

## PROFESSIONAL SUMMARY

### Your Professional Brand Statement

This is your professional brand statement translated in succinct, operational terms to quickly articulate your transferable skills and value to any employer, including core strengths, fundamental work style, and positive impact on work and team dynamics.

### Your Professional Value Statement

This statement creates a strong professional brand identity to quickly convey the following attributes:

- Strategic approach to decision-making and problem-solving
- Transferable skills and universal job value
- Preferred work style, job role, and how team contribution style

### Why It's Important

Effective communication may be the most important factor of sustainable professional success. This unique brand statement defines your concrete value to organizations, and sets the tone for determining job fit and quickly identifying opportunities aligned with your strengths.

### How To Use Your PROFESSIONAL SUMMARY

- Job-seeking: add this statement to enhance resume intros and professional social media profiles
- Interviewing: use to summarize your strengths, areas of impact, and sustainable value to shape the conversation and direction of interviews
- Networking: Create a 30-second elevator pitch for networking events, job-fairs, etc.

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#### YOUR PROFESSIONAL SUMMARY

Your Professional Summary is a statement that quickly conveys your operational focus points, organizational value and engagement needs.

**Develops ideas to accomplish work and uses innovative problem-solving to develop outcomes. Adds value to team culture by clarifying direction. Engagement is best with complex roles to help define team vision.**

**\*\*You can use this for your resume or CV\*\***

**John Smith**

**EXECUTIVE ASSISTANT • SENIOR ADMINISTRATOR**

Senior Office Manager/Administrator with 10+ years diverse and progressive experience planning and directing executive-level administrative affairs and board support. Skilled in all aspects of executive administration including liaising with senior corporate and government representatives; calendar and schedule management; travel and accommodation arrangements; correspondence preparation and distribution; meeting preparation and documentation of minutes; equipment negotiation and purchase; and the facilitation of information technology services, including system upgrades, data information systems, and web site improvements.

**Develops ideas to accomplish work and uses innovative problem-solving to develop outcomes. Adds value to team culture by clarifying direction. Engagement is best with complex roles to help define team vision.**

**AREAS OF EXPERTISE**

- Executive Office Management & Support
- Board Relations & Governance
- High Volume Schedule Maintenance
- Confidential Correspondence & Data
- Time Management & Prioritization
- Schedule Coordination & Maintenance
- Efficiency Improvements
- Administrative Staff Supervision
- Executive Travel & Itinerary Arrangements
- Website Development & Maintenance
- Research & Reporting
- Budget & Expense Management
- Purchasing & Inventory
- Prioritize & Execute Tasks in High-Pressure Situations
- Microsoft Office Proficiency

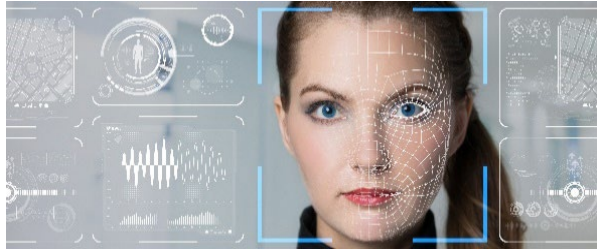
**PROFESSIONAL EXPERIENCE**

**Stadley Children's Hospital Foundation, Edmonton AB**  
**Executive Assistant (Interim)** Jul. 2010-Present  
**Corporate Assistant** Feb. 2010-Present

Report to the Vice-President, Finance & Corporate Services; provide efficient administrative support to corporate officer; manage administrative processes such as travel coordination, central filing systems, supply ordering, and office equipment maintenance; support the President & CEO, Board of Trustees and Board Committees in the absence of the Senior Executive Assistant.

- Additional SEA responsibilities have included the administrative organization of 4 major committees: Major Gifts & Planned Giving Committee, Community & Special Events Committee, Schools and Oil & Gas, SCH-SCHB Relationship Meetings, and WPC- Delta Forum, Executive Committee, Network Chair; prepare and distribute agenda and meeting materials; record member attendance and meeting minutes; set meeting schedule; coordinate travel arrangements; prepare correspondence as directed
- Internally coordinate the 2010-2011 Capital Campaign Cabinet and other committees, in an effort to raise \$12 million to expand hospital; support all members of the Capital Campaign Committee
- Organize invoices for the operations of the office verifying goods/services have been received; obtain proper signatures and coordinate processing of payment; log donations received in person, by phone or by mail and forward to Finance for processing
- Maintain memorial and in-honor program—depositing of donations, pulling reports of memorial and in-honor donors and completing acknowledgment letters to families; organize and distribute information packages, acknowledgments, promotional materials and Foundation publications
- Maintain current policy/procedures manuals; ensure updates are made annually; respond to priorities and special projects; handle confidential information related to donors, patients, staff and volunteers

22 Street Rd.  
 City, State • 0000  
 H: 222-222-2222  
 C: 222-222-2222  
 E: email@address.com



## REQUIREMENTS INSERT

### Your Operational Strengths Outline

Your talent DNA strengths and impact zones translated into a job description format.

#### A Powerful Outline of Your Strengths

This unique document converts your operational strengths to key performance requirements used by organizations to design job roles. It summarizes your impact zones, capabilities, and how you will contribute to teams and work environments.

#### Why It's Important

The **Requirements Insert** translates your operational strengths in language that speaks directly to key hiring professionals, immediately differentiating your value from peers, colleagues, and co-workers

#### How To Use Your REQUIREMENTS INSERT

- Use the language to enhance email introductions
- Utilize as talking points during interviews and networking
- Submit for a job opening as a resume attachment to create competitive advantage and candidate differentiation
- Share with key hiring professionals at job fairs, conferences, and networking events

**Requirements Insert | Page 10**

<b>YOUR IDEAL CANDIDATE</b>	
<b>John Smith</b>	
<b>PROFESSIONAL SUMMARY</b>	<b>Professional Brand Statement</b> Your core competency, focus and impact value
Develops ideas to accomplish work and uses innovative problem-solving to develop outcomes. Adds value to team culture by clarifying direction. Engagement is best with complex roles to help define team vision.	
<b>JOB SCOPE</b>	<b>Your Approach to Assignments</b> Your fit with key performance objectives
<ul style="list-style-type: none"> <li>▪ Scope involves development and arrangement of concepts and resources to implement projects</li> <li>▪ Job duties help support more strategic planning and long-term goals</li> <li>▪ Role interactions are well-defined and governed by strict compliance or boundaries</li> <li>▪ Work will involve evaluation and processing of complex data and solutions optimization</li> </ul>	
<b>TASK STRUCTURE</b>	<b>Your Approach to Job Tasks</b> How you manage and organize tasks
<ul style="list-style-type: none"> <li>▪ Examines complex information to interpret relational trends and patterns</li> <li>▪ Analyzes effectiveness of multiple variables to improve or mitigate outcomes</li> <li>▪ Develops complex schemas and designs to explore possible outcomes</li> <li>▪ Creates conceptual modeling or narrative to illustrate visionary potential</li> </ul>	
<b>REQUIRED SKILLS</b>	<b>How You Apply Skills</b> Engagement fit with work-activity
<ul style="list-style-type: none"> <li>▪ Requires deep conceptualization and design thinking skills</li> <li>▪ Will need to apply large scale strategic thinking and design tactics to perform most tasks</li> <li>▪ May be required to initiate strategic organization and provide multiple solutions</li> <li>▪ Must have the ability to anticipate multiple scenarios and develop actionable plans</li> </ul>	
<b>Professional Strengths Bio</b> Your key strengths, occupational value, & organizational impact	



HIRE DIRECTION is a data-driven talent solutions provider dedicated to helping individuals find the best path to professional success. [For more information, contact us: info@hire-direction.com](mailto:info@hire-direction.com)



## TECHNOLOGY

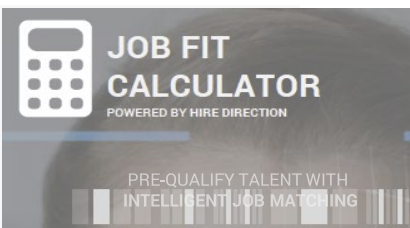
The **POSITION SUCCESS INDICATOR (PSI)** is a next-generation professional assessment system and talent DNA sequencing technology. PSI identifies quantified operational performance patterns (talent DNA) and their shared operational fit with common organizational needs, work-activity, team-roles, and job requirements. It does NOT measure cognitive intelligence, technical knowledge, behaviors, personality, self-presentation, and does not factor in professional experience.



## PROFESSIONAL SOLUTIONS

The **PROFESSIONAL SUCCESS PLAN** represents the next stage in the evolution of professional development and career guidance. Based on a person's talent DNA, it is the definitive professional navigation system for finding the right jobs and best career moves to cultivate ongoing professional success.

The **INTERVIEW SUCCESS PLAN** uses talent DNA to create an operational strength based interview plan complete with professional power statements relating to personal impact, team contribution, and universal value to employers. The plan also provides personalized answers to common interview questions.



## ORGANIZATIONAL SOLUTIONS

The **JOB FIT CALCULATOR** is the ultimate full-life cycle recruiting and genomic career mapping tool that sources, pre-qualifies, and screens candidates based on PSI talent DNA. It helps recruiters, coaches, and team leads scientifically ensure the right people are matched to the right jobs, and positioned for optimal productivity, job satisfaction, and career success.



## WORKFORCE TALENT GENOME PROJECT

The breakthrough science of talent DNA sequencing helps prepare professionals for emerging trends in the future of work. By completing PSI and contributing your talent DNA, you become part of something bigger: the world's first talent genome library used to vastly improve workforce readiness, engagement, diversity, and career-pathing, all while protecting workers everywhere from increasing industry and role disruption.