

# Work Ministry

## Broadcast Sheet

### Purpose

Networking for career opportunities is central to a successful job search. Resume detail is too much information for other networkers to effectively retain. A broadcast sheet that summarizes your background and qualifications as well as your career search goals is more effective in gaining assistance in the search for opportunities.

### Basic Design

- Contact information
- Summary of career (use resume summary as core information)
- Strengths and accomplishments (use resume data)
- Next steps in career
- Target industries, businesses, companies
- How you can help me: contacts, resources ...
- How can I help you?

### Preparation

Since the resume content covers the first few issues, here is a summary of issues to address:

- Strengths and accomplishments: what have you done that added value to the company goals? Prepare statements about your top three achievements in your career.
- Next steps: What are you looking for? Describe two or three roles
- Target companies of high interest: develop a list of several dozen and use repeatedly in networking meetings
- Be specific about what you need from networkers since that is the most effective technique for results

Example:

**Contact  
Information**

**Marketing leadership for market leaders**

A proven leader with a wealth of domestic and international experience directing and managing virtually every aspect of marketing including:

• Strategic Planning	• Market Research, Analysis
• Product Development	• Marketing Communications
• Product Management	• Public Relations

Employers include:

Driving dramatic growth in profitability and market share

- Capital Equipment: Increased market share 65%. profitability 10.6%
- Medical devices: grew market share by 91.5%, profits by 11.5%
- Pharmaceuticals: maintained market share, increased profits 31%
- Distribution: Increased market share from 6.2% to 21.5%, revenues 21%+

**Mentor, coach, teacher**

BS Marketing, xxxxx University, city state  
Masters, Marketing, xxxxx University, city state  
Adjunct Faculty, xxxx College, city state

- Curriculum includes marketing management, international business, global marketing and business ethics

Member, American Marketing Association, named to International Who's Who of professionals and international Executives Guild

**Target Companies:**

Advocate Health	Covance	GE Medical	Sage Products
Biomet	Dentsply	Grainger	Siemens Medical
Cardinal Health	DePuy (J&J)	Medtronic	Stryker Medical
Consorta	GambroBCT	Premier Purchasing	Zimmer

**Contact Information**

**Profile Summary:** Accomplished Financial Executive with 15+ years of increasing responsibilities in financial planning, budgeting, analysis, forecasting, reporting with P & L accountability.

**Opportunity goals:** Business Unit CFO, Director Finance, Controller within Insurance, Financial Services Healthcare or Consumer brands. National or Global business with \$500 million+ revenues.

**Core Competencies:**

• <b>Financial Planning</b>	• <b>P &amp; L Statements, analysis</b>
• <b>Team building, development</b>	• <b>Cost reduction</b>
• <b>Expense budgeting, analysis</b>	• <b>Project development</b>
• <b>Financial and Credit Risk</b>	• <b>Cost benefit analysis</b>

**Professional Experience:**

(review summary of work history)

**Education:**

**Target Organizations:**

<b>Hewitt Associates</b>	<b>Fifth Third Bank</b>	<b>Kraft</b>
<b>Walgreens</b>	<b>Fortune Brands</b>	<b>Citigroup</b>
<b>William Wrigley</b>	<b>Allstate</b>	<b>ABN Amro</b>
<b>Sears</b>	<b>UPS</b>	<b>US Bank</b>
<b>Wilson Sporting Goods</b>	<b>Tribune Company</b>	<b>Brunswick</b>
<b>Pepsi Co</b>	<b>CDW</b>	<b>McDonalds</b>

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