

BUILD YOUR CAREER BUG-OUT BAG PLAYBOOK

**TOP
10**

BE PREPARED TO MAKE A QUICK JUMP TO A **NEW POSITION** WHEN SNEAKY BOSSES MEDDLE WITH YOUR CAREER.

PLUS

FIVE GREAT **BOOK RESOURCES** TO HELP MAKE YOUR JUMP EXTREMELY SUCCESSFUL.





MOST PEOPLE DON'T KNOW WHEN TO GO . . .



You try to do your job and do your best — but for some reason, politics, bad management, or weird corporate situations always get in the way.

It's frustrating.

Then something goes sideways — you hear a rumor of a layoff or a project being canceled — and now you're on edge.

There are two ways to deal with this situation — hunker down and hide in your cubicle OR take action and prepare to make a move.

This Playbook is for the movers. Enjoy! *Rich*

TOP 10 STEPS TO BUILD YOUR BUG-OUT BAG:

1. Develop a 360° view of your company.
2. Research growing areas suitable for a jump.
3. Build a basic roadmap of where you'd like to go.
4. Update & freshen up your resume.
5. Build out your LinkedIn profile.
6. Develop your adjustable elevator pitch.
7. Start reaching out to new people.
8. Develop a tracking sheet to measure your progress.
9. Begin to target key influencers for meetings.
10. Be Bold: make your move before they do.

1. DEVELOP A 360° VIEW OF YOUR COMPANY.

WHY?

You have to get a better idea of what's going on around you, and that's hard to do when you're working 50-60 hours a week. Companies and bosses love to distract their employees when they know they need to 'hide' bad behaviors — like layoffs, reductions in projects, or bad numbers.

TAKE ACTION:

1. **Perk up your ears.** Start really listening at meetings and ask tough questions.
2. **See how your boss reacts** when you ask for more funds, projects, or increased responsibility. If they are reticent, it might be a sign that things are 'on hold.'
3. **Are some of the best performers leaving?** Did you hear of a superstar who just hit it big and disappear to another company? The first big kahunas are the smartest — they know something is up, and they jump immediately.
4. **Are you hearing more 'NO's' than 'YES's' during meetings?** "We can't do that right now." or "It's not the right time . . ."
5. **Are you getting a weird vibe** from your colleagues, bosses, etc.? Are their 'super-secret' meetings happening around the building? Are they bringing in a consultancy to reassess your division?

2. RESEARCH GROWING AREAS SUITABLE FOR A JUMP.

WHY?

Do your research — you can't make a willy-nilly jump to just anywhere. You're gainfully employed right now — the last thing you want to do is make a half-hearted leap into the unknown. Information is your parachute.

TAKE ACTION:

1. **Where are the GROWING areas of your industry?** Where are they going to be in the next 3-5 years?
2. **What's changing in your industry?** What's dying/going fast out of favor?
3. **Start using resources you can find online** - set up industry/company Google Alerts to track critical information.
4. **Start reading** the WSJ, NYT, Bloomberg Businessweek, Fortune, Forbes, and Fast Company — all information resources tracking up-and-coming companies and industries.
5. **Geographically, where are the power companies around you?** You probably pass by them every day.
6. **Is your area expanding in a way you never thought it would go?** Are you mentally fighting against the will of the market? Is it hurting your chances in the marketplace?

3. BUILD A BASIC ROADMAP OF WHERE YOU'D LIKE TO GO.

WHY?

If you don't have a plan, you'll probably make many wrong turns and detours. It's better to have a clear idea of where you'd like to investigate rather than poking around in areas that might be dead ends.

TAKE ACTION:

1. **Do you want to stay put or relocate?** The pandemic has thrown all the balls up in the air, so you might be able to work from home, too.
2. **Big company?** Medium-size? Small? Startup? Non-profit? Maybe you're looking for a change to satisfy your future employment needs better and wants.
3. **Are you looking for a wholesale change in what you're doing?** Are you sick and tired of the SOS (same old stuff) day in and day out?
4. **Are you looking for more responsibility or challenges?** Management? More hands-on?
5. **Are you interested in more travel** — more people contact? Are you looking for a more 'work-from-home,' quiet engagement?
6. **Move to sales?** More presentations? Working for a consultancy rather than working internally at a company?

4. UPDATE & FRESHEN UP YOUR RESUME.

WHY?

It's probably been a few years since you've last dusted off your resume — now is the time to update and freshen it up for the new areas you might be targeting. IMPORTANT: This area trips up most people because they consider it a hassle to complete. It isn't.

TAKE ACTION:

1. You don't have to make radical changes to your resume — add another block at the top to describe your last role at your current company.
2. Based on the previous three chapters, you should modify your target and role responsibilities to more accurately present yourself to a potential employer.
3. Quality vs. quantity — don't spend too much time delivering 10-12 bulleted items per role. No one will read all 12 — rule of thumb: have 4-5 bulleted points max.
4. I find that most hiring managers value the C-A-R statements at the top of your resume — stories that clearly define WHO you are, WHAT you can do, and HOW you did it (see the extra section on C-A-Rs).

WHAT IS A 'CAR' STATEMENT? CHALLENGE | ACTION | RESULT

What is a CAR? It's an acronym that represents **C**hallenge/**A**ction/**R**esult. I teach these terms to clients, so they develop 'stories' that highlight significant things they've accomplished on the job. Because that's what companies are looking for.

1. Challenge.

Name a challenge or problem you ran into, found, or handed on the job. Make it a significant situation, not a regular task or activity.

2. Action.

Describe the action you took to assess and solve the challenge. How did you take charge? Whom did you use? What out-of-the-box thinking did you employ?

3. Result.

What was the direct result of your actions? Who benefited? How much money, time, resources, etc., did you save? Metrics always make the outcome better sounding.

Once each one is complete, edit/condense them into a 2-3 sentence paragraph, so they are easy to remember and recite. You can also add a bit of flourish during your interview. BTW - use these in your resume too.

RULES:

1. START WITH A STRONG HEADLINE

3-5 words that captures the attention and imagination of the reader.

2. STATE THE PROBLEM CLEARLY

Action verbs with short to-the-point sentences.

3. USE METRICS TO WOW THEM

Numbers, percentages, dollars all add to the power of CARs.

4. 3-4 LINES TOTAL

Get in and get out. Don't be overly formal with sentence structure. Bold phrasing - more like headlines than sentences.

EXAMPLES:

Drives Difficult Change In Organizations

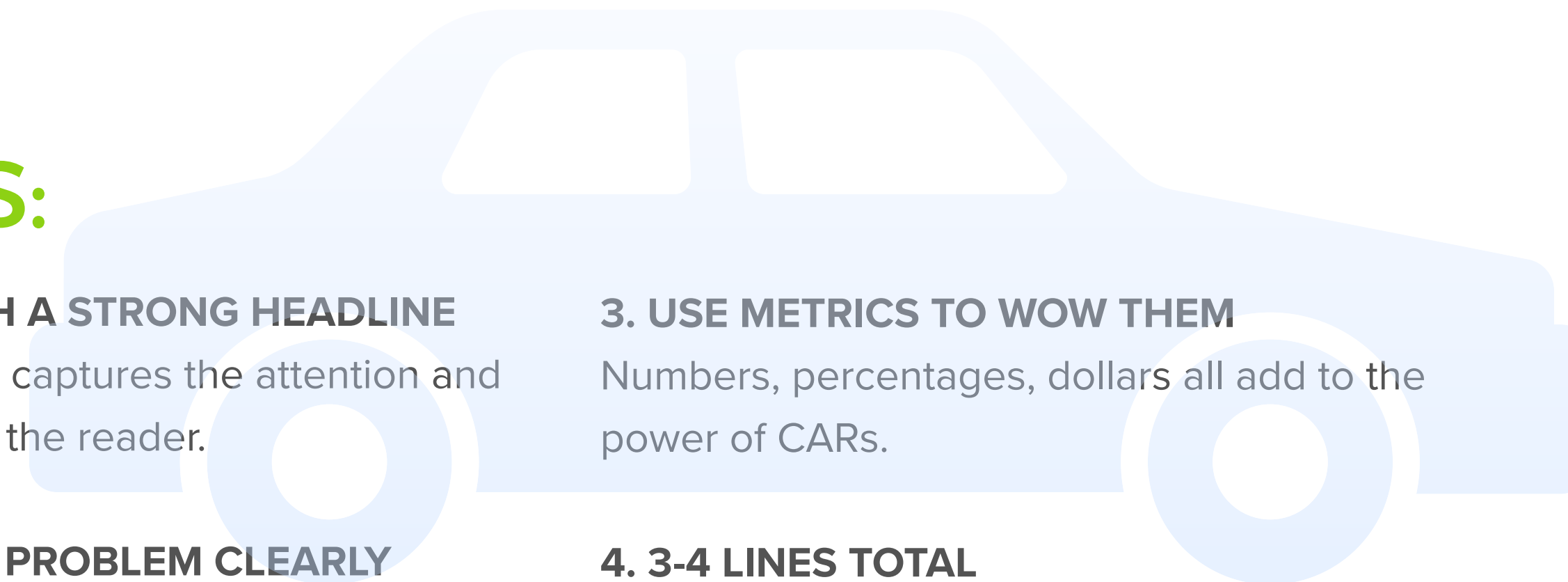
Designed and led the implementation of COMPANY's accounts receivable system leveraging existing infrastructure which reduced store labor by thousands of hours resulting in over \$32M in annual savings.

Uncovers Business Opportunities

Optimized COMPANY distribution operation to effectively target resources to impact replenishment cycle by 30% while increasing in-stock percentages by double digits in key categories. Freight spend reduced by over \$750K.

Makes Critical Things Happen

Relaunched COMPANY website in 90 days, halting 10 years of negative comps and generated a 50% positive comp in first 6 months of operation.



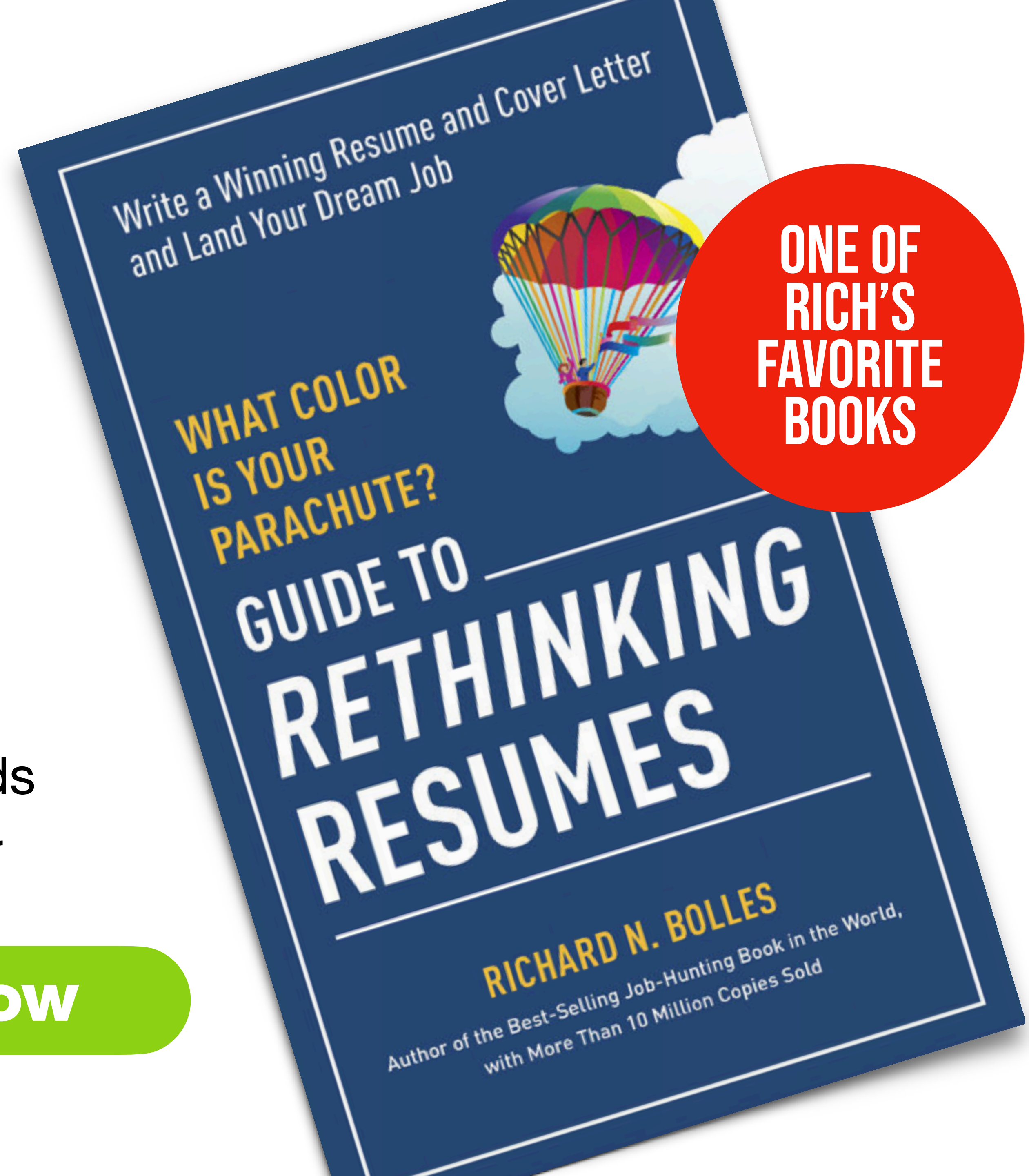
RICH RECOMMENDS

What Color Is Your Parachute?
Guide to Rethinking Resumes:
Write a Winning Resume and
Cover Letter and Land Your
Dream Interview

Richard N. Bolles

Resumes get an average of eight seconds of attention before going in the trash—or getting on the shortlist.

BUY NOW



5. BUILD OUT YOUR LINKEDIN PROFILE.

WHY?

After your resume is ready to rock — you need to update your LinkedIn profile. It's essential — many potential recruiters and hiring managers might not even see your resume first — so your profile must be up-to-date and rock-solid. These are the most important sections to tackle in your profile:

TAKE ACTION:

1. **Profile Photo** - This is the most overlooked part of your profile and yet the most important. Why? It's the first thing they see, and they instantly decide on the look, quality, personality, professionalism, and a hundred other criteria in 3-4 seconds. Do not slap any old photos up there. Everyone has a smartphone today — go outside with a friend (sunlight is the best light) and take a picture in front of some greenery or trees. If you can make the background slightly out of focus, the better.
2. **Subhead** - This is the essential part of your LinkedIn profile. Your subhead (the area directly below your name, where most people have their current/last job title) is THE most searched area on LinkedIn. When a recruiter does a boolean search, the words they choose access millions of profiles, and LinkedIn has chosen the Subhead area as one of the primary contact points. So it would be best to place the most important keywords you want to target for your job search. I tell clients to toss their titles and add powerful keywords that define the exact role they are targeting.

5. BUILD OUT YOUR LINKEDIN PROFILE. (CONTINUED)

TAKE ACTION:

- 3. About** - Another powerful LinkedIn section allows you to shape your image for the reader. It used to be called 'Summary,' but they change things often on the platform. This is where you graft many elements from your resume to your profile. Take the headline from your resume — and emblazon it at the top of your About section. You want to hit them hard and instantly tell them precisely what you can do. Take the three CARs — and place them immediately under your headline. Don't put too much here — there is a character limit — but you can also add any other information that you feel is pertinent. Remember, less is more. Specialties — this is a throwback section from the old LinkedIn — feel free to add any other keywords or areas you think are essential (LinkedIn will search here too).
- 4. Experience** - This is an easy one — take all the experience items from your resume and put them here. Don't deviate from your resume - cut and paste them with the exact title, dates of employment, and activities for each company. Recruiters and HR reps look very closely for gaps and point them out during their interviews. They LOVE inconsistencies and gaps — they will point them out, and then you have to counter/solve their objection. It's not fun, and it derails your interview. If you want to add more experience bullets — feel free. But remember, less is more - viewers will not read every shot. They are scanning for keywords and phrases and looking for gaps/issues. This is a pretty cut-and-dry area — cut and paste from your resume and move on.

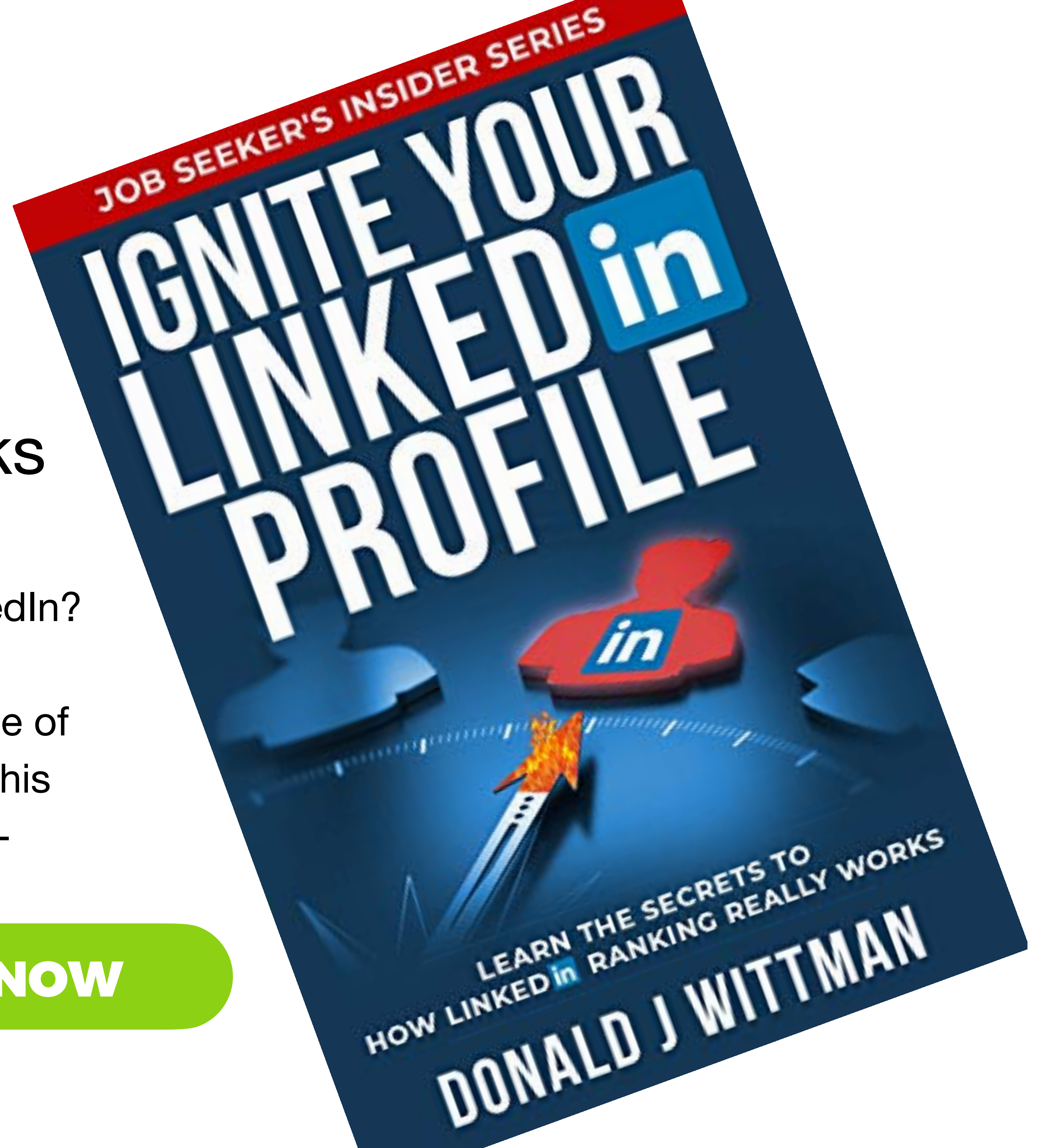
RICH RECOMMENDS

Ignite Your LinkedIn Profile: Learn the Secrets to How LinkedIn Ranking Really Works

By Donald Wittman

Are you ready to finally get real results with LinkedIn? If you want to connect with recruiters, and employers, find “hidden jobs”; and build a volume of quality referrals in as little time as possible then this book has the answers you need and the step-by-step techniques to implement them.

BUY NOW



6. DEVELOP YOUR ADJUSTABLE ELEVATOR PITCH.

WHY?

When reaching out to colleagues, old bosses, and new friends, you have to be able to get your point across in 30-60 seconds. Why? Because people will STOP listening if you drone on forever. Also, it would be best if you made it robust and memorable to energize them into action. So getting it right is critical.

TAKE ACTION:

1. **Most people compose a quick synopsis of who they are**, what they do, and where they work. BORING. No one wants to hear about that. I want you to talk about yourself — but position it so that it sounds like THEY will be interested. I call it the ADJUSTABLE ELEVATOR SPEECH.
2. **It's a way to not only communicate you**, your background, and your interests . . . but also to do it in a way to make it powerful for the person who is hearing it. Most people's elevator pitch sounds over-rehearsed, and when thrust upon unsuspecting guests, they instantly shut down and stop listening. So you need to change the game's rules and tell them something they're not expecting to hear.
3. **It relies on two simple phrases** — “You know when . . .” AND “Well, what I do . . .”
4. So how does it work?

6. DEVELOP YOUR ADJUSTABLE ELEVATOR PITCH. (CONTINUED)

TAKE ACTION:

1. **FIRST:** You need to know a little more about them. So ask a few questions and get them to talk about what they do, where they do it, and what issues/challenges they're running into.
2. **SECOND:** When someone asks you what you do, you say:
3. **"You know when . . ."** AND then paraphrase what they just told you. For instance: "You know when companies are having difficulty integrating many of their disparate processes?" You will immediately see their head start to nod affirmatively.
4. **"Well, what I do is that I assist each division** in analyzing the disconnects and helping them figure out the best way to piece it all together."
5. **It's incredible how quickly you pick up** on how you can align your abilities with the person's challenges. With the typical elevator speech, the person would probably say, "Oh, that's nice."
6. **With your adjustable elevator speech,** they become immediately interested and want to learn more about what you do. It works.

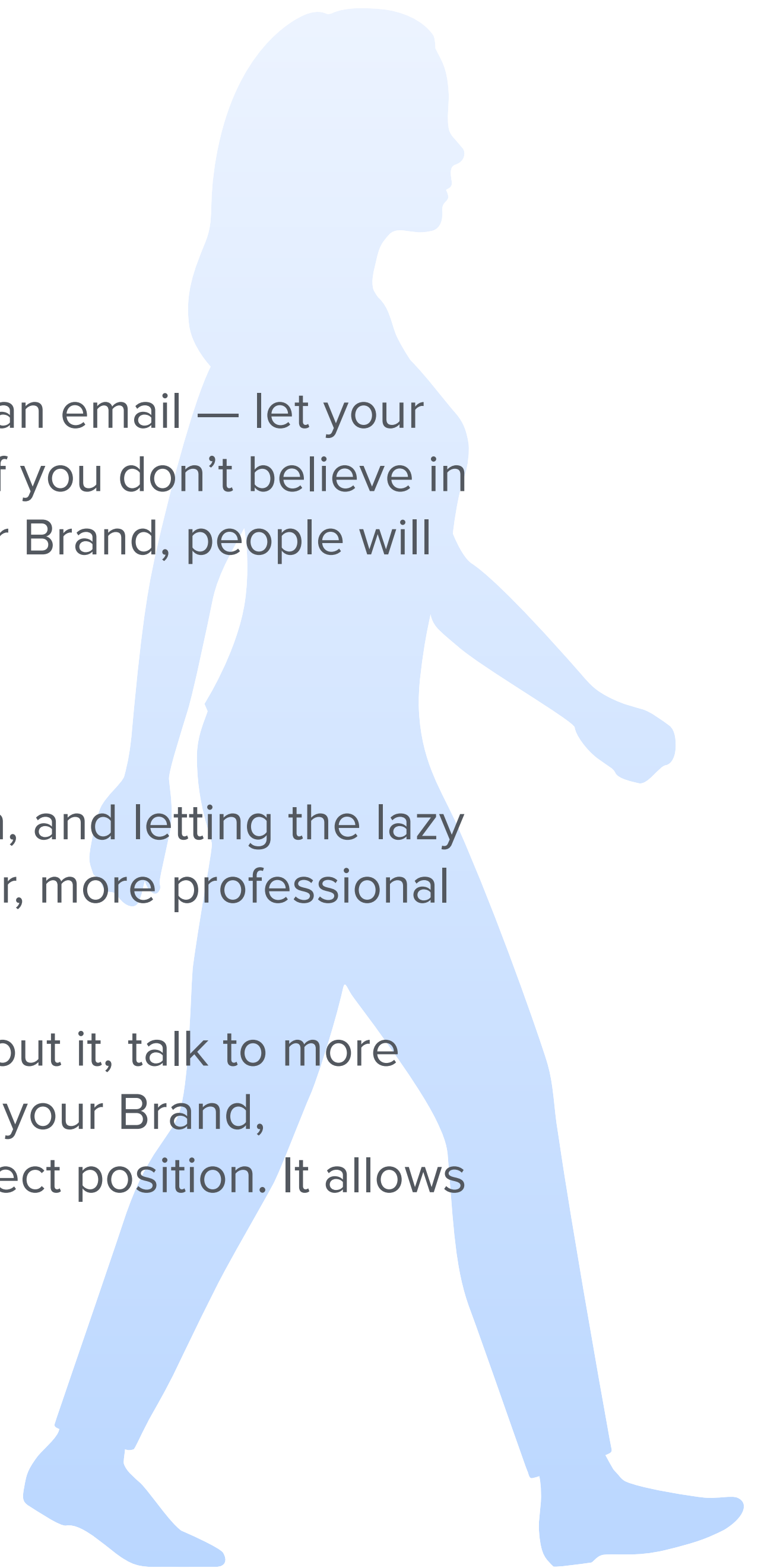
7. START REACHING OUT TO NEW PEOPLE.

WHY?

You need to **Be the Brand**. Every time you go out, meet people, answer the phone, or write an email — let your Brand envelop you. Let it seep from all of your pores. Believe that you are the Brand. Why? If you don't believe in your Brand, no one will. Selling is a lot about perception; if you don't honestly believe in your Brand, people will smell it a mile away. And the whole practice of targeting and interviewing is all about selling.

TAKE ACTION:

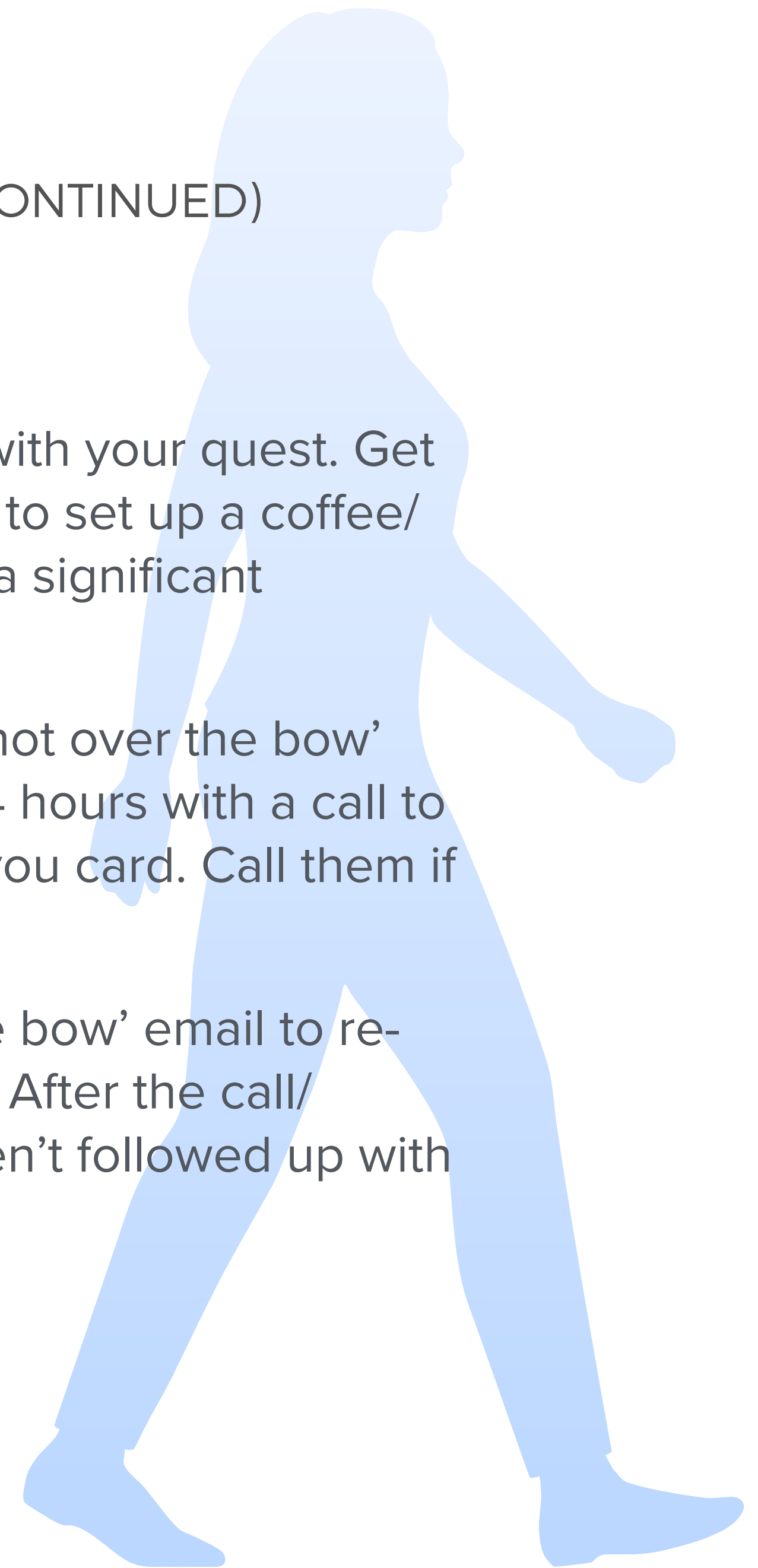
1. **You are not a fake.** When you tell yourself that, you are copping out, letting yourself down, and letting the lazy YOU retreat back into your comfort zone. Don't let that happen. You are inhabiting a better, more professional form of yourself.
2. **When you start to question yourself, double down on being your Brand.** Learn more about it, talk to more people, be more confident and broaden your horizons. The more assertive you are about your Brand, confidence, knowledge, and experience, the more successful you'll be in finding that perfect position. It allows you to reach higher than you ever have before.



7. START REACHING OUT TO NEW PEOPLE. (CONTINUED)

TAKE ACTION:

- 3. Attend an in-person or virtual networking event.** You meet someone who can help you with your quest. Get their contact info and follow up with an email that day thanking them. Call within 24 hours to set up a coffee/lunch. After the meeting, send them a thank you email and a mailed thank you card. If it's a significant connection, send them a gift.
- 4. A friend connects you with a powerful introduction.** Send that person an introductory 'shot over the bow' email to let them know about you and your connection to their friend. Follow up within 24 hours with a call to schedule a meeting. After the meeting, send them a thank you email and a mailed thank you card. Call them if they haven't followed up.
- 5. You want to reach out to a friend for their help.** Send them an introductory 'shot over the bow' email to re-establish your friendship. Follow up within 24 hours with a call to schedule a call/meeting. After the call/meeting, send them a thank you email and a mailed thank you card. Call them if they haven't followed up with their to-do items.



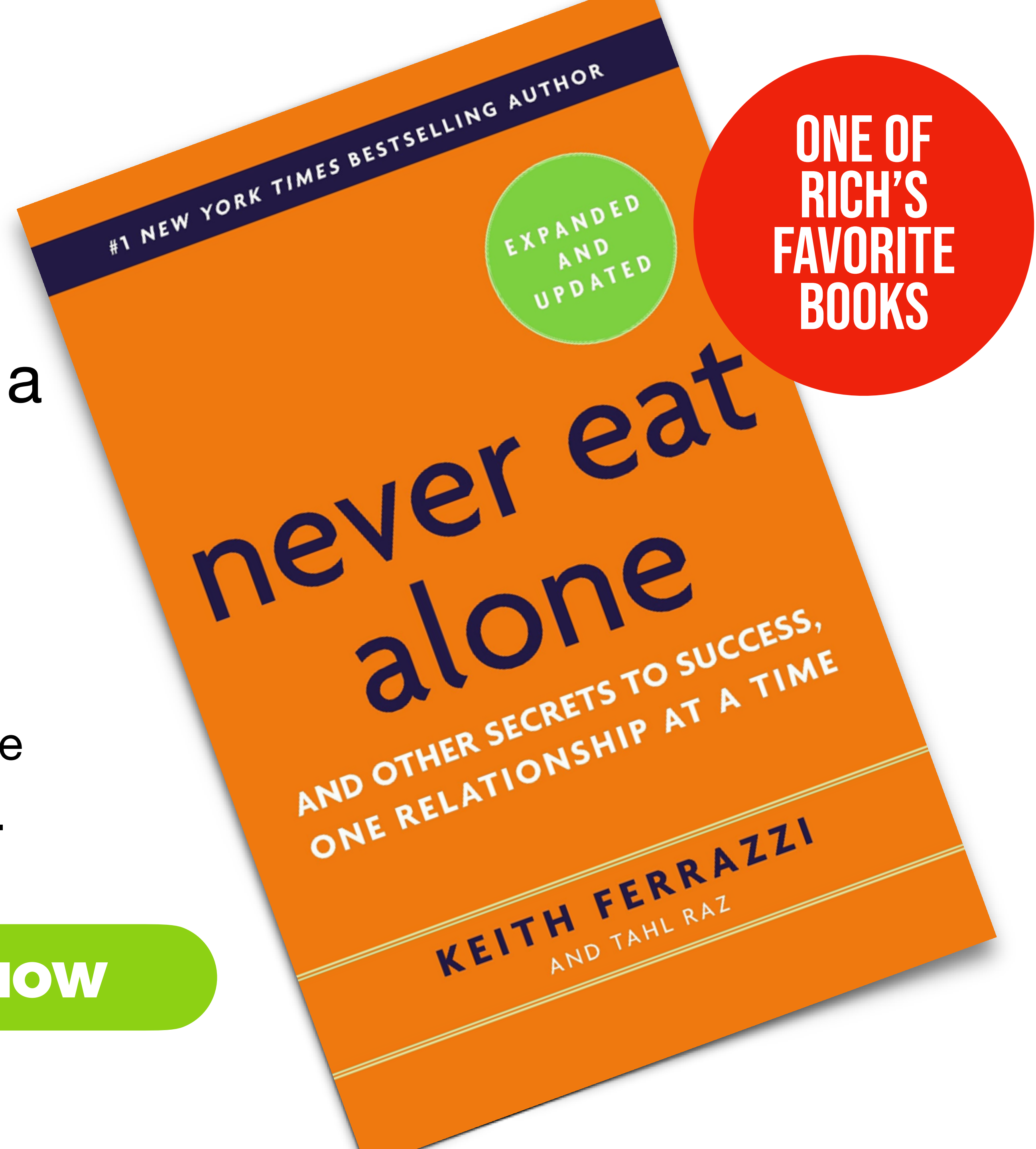
RICH RECOMMENDS

Never Eat Alone: Secrets to Success, One Relationship at a Time

By Keith Ferrazzi

My connecting 'bible' - The bestselling business classic on the power of relationships, updated with in-depth advice for making connections in the digital world.

[BUY NOW](#)



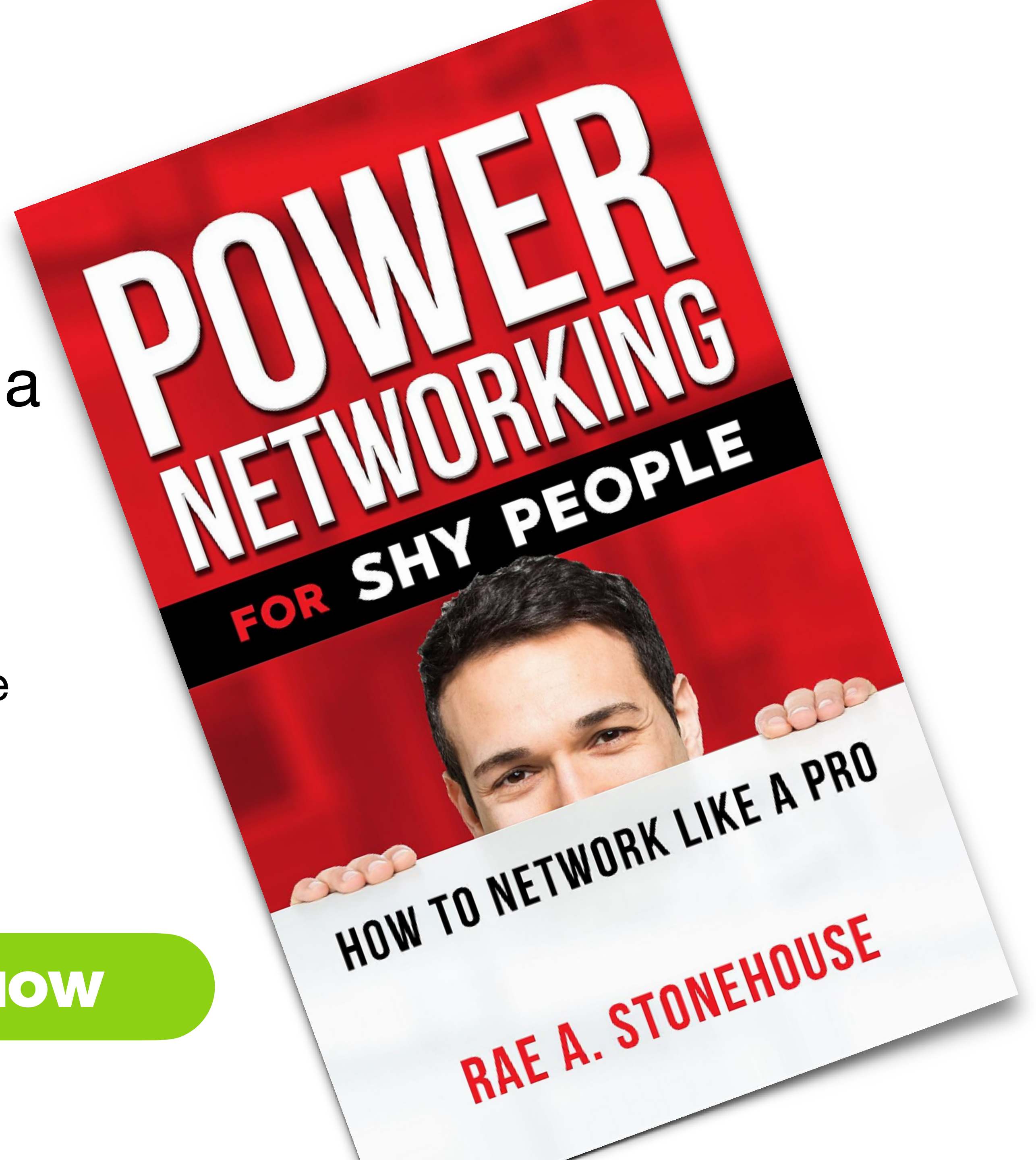
RICH RECOMMENDS

Power Networking For Shy People: How To Network Like a Pro

By Rae A. Stonehouse

The world is full of shy people and that doesn't prevent you from being an effective networker and reaping the benefits that networking can bring to your career.

BUY NOW



8. DEVELOP A TRACKING SHEET TO MEASURE YOUR PROGRESS.

WHY?

Too many people try to 'remember' all the connections, contacts, info, and plans in their heads. Why? Because they're not serious about this process. This is not rocket science — track your contacts and where you want to go.

TAKE ACTION:

1. And it's not as hard as you think. An excel spreadsheet is best - track each contact, company, and info.
2. Color code your progress - it gets hot - green - if it starts to die down - red.
3. You are not tracking hundreds of items - just 10-15 - so keeping it on one page is pretty straightforward. Go for it!

USE COLORS TO RANK YOUR OPPORTUNITIES.

		COMPANY	CONTACT NAME	PHONE & EMAIL	EXPECTED RESULT	THEIR ACTIONS (WITH DATES)	YOUR ACTIONS (WITH DATES)	NOTES
1	GOOD	Apple, Inc	Tim Cook	212-555-1212	Interview	Waiting for callback. Will call back on 9/8.	Sent FedEx Letter - 9/4 Follow Up Call - 9/6	Chief Designer Position
2	ISSUE		KEEP ALL YOUR CONTACT INFO HERE.			TRACK TO-DO ITEMS HERE.		NOTES ARE SO IMPORTANT - DO IT.
3	PROBLEM							
4								
5								
6								

9. BEGIN TO TARGET KEY INFLUENCERS FOR MEETINGS.

WHY?

Maybe you know many people. Maybe you don't. Perhaps you know many people but haven't reached out in a long time. To find your next perfect position, getting out into the world and connecting with key people will accelerate your job search faster than any other behavior.

TAKE ACTION:

1. Make a list of 5-10 people that you know who satisfy one or more of these four criteria:
 - Are highly connected. They know everyone.
 - Are very successful in their field. Might be a star in their area.
 - Motivate or energize you whenever you're around them.
 - Have an innate drive for success that you admire.
2. I want you to have lunch, coffee, or even a short call with them. You may say, "I haven't spoken to them in years...." Don't worry about that — connecting is a two-way street — they haven't spoken to you too. When you reach out to connect, you've taken the time and effort to re-establish your relationship and build it back to where it was.

9. BEGIN TO TARGET KEY INFLUENCERS FOR MEETINGS.

(CONTINUED)

TAKE ACTION:

3. **I want you to fill up your calendar with meetings with these people.** If you're employed, try to go to lunch 1-2 times a week. If you're in transition, you have all the time in the world — go crazy. Reach out to your list of 5-10, and make those coffee or lunch appointments. There's a reason why I say 'connect' and not 'network.' Networking has gotten a bad rap over the past few years. It sounds fake, with lots of insincere smiles, handshaking, and business card exchange.
4. **Connecting is different.** It takes time, effort, and a genuine interest in listening and possibly helping the person you are connecting with. To connect, you have to ask, listen, ask follow-up questions, and take an avid interest in the other person. It's not all about you. Once you do that — they will ask about you and be much more informative and interested in helping you. Givers Gain!

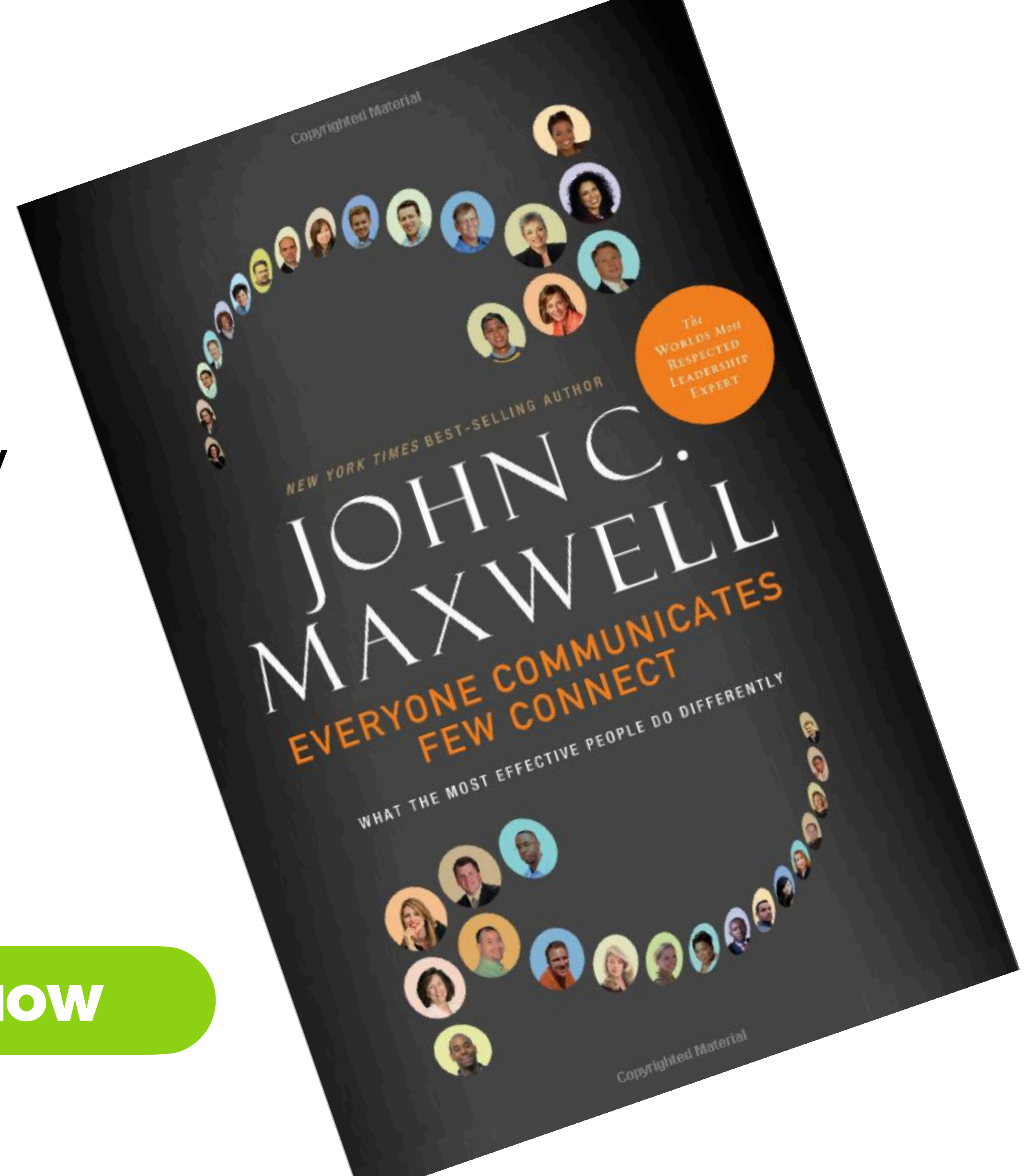
RICH RECOMMENDS

Everyone Communicates, Few Connect: What the Most Effective People Do Differently

John C. Maxwell

When it comes to personal success — five connecting principles and five connecting practices that the Maxwell believes are the keys to creating the change and results you seek.

BUY NOW



10. BE BOLD: MAKE YOUR MOVE BEFORE THEY DO.

WHY?

This is where most people fail. They know they need to jump — but they're too afraid of taking that leap. So they do a few things I've mentioned — and then return to their safe job and keep doing what they're doing.

STOP!

Someday — and it might not be too far away — you will be called into a conference room and summarily let go by your boss. It's going to happen — SO WHY NOT START TAKING CONTROL OF YOUR CAREER?

THIS IS TOUGH LOVE.

I know — it's easier to stay where it feels safe, you know what you're doing, and you probably get a good paycheck. But how much longer is the ride going to go on? You've seen the signals, the secret meetings, the whispers behind your back. NOW IS THE TIME for you to strike out on your own and find that next great position!

TOO MANY PEOPLE MAKE THIS MISTAKE.

They compromise, prevaricate, postpone this difficult decision, and are caught in the corporate maelstrom of bad decisions and management.

DECIDE YOUR FUTURE, DON'T LET THEM DO IT.

You will immediately start seeing the real world outside of your corporate bubble by just taking a few of the steps I've outlined in this playbook. It's glorious, pays better, and I promise you - you WILL be happier.



WANT TO LAND A NEW POSITION IN HALF THE TIME?

In just 4 weeks you'll:
Develop a killer resume and LinkedIn profile that will get you noticed.

Hone your networking skills.

Prepare to interview at the top of your game.

Connect with the best recruiters and hiring managers.

CHAT WITH RICH

The information in this presentation is for educational and informational purposes only. It is being provided to you as a self-help tool for your own use.

It is not legal, medical, financial, or mental health care advice. This information is to be used at your own risk based on your own judgment.

This guide cannot be reproduced or distributed without permission.

<https://www.richgee.com/permissions-policy>

For my full disclaimer, please visit:

<https://www.richgee.com/privacy-policy-1>

If you have any questions, reach out to our staff at:

hello@richgee.com

Be Cool. Thanks! — Rich - www.RichGee.com

BUILD YOUR CAREER BUG-OUT BAG PLAYBOOK

TOP
10

BE PREPARED TO MAKE A QUICK
JUMP TO A **NEW POSITION** WHEN
SNEAKY BOSSES MEDDLE WITH
YOUR CAREER.

PLUS

FIVE GREAT **BOOK**
RESOURCES TO HELP MAKE
YOUR JUMP EXTREMELY
SUCCESSFUL.

