



CHANGE PROGRAM PROFESSIONAL RESOURCES

CAREER GUIDANCE

Setting **OBJECTIVES** helps you position yourself and commit to developing. When a person is motivated to reach an objective, they make the necessary effort to achieve it.

When defining a career plan, the objective is the purpose you pursue. Do not confuse it with the strategy, which is what you are going to establish to achieve it. And in order to create the strategy, you have to properly define your objective.

In addition, one of the competences you must stand out for during your professional career is decision making. Decisions are never made arbitrarily, they depend on a context, an environment and other associated variables. Defining your objective involves deciding on certain variables over others in order to take action.

Valid objectives provide the timely and concrete information of the people who establish them. Below, we will show you an **OBJECTIVE DEFINITION** tool that will help you to specify and define your professional objective.

PDF

A **PERSONAL STRATEGY** forms part of the personal brand concept, as the brand is the identifying characteristic of the person and is a starting point for the analysis of the environment and the public which we are going to target.

This exercise defines where you are, what should be done, with what image you are going to do it, what support and resources you have, etc.

PDF

OBJECTIVE DEFINITION

SMART

- 1. Specific**
Tell us as much as you can about your objective.
- 2. Measurable**
Choose a metric attribute that makes it easier to analyze your progress
- 4. Achievable**
Set attainable goals
- 5. Realistic and Reasonable**
- 6. Time-related**
Framed during the appropriate time

PURE

- Positively stated**
(positive statements)
- Understood**
- Relevant**
Important and significant
- Ethical**
With you and your environment

Emotional

YOUR PURPOSE to address the objective must be accompanied by an emotional connection that will give you the energy you need during the process.
It is the motivation that you will use as “gas” for the trip.

CLEAR

- Challenging and Collaborative**
- Limited**
Resources and time invested
- Environmentally sound**
- Appropriate**
- Refinable**



MY OBJECTIVE IS...

EXAMPLES:

- * My objective is to reach a senior position in the law firm. In order to do this, I will study a partial in-person Master's in criminal law at the company while I keep my current job, and I will finish my studies within a period of 2 years.
- * Attain growth in my professional project by increasing my client base by 10% before the end of the first quarter of next year. Obtain 3 clients every 3 months and use the profit to complete the content creation team by hiring one person.
- * Achieve the best team results and, in order to do this, my goal is to sell 35% more fixed income financial products with respect to the previous year, in the four agencies located in shopping centers in the southern area of Madrid, taking advantage of influx of visitors during the Christmas period.

PROFESSIONAL STRATEGY

PROFESSION

Define the value strategy

What problems are you solving?
What benefits are you providing?

BRAND

Positioning

How do you generate trust?

DISSEMINATION

Select the most appropriate options and disseminate them with appropriate messages

How are you going to market yourself?

SALES

What are you going to sell, how are you going to do it, at what price, with what format, etc.

How do you sell what you do?

STRUCTURE

Resources needed to develop the brand strategy What are the essentials?

PROMOTION

Channels to make you visible: offline and online

What communication channels do you use?
How do you establish relationships?

PRESENCE

Choose your external elements: image, logo, cards, promotional videos, pitch elevator

How do you introduce yourself?
What elements make up your brand?