

Communications Strategy

Agenda

- Know when to use exit and positioning statements
- Determine why you need exit and positioning statements
- Discuss what to include in each statement
- Learn how to adapt each statement

What are exit and positioning statements?

LHH



Examine your exit and positioning statements

- Is my exit statement brief and positive, clarifying why I am looking for a new job?
- Does my positioning statement support my professional objective?
- What does a networking contact or hiring manager need to know about me?
- Do my communication tools deliver this message clearly and succinctly?



Exit statement

What is an exit statement?

- Concisely answers why you are looking for a new job
- The story of why you are in transition – not personal, even if it feels like it

Why do I need an exit statement?

- To show you are comfortable and able to adapt to change
- To show you are confident in your own abilities
- To move the conversation forward
- To get your message out

When should I use an exit statement?

INQUIRY

When recruiters want to understand your background

NETWORKING

If asked, or to set the context for your conversation

INTERVIEWING

Asking why did you leave your last job?

Sample exit statements



The recent reorganization of Technical Publishing has afforded me the opportunity to explore new options. With my record of improving profits, extending market penetration, developing new products and managing significant cost containment, my objective is to locate a position as a Senior Operating Executive in an international publishing environment.

As a result of the merger between Walnut Industries and Parsons Products, 300 positions were eliminated, including mine. I am now exploring opportunities that will take full advantage of my extensive management experience as well as my engineering and manufacturing background in the food and chemical industries.



Exit statement draft



Take the next three (3) minutes
to develop a draft of to your exit
statement



What is a positioning statement?

- 
- A fundamental communication tool for your job search

- 
- Establishes a clear impression of value to potential employers

- 
- Provides a way of introducing yourself in less than two minutes

Why do I need a positioning statement?



When do I use a positioning statement?

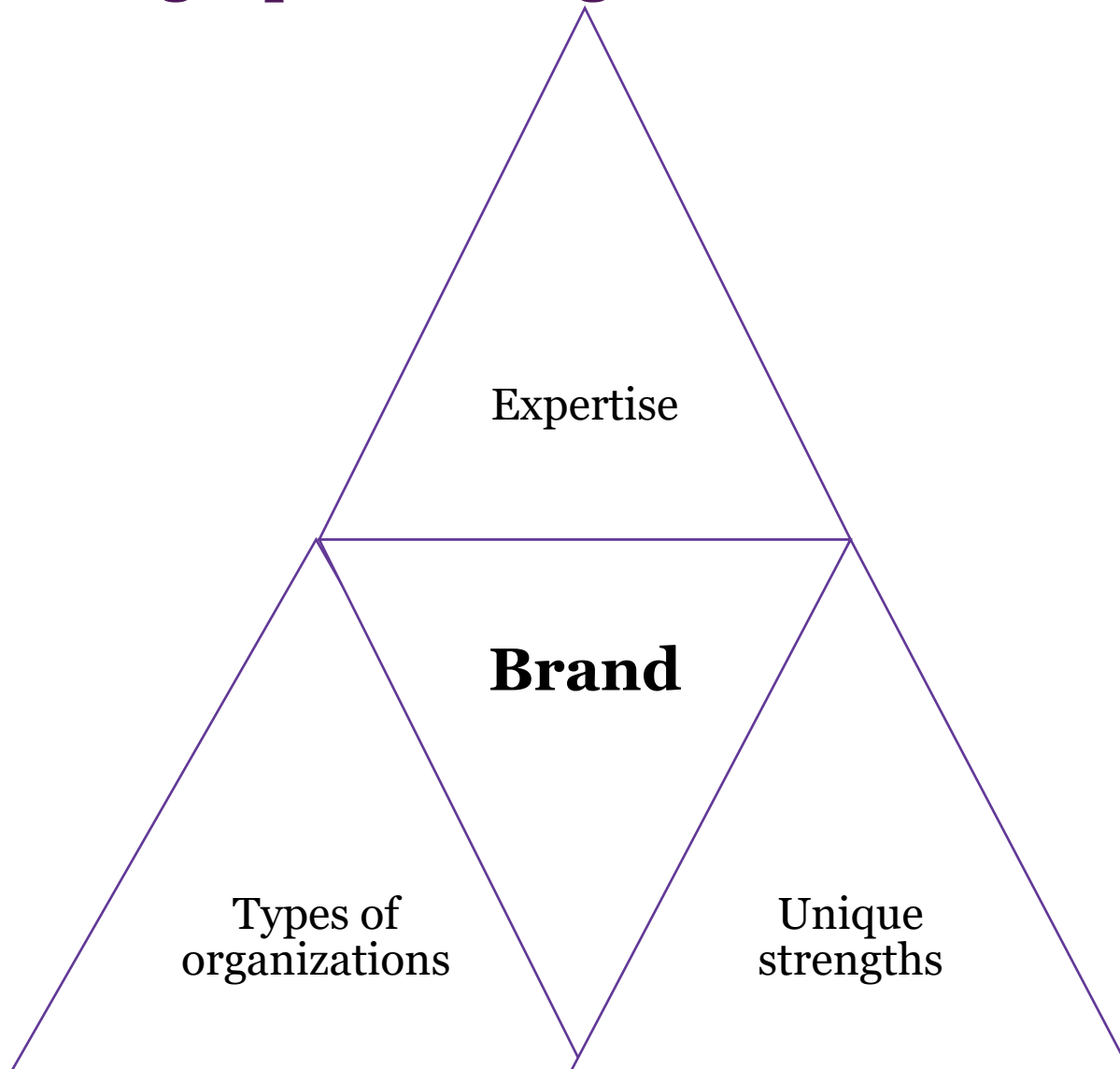
Spoken version

- To introduce yourself
- At networking meetings
- On phone calls
- At interviews
- Any chance to discuss your background

Written version

- Resume summary
- Correspondence
- Marketing plan
- LinkedIn® summary

Building a positioning statement



Positioning statement guidelines and tips

- Interviews – 2 minutes maximum
- Networking – 30 seconds maximum
- Eye contact
- Enthusiasm
- Conversational tone



Sample positioning statements

I am an information systems specialist focusing on the application of technology to business functions in the areas of marketing, sales, manufacturing, logistics and accounting. My field of experience is diverse. I have worked with a Fortune 500 firm as well as a small entrepreneurial business. My strengths include data administration, strategic planning, data warehousing, and relational database design, development and implementation.

I am a Project Manager certified in Six Sigma. I have a keen eye on process improvement along with maintaining compliance within projects to minimize any potential risk. I have strong communication skills and business acumen to work with the business unit to develop training and how to use the product to help the field achieve a healthy bottom line.

Positioning statement draft



Take the next five (5) minutes to develop a draft of your positioning statement



Next steps

- Continue developing your exit statement and positioning statements
- Practice your statements and prepare to use them
- Consider customizing your statements based on your audience



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