to May season of being open."



### What Goes into Your Career Story

- Why you are making the change
- Work you've done
- Summer jobs
- Volunteer ministries
- Church service
- Internship experiences
- A quick description of who you are.



### Building a Ministry Resume

- Include personal and family information. You want to fit with your ministry—if they don't like something in your personal info, it won't be a good fit.
- Add church service and volunteer experience.
- Use more information and volunteer ministry experiences than you would for a marketplace resume.
- If you include a picture, make sure it is high resolution.



### Getting Your Story on Your Resume

- Make a list of all your experiences. Title them uniquely.
- Write a 5–6 line paragraph about what you did and accomplished for each experience.
- Highlight every verb in every paragraph.
- Use these verbs to begin the past tense action verb statements that describe your experiences.
- See the "experience" section in the example (next slide).



### Resume Example

### PATRICK FRIEDLINE

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### **Profile Statement**

Dynamic and energetic natural networker, with 20 years of event creation and management experience and proven skills in bringing key people together in a mutually beneficial way, seeks growth opportunities and a platform to build relationships and partnerships among diverse constituencies in a way that promotes and supports an exciting organization.

### SUMMARY OF OUALIFICATIONS

- Managed a Career Center that serviced 3,900 undergraduate and graduate students, and 35,000 Alumni.
- Planned and hosted recruiting events involving up to 45 vendors and 300 students attending.
- Created, organized and executed marketing campaigns highlighting the Career Center to Students and Alumni, using creative videos, popular cultural events and high profile interaction with students.
- Increased Career Center usage from 441 students serviced in a year to 1100, meeting an average of 5 students daily.
- Demonstrated management and staff supervisory experience.
- Utilized professional organizations and Alumni to increase job networking opportunities.
- Experienced in career counseling and aiding students in their career choice process.
- Taught classes to both traditional college students and adult learners as an Adjunct Faculty with Moody Undergrad and Distance Learning, each time with high evaluations and good remarks from the students.

### EXPERIENCE

1991—Present

Various Positions

Moody Bible Institute

Chicago, Illinois

Assoc. Dean of Career Development 1995-Present

- Managed and expanded a full service career center, offering ongoing vocational support to Students and Alumni.
- Enhanced the scope of services offered and doubled usage of the Career Development Center.
- Marketed available services through videos, classroom appearances and various campus publications.
- Partnered with the Alumni Office to assist Alumni in vocational transitions and to build a supportive network of Alumni to mentor students with vocational plans.
- Counseled and assisted Students with career choices and life plans.
- Maintained and further developed databases for vocational opportunities and networking.

### Adjunct Faculty

1992-2016

- Taught 3 different subjects for the Undergraduate Division—Elements of Bible Study, Genesis, Psalms.
- Experienced in class preparation and creative delivery, focusing on an interactive approach that engages students.
- Prepared and taught many college-level courses for Moody Distance Learning.

### Residence Director

1991-1995

- Managed the housing and administration of 2 Residence Halls.
- Oversaw the community life for 350 students.
- Lead and mentored a staff of 10 Resident Assistants.
- Projects included RA Training retreat, and weekly training sessions on these topics: Leadership, Mentoring, Confrontation and Recreation.
- Assisted the Dean of Students and Director of Residence Life in various discipline situations.



# Your Profile or Summary Statement

- Communicate your passion here.
- An objective statement focuses on your own interests as the job seeker, but a summary communicates what you bring to the table.
- Write what makes you distinctive—try to use specifics instead of intangibles.
- Communicate what fueled your experiences.
- Think about what gets you fired up and what you do about it. How would others know if something excited you?

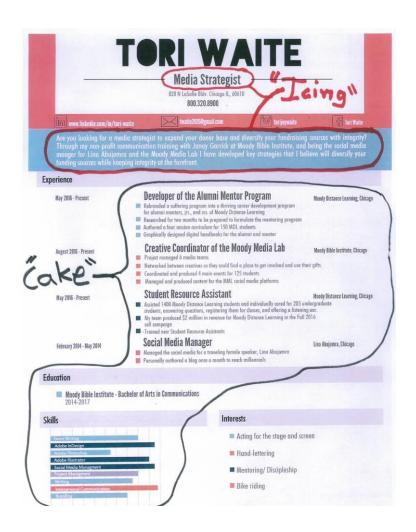


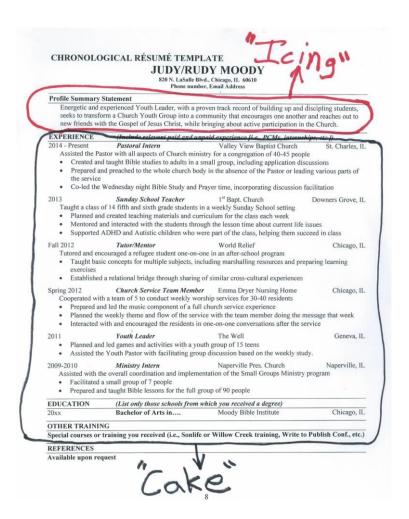
## Cook Up Your Cake and Icing

- "Cake and Icing" are the substance and passion of your life communicated on your resume.
- The experience and education sections of your resume are the "Cake."
- Your passion and drive for what you want to do is the "Icing." Communicate this in the Profile Statement.



# Creating Your Personal Career Story







### Create A Two Minute Bio

- This is a verbal "Cake" (experience and education) and "Icing" (your excitement and passion).
- The excited tone of your voice when you talk with someone is part of your "Icing."
- Work on a clean and easy flow of conversation that highlights what you want to say.
- Practice saying it many times so you can tell your story in a variety of ways and in any setting.



### What's Left

- Finish your resume—get help from Moody's Career Services.
- Think through how to tailor your brand for a specific organization.
- See job opportunities at careerfinder.moody.edu, and search other ministry sites for opportunities: ministrysearch.com, ministersearch.com, churchstaffing.com, www.churchjobs.net, youthspecialties.com
- Get the Christian Organizations by State database from the Career Center.



### **Career Services**

- No matter what kind of job you want, Career Services helps you prepare.
- Make an appointment with Patrick Friedline, the Associate Dean of Career Services.
- Email <u>patrick.friedline@moody.edu</u> with options for when you can meet.
- Call (312) 329-4414 to make a phone appointment.
- Use Zoom for a video call.

