

## FORMULATING A CAREER OBJECTIVE

*The steps of this model should help you in developing a tentative career objective which reflects your skills and goals, is results-oriented, and targets (as much as appropriate) a specific position and/or work setting.*

1. Determine the position desired.

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2. Research skills that are required for this position and list three or four which are essential.

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3. Determine two or three skills required for the position that you possess and would like to emphasize.

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4. Identify a specific work environment if that is important to you.

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5. What contribution do you plan to make to the employing organization?

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6. What is your long-term goal?

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Consolidate the above information into a statement that is 12 to 24 words long. For example:

Seeking a \_\_\_\_\_ *preferred position* \_\_\_\_\_ in/with \_\_\_\_\_ *field or specific company* \_\_\_\_\_ utilizing my \_\_\_\_\_ *specific skills* \_\_\_\_\_. Eventual goal is \_\_\_\_\_.

A \_\_\_\_\_ *preferred position* \_\_\_\_\_ utilizing my \_\_\_\_\_ *skills* \_\_\_\_\_ to \_\_\_\_\_ *contribution* \_\_\_\_\_.  
 Long term goal is to \_\_\_\_\_.

ACCOUNTANT	Accounting position in budgeting or cost auditing with a growing corporation utilizing experience in accounting systems. Long-term goal of division controller. Willing to relocate.
ADVERTISING	Entry-level position in media department for a large advertising agency using analytical skills to determine and plan effective space utilization.
BANKING	Management trainee utilizing exposure to bank functions and operations, analytical, and organizational skills. Long-term goal of branch manager.
BROADCASTING	Entry-level broadcasting position using experience in copy editing and writing news releases. Announcer and news reporter with a television station as long-term goal.
CHEMICAL ENGINEER	Technical position also offering customer relations and trouble-shooting duties in a growth field such as plastics or specialty chemicals. Long-term goal of management.
COMPUTER PROGRAMMING/SYSTEMS ANALYSIS	Programmer or systems analyst using quantitative and mathematical training and special interest in marketing and financial application. Department management is long-term goal.
CONSUMER PRODUCTS SALES	Sales representative with a consumer products organization. Eventual goal is marketing management with involvement in training, advertising, and market research.
ELECTRICAL ENGINEERING	Initial placement in electronic design involved with research, development, testing, and evaluation. Management is a long-term objective.
FINANCE	Entry-level position in finance utilizing analytical and communication skills. Long-term objective is management of branch or department of financial institution.
MARKETING	Entry-level assignment in marketing leading to a supervisory position. Long-term objective is to qualify for senior management position
MECHANICAL ENGINEERING	Technical assignment in vibration study and stress analysis, eventually becoming project manager.
NEWSPAPER REPORTING	A reporting position with a daily newspaper using interviewing, writing, and photography skills. Editorial writing is a long-range goal.
OPERATIONS MANAGEMENT	Entry position in Industrial Products utilizing experience in sales, procurement, and physical distribution. Long-range goal of director of materials management.
PERSONNEL	Personnel assistant in a health care facility utilizing knowledge of labor relations, benefit programs, and wage administration. Long-range goal of personnel manager.
PUBLIC RELATIONS	Entry-level position on public relations staff of growing public utility company utilizing interests in photography, copywriting, and preparing press releases. Management is long-term goal.
RETAIL MANAGEMENT	Entry-level position in merchandise management with an established retail firm leading to a senior buying position. Willing to relocate.