



# WORKSHEET – B

## JOB GOAL STATEMENT



A job goal statement may sound like an overwhelming and even unnecessary step in a practical job search. But it can form a very useful foundation for making a successful transition from campus to career. Additionally, it can serve as a reference point to determine if you're still on track or if you need to modify your aspirations.

A job goal statement is a carefully thought out declaration of how you will incorporate your education, experiences, interests, skills, values—your heart and your soul---into the work you will accomplish after graduation. It may include elements of your longer term career plans, **but most importantly, it focuses on the first career step.**

Career paths usually vary and change direction several times over a lifetime. Your immediate challenge is to figure out a good first step that will get you on your way...meet some short term needs...and provide a set of experiences and accomplishments from which to build.

How your Job Goal Statement will help your job search:

- Provides the language for your summary and/or objective which begin your resume
- Gives focus to your job search
- Helps you select potential opportunities which best match your interests, skills and values
- Helps you articulate your views and questions during an interviews
- Provides the pool of information for constructing your “1 minute introductory commercial” when you're networking
- Assists you in evaluating and choosing among job offers

A Job Goal Statement usually consists of the following elements:

1. Job functions (work tasks and responsibilities) in which you have both interests and skills and which employers offer opportunities
2. Education - your major and other supporting coursework as well as experiences
3. Organizational environments/cultures
4. Financial needs
5. Geographical preference - cities, states, countries
6. Supporting Resources (human, print, technological, spiritual) you will need and apply in your transition process

The following activity will help you construct your Job Goal Statement. Try it by yourself and as you begin to develop it, bring it to a CDC Counselor or Career Resource Assistant (CRA) for refinement. **It's a work in progress.**

### 1: JOB FUNCTIONS

The tasks, activities, and responsibilities of a job make up its “functions.” Getting these clear and consistent with your interests and skills is a cornerstone for successful job hunting. Action verbs describe job functions e.g. negotiating, helping, designing, trouble-shooting, and managing. When you read job functions, visualize yourself performing the task. The comfort and confidence you feel --- or don't --- with the visualization can help you determine if these functions match your skills and interests - and whether or not they will be included in your job goal statement.

Read the following descriptions of job functions, listed under major job function categories. Highlight or write down those which match your interests and/or skills and which you've performed in classes, co-curricular activities, volunteer work, part-time or full-time work, internships, summer jobs, etc.

You will find yourself highlighting functions in several categories as they are tied into many aspects of your skills and interests.

**MARKETING/SALES/  
COMMUNICATIONS**

Accept rejection with perspective  
 Advertise  
 Be persistent  
 Develop relationships  
 Influence  
 Listen  
 Market  
 Meet people  
 Negotiate  
 Persuade  
 Present ideas, concepts, products  
 Promote  
 Prospect contacts  
 Sell  
 Strategize  
 Think creatively  
 Think on your feet  
 Write proficiently

**FINANCE/  
ACCOUNTING**

Allocate  
 Analyze  
 Appraise  
 Audit  
 Balance  
 Budget  
 Calculate  
 Compute  
 Develop  
 Forecast  
 Invested  
 Liquidate  
 Manage  
 Market  
 Negotiate  
 Plan  
 Project  
 Reduce Losses  
 Research  
 Trade  
 Transact  
 Transfer

**BUSINESS SUPPORT/  
ADMINISTRATION**

Administer  
 Approve  
 Arrange  
 Brief  
 Budget  
 Catalogue  
 Classify  
 Collect  
 Compile  
 Conserve  
 Dispatch  
 Document  
 Execute  
 Finance  
 forecast  
 Gather and alphabetize data  
 Generate  
 Implement  
 Inspect  
 Inventory  
 Invoice  
 Log  
 Monitor  
 Obtain  
 Operate

**TEACH/TRAIN**

Adapt  
 Advise  
 Assist  
 Clarify  
 Coach  
 Communicate  
 Communicate ideas  
 Coordinate  
 Demonstrate  
 Design programs and process which help people understand new ideas and information  
 Develop  
 Enable  
 Encourage  
 Evaluate  
 Explain  
 Facilitate  
 Guide  
 Influence  
 Inform  
 Initiate  
 Inspire  
 Instruct  
 Lecture  
 Motivate  
 Persuade  
 Set goals  
 Stimulate  
 Teach  
 Train  
 Tutor  
 Understand diversity and various learning styles

**SERVICE/  
HELPING**

Advise  
 Assess  
 Assist  
 Be compassionate  
 Being patient  
 Clarify  
 Coach  
 Communicate Consult  
 Counsel  
 Demonstrate.  
 Develop ideas for building relationships and community  
 Diagnose  
 Educate  
 Expedite  
 Facilitate  
 Familiarize  
 Guide  
 Help  
 Instruct  
 Interview  
 Listen  
 Maintain or improve the physical, mental, emotional, educational, medical or spiritual well-being of others  
 Protect  
 Provide  
 information, insights, ideas  
 Reach out to others Refer  
 Rehabilitate  
 Serve  
 Teach  
 Train  
 Translate kindness to action  
 Trouble-shoot  
 Understand

**MANAGEMENT/  
LEADERSHIP**

Accelerate  
 Achieve  
 Activate  
 Administer  
 Advance  
 Allocated  
 Analyze  
 Anticipate  
 Anticipated  
 Applied  
 Apply  
 Appoint  
 Arbitrate  
 Assign  
 Attain  
 Augment  
 Broaden  
 Build consensus  
 Centralize  
 Chair  
 Collaborate

Command attention  
 Communicate  
 Conduct  
 Consolidate  
 Consult  
 Contract  
 Contribute  
 Control  
 Convert  
 Coordinate  
 Delegate  
 Demonstrate  
 Designate  
 Determine  
 Develop  
 Direct  
 Evaluate  
 Execute  
 Facilitate  
 Guide  
 Head  
 Hire  
 Improve  
 Increase  
 Interpret  
 Interview  
 Lead  
 Make things happen  
 Manage  
 Market  
 Mediate  
 Negotiate  
 Obtain others respect  
 Organize  
 Oversee  
 Plan  
 Prioritize  
 Produce  
 Propose  
 Recommend  
 Recruit  
 Reduce losses  
 Relate well to others  
 Report  
 Review  
 Schedule  
 Sponsor  
 Sponsor  
 Staff  
 Stand out in the crowd  
 Step out to take action  
 Streamline  
 Strengthen  
 Supervise  
 Surpass  
 Think out of the box  
 Train  
 Undertake  
 Unify

**TECHNOLOGIES/  
DEVELOPMENT/  
APPLICATIONS**

Assemble  
Build  
Calculated  
Charted  
Comfortable and competent  
with data, web, mathematical  
equations, formulas.  
Communicate and clearly  
explain complex ideas and  
concepts  
Compute  
Construct  
Construct models  
Deliver  
Design  
Detect  
Devise  
Draw Up  
Engineer  
Engineer components/systems  
Fabricate  
Install  
Maintain  
Manufacture  
Navigate  
Operate  
Overhaul  
Problem-solving  
Program  
Remodel  
Render  
Repair  
Research  
Restore  
See connections to business,  
educational, practical  
situations  
Solve  
Synthesize  
Test  
Train  
Troubleshoot  
Upgrade  
Use tools

**ADMINISTRATION/  
ORGANIZATION**

Approve  
Arrange  
Brief  
Catalogue  
Classify  
Collect  
Compile  
Conserve  
Dispatch  
Execute  
Generate  
Implement  
Inspect  
Inventory  
Invoice  
Log  
Monitor  
Obtain  
Operate  
Organize  
Prepare  
Process  
Provide  
Purchase  
Receive  
Record  
Retrieve  
Route  
Screen  
Select  
Specify  
Supply  
Systematize  
Tabulate  
Validate

**CREATIVE/  
FINE ARTS**

Act  
Adapt  
Author  
Compose  
Conceptualize  
Craft  
Create  
Design  
Develop  
Direct  
Establish  
Fashion  
Found  
Illustrate  
Improvise  
Institute  
Integrate  
Introduce  
Invent  
Originate  
Perform  
Plan  
Publish  
Revitalize  
Shape

**PROBLEM SOLVING**

Analyze  
Clarify  
Collaborate  
Compare  
Compile  
Confer  
Confront  
Consult  
Contribute  
Decide  
Evaluate  
Forecast  
Help  
Investigate  
Prepare  
Recommend  
Reorganize  
Research  
Resolve  
Review  
Solve  
Survey

## JOB FUNCTION SUMMARY

**Example:**

I can see myself in a job where research, analysis and computing combine with my interests in expressing my ideas artistically. It's also important to have the results of my work become a useful product or service which can be sold—though not by me. I eventually want to lead and direct the work of others.

**Your Job Function Summary:**

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## 2. EDUCATION

Use the space below to list your degrees and 5-6 key or central courses which you'd consider most important in providing you with significant knowledge, learning and competencies at UWM. Courses should be in your major(s) as well as outside your major. Be specific. Also list and briefly describe any major course projects or experiences which you found meaningful.

**Example:**

I will earn a BA in Mass Communications with a number of supporting courses in Sociology. I also took 2 Computer courses and feel competent with Excel, HTML and PPT. Had a Social Systems course where I successfully led the group in a research study on Behavioral Patterns in the Elderly.

Co-curricular and volunteer activities as well as internships, part-time and summer jobs which may relate to your career ambitions are important considerations in constructing a goal statement.

**Example:**

I worked 3 summers in a row at Dairy Queen with each summer assuming increased responsibility. I loved the customer contact and was always praised by my boss. In my sorority, I volunteered to sit behind tables in the UWM Union giving out information and answering questions. I also took the old minutes from meetings over the past 10 years and developed a book of memories for our 50 year Celebration.

**Your Education Statement:**

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### 3. ORGANIZATIONS AND ENVIRONMENTS

*".....the culture of any organization is a deep phenomenon; culture is complex and difficult to understand, but the effort to understand it is worthwhile because much of the mystery and the irrational in organizations suddenly becomes clear when we understand it...."* Edgar Schein

There are major differences in places of work and employment. For example, the Fortune 100 pharmaceutical giant, Merck, has an entrenched business practice where every decision is made after a series of PowerPoint presentations to countless groups while the upstart e-retail company has an autocratic CEO who decides everything herself. Big places are often bureaucratic and make you specialize in work function; small companies allow you to play many roles but demand long hours; the non-profit sector helps you feel good about the work you do but at the end of the month, there's often no 401K for your future. Lots of tradeoffs.

**Example:**

Size of the organization doesn't matter to me; I want to contribute to a place which is involved in doing things to promote the fine arts and culture in society. A smaller non profit would allow me to work in multiple areas which would fit my needs as I like to both create as well as talk with and influence people. For the right cause and with people who inspire me, I want to work as many hours or days as required to be successful.

**Your Statement About Organizations and Environments:**

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### 4. COMPENSATION/FINANCIAL NEEDS

This is self-explanatory---and starting salaries are fairly standard for entry-level positions. They do vary major to major but at this point, you probably can't influence that. Generally, larger, Fortune 500 companies initially pay higher than smaller companies/institutions. But, smaller organizations could offer quicker advancement with more money in a shorter time. Each situation is different. No need to limit yourself in size of organization now—but it's helpful to keep these issues in mind. Use the space below to describe any financial considerations which may be relevant for you.

**Example:**

I know that State of Wisconsin agencies pay more than local, but those opportunities are more competitive to get. Starting pay doesn't matter to me now but I know when I go back for my masters, I'm going to choose a top program as employers generally recruit more there and pay more to their graduates. I'll apply to all size firms and when I get an offer or two, I can then choose based on specific information.

**Your Statement About Compensation:**

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## 5. GEOGRAPHICAL PREFERENCES

This category may not be very relevant for most UWM graduates as in the latest Graduate Survey, 84% found jobs in Milwaukee/Southeast Wisconsin. Where you want to work may or may not be a consideration.

**Example:**

I'd love to work in Chicago, but realize that getting places for interviews and networking will be easier and less expensive in Milwaukee. I'm planning on focusing on Milwaukee, but will take advantage of 2 contacts I have in Chicago. I'll let my beginning progress dictate where I focus my search—if I begin my career in Milwaukee, I plan to immediately look for opportunities to get to know people in my field who live in Chicago.

**Your Statement About Geography:**

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## 6. SUPPORTING RESOURCES

Most of us prize independence and the ability to complete something by ourselves. Accomplishing something by ourselves is satisfying. Some people engage job search by themselves and do very well—most do not. It's recommended that you consider developing a network of friends, relatives, advisors, peers, former employers and confidantes that you can count on throughout the process. They can be a source of comfort when the going gets tough and are great to have around when things are going well. They can also serve to connect you to other people who can help and refer your potential contacts.

**Example:**

I'm going to contact my two former summer employers to serve as references and to let them know that I'm looking for a full-time market research position. Mr. Ricks mentioned once that he had done some consulting for the Journal Sentinel so he may know someone in marketing. I'm going to develop a reflector group of close friends with whom I'll email regularly and meet with my advisor about contacts she may have. I'll commit to continuing to use the fitness center daily.

**Your Statement About Resources:**

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