Departure Statement

What is a Departure Statement?

Your Departure Statement is a pre-prepared oral response to the questions: “Why did you leave your last employer” or “What were the circumstances under which you departed your last job?” It is important that you practice this statement to make sure you feel confident and positive when talking about this. Speak of it on a business level and do not convey any emotional “baggage” or negativity. Conclude with a clear message of what you are seeking now. This will demonstrate that you are focused and clear about your next professional role. For candidates who have been out of work for a longer period, include what you have been doing with your time in transition (taking classes to update your credentials, doing consulting work, volunteering, teaching, etc.)

Example:

Place your departure in a time-frame (i.e., “3 months ago” or “in June”). (Former company name) experienced (downsizing, acquisition, change of management, layoffs, etc.) As a result, ________ positions were affected, including mine. I am now seeking an opportunity where I will be able to make significant contributions to ______________ (Or) ... where I will be able to leverage my proven strengths in ________, __________, and __________.

Craft your own Departure Statement:

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

Positioning Statement

What is a Positioning Statement and how should I use it?

A Positioning Statement is your “15 second commercial” that describes in a nut shell your professional identity, strengths, industries you’ve served and how you can contribute to your employer. You should memorize this statement so it comes naturally when people ask “Tell me About Yourself” or “What are you looking for.” Use the statement at networking events, with neighbors, friends, former colleagues, informational interviews, etc.

Your Positioning Statement should include:

1. Your professional identity and level (i.e., “Director-level Human Resource Professional)
2. Number of years of experience (15+ years)
3. Industries or functions in which you have expertise
4. Specific strengths you offer (i.e. leadership, problem-solving, team building, etc.)
5. Accomplishments of which you are most proud
6. What you seek in a new position

Template:

I am a (provide professional “tag” or identifier, and also indicate your level)
____________________________ with ________ years experience in (indicate industries and/or functions) ______________________________________________. I have specific expertise in (indicate roles or functions, detailed skills, etc. if applicable) __________________________
____________________________________________________________________________
My strengths include __________________, __________________ and ___________________.
I am seeking an opportunity (describe the type of position or role you are seeking – not the title – as precisely as you can, along with what/how you can contribute) _____________________
__________________________________________________________________________.

Craft your own Positioning Statement:

Professional Biography

What is a Professional Biography, and how does it differ from a Resume?

Your Professional Biography is your most valuable networking tool and should be used (rather than a resume) to give contacts an overview of your skills and a sense of who you are. A Bio should be written in the “third person,” as if someone else wrote it about you. The document includes information on your character, reputation, personality and interests – more than a resume does.

Your Professional Biography should fit easily onto one printed page. Example:

John Doe is a (professional identity) with extensive experience in (job functions).

Most recently, (your most recent position/responsibilities). John’s specific areas of expertise are: ________, _______ and _______.

Career highlights include:

1) 
2) 
3) 

Representative accomplishments include:

1) 
2) 
3) 

Throughout his career, John has always been known for __________.

John graduated from _______ with (academic highlights). With major interests in ____, ________, and ________, he enjoys (personal interests here).

Professional References

Include a variety of people, including bosses, peer-level colleagues, subordinates, consultants, vendors, etc. List at least 4 or 5 people. Be sure to ask your Professional References for permission to use their names and contact information. Then send them your Cover Letter, Professional Biography, Target Company List, and Resume. Ask them to let you know immediately when any prospective employer contacts them. Consider these Professional References networking contacts, and develop and leverage the relationships.

Contact 1
Their Title
Their Company
Their Address
City, ST ZIP
Telephone: 000-000-0000
E-mail: email@theirdomain

Describe how you know this person, how you have worked with him/her professionally, what your business relationship was/is, etc.

Contact 2
Their Title
Their Company
Their Address
City, ST ZIP
Telephone: 000-000-0000
E-mail: email@theirdomain

Describe how you know this person, how you have worked with him/her professionally, what your business relationship was/is, etc.

Contact 3
Their Title
Their Company
Their Address
City, ST ZIP
Telephone: 000-000-0000
E-mail: email@theirdomain

Describe how you know this person, how you have worked with him/her professionally, what your business relationship was/is, etc.

NAME
My Career Transition Project Plan

Your project plan is a well thought out and researched plan of attack to help you accomplish your career transition goals. It will help you stay focused on the right jobs and target companies and avoid wasting time. You can share this with general networking contacts or provide them with your biography and a standalone target list. It is important to spend time researching target companies that fit your skills, values, company culture and geographic requirements. Target companies can be explored through the Philadelphia Business Journal’s Book of Lists, Hoovers, D&B or from your local library resources.

**Title:** Ex: INNOVATIVE, CUSTOMER-DRIVEN SALES AND MARKETING PROFESSIONAL

**Summary:** Sales and Marketing professional with diverse experience in business development, marketing promotions, strategic planning and new account implementation in the Pharmaceutical, Financial and Higher Education industries. Known for my ability to start up, implement and promote new account or business initiatives, I am equally successful leading high performing teams or working independently. Currently, I am exploring opportunities where I can turn customers into advocates for the business through open communication and process improvement.

**Core Competencies:** Identifying new markets, developing metrics, standard operating procedures and service level agreements, creating award winning presentations and proposals, budgeting and forecasting, designing client driven promotional programs to retain and expand business

**Preferred Functions:**

- [ ] Account Management
- [ ] Marketing Promotions
- [ ] Sales Operations

**Target List** (start with about 50 and revise as you collect more information):

<table>
<thead>
<tr>
<th>Corporate</th>
<th>Pharma</th>
<th>Non-Profit/Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincoln Financial</td>
<td>Take Care Health Systems</td>
<td>Abington Hospital</td>
</tr>
<tr>
<td>SEI Investments</td>
<td>CSL Behring</td>
<td>MainLine Health</td>
</tr>
<tr>
<td>Checkpoint</td>
<td>Quest Diagnostics</td>
<td>Genesis Healthcare</td>
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<tr>
<td>GSI Commerce</td>
<td>J&amp;J</td>
<td>University of PA</td>
</tr>
<tr>
<td>Aramark</td>
<td>Merck</td>
<td>Jefferson Health System</td>
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<tr>
<td>Siemens</td>
<td>Quest Diagnostics</td>
<td>Temple University Health System</td>
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<tr>
<td>Olympus</td>
<td>Cephalon</td>
<td>Children's Hospital</td>
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<td>QVC</td>
<td>Shire</td>
<td>Crozer Keystone</td>
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<tr>
<td>Wawa</td>
<td>Endo</td>
<td>Abington Hospital</td>
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<tr>
<td>Day &amp; Zimmerman</td>
<td>Amerisource Bergen</td>
<td>American Heart Association</td>
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**Organizational Culture:** innovative, learning, flexible, performance based

**Geographical Preference:** Philadelphia, Montgomery, Chester, Lehigh Counties or virtual

**Personal Attributes:** responsible, high level of integrity and emotional intelligence, sense of humor, can-do attitude