

CHAPTER 1 · 7 EXERCISES

POSITION YOURSELF FOR THE NEXT ROLE

(at your level, nobody doubts you can do the job)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/1/.

TRY THIS 10 minutes · once

THE "TELL ME ABOUT YOURSELF" TEST

Set a timer and record yourself answering "Tell me about yourself", as you would in an interview tomorrow. Then listen back and note three things. How long did it take? How many sentences were about the past, and how many about what you'd do in the new role? Did you mention a single result with a number? Keep the recording. You'll compare it with your new answer in Point 6.

TRY THIS 15 minutes · once

YOUR TARGET AND RESERVE

Write your target sentence using Figure 1.1, then your reserve target. Run both through the reality test. If either fails, write the next step that would get you there, and make that your target for this search.

★ **CORE ACTIVITY** 25 minutes · once · in the lesson

THE CAPABILITY AUDIT

Choose the three or four capabilities your target role is really hired for. For each, write your single best piece of evidence, rate it, and decide one action.

CAPABILITY	MY BEST EVIDENCE	STRONG / SOME / GAP	ACTION IN THE NEXT EIGHT WEEKS

TRY THIS 15 minutes · once

LEVERAGE, RISK AND THE FIVE PS

Write your leverage in two or three specific lines. Write the biggest risk to your move, and your answer to it, in one line each. Then complete the table: what you **need** (your deal-breakers) and what you **want** (your wish list, where you have room to compromise).

THE FIVE PS	I NEED (DEAL-BREAKER)	I WANT (WISH LIST)
Pay and package		
Purpose: what the work achieves		
People: manager, team and culture		
Place: location, hybrid working, travel		
Progression: where it leads in two to five years		

TRY THIS 20 minutes · once · in the lesson

THREE ACHIEVEMENTS AND YOUR STORY

Write your three achievements using verb, scope and result. Check each one: does it start with a verb that shows *your* role? Does it include a number? Then write your three-sentence career story. Read the story aloud. If the third sentence doesn't follow naturally from the first two, your target or your story needs another look.

TRY THIS 10 minutes, then daily for a week

YOUR PITCH, OUT LOUD

Write your pitch using Figure 1.4. Count the words. Underline every softening word and decide whether it's doing any work; if not, delete it. Say the pitch out loud three times, and record the third. Compare it with your recording from Point 1. Then say it once a day for a week, until it sounds like you on a good day rather than like something you've learned.

YOUR POSITIONING STATEMENT

Bring everything from this chapter together on one page. This is the reference point for the rest of the book: every application, every conversation and every offer will be checked against it. In Chapter 4, you'll turn it into one consistent message across your CV, LinkedIn and introductions.

MY POSITIONING STATEMENT	
My target role, in one sentence	"I'm looking for a _____ role in _____, at _____, where I can _____."
My reserve target	
What they hire for, and my evidence (Strong / Some / Gap)	
My three signature achievements	
My three-sentence career story	
My thirty-second pitch	
My leverage	
The biggest risk, and my answer	
My non-negotiables (the five Ps)	
My priority actions for the next eight weeks	

Don't worry if parts of it feel provisional. In Chapter 2 you'll test your target against the real market, and in Chapter 3 you'll strengthen your evidence. Update the page as you go.