Alumni Job Search Intensive – Gap Analysis
Transcript

Slide 1: Welcome. This mini-webinar discusses another tool you may use during your job search, especially if you’re thinking about moving into a new career, or even just exploring different jobs.

Slide 2: As part of the job search process and your brand development, you’ve hopefully gained self-awareness through an assessment of personality, interests, skills and values. And you’ve hopefully done some exploration and found some career fields or jobs you’re interested in—or at least have a direction you’d like to pursue further. This is the point where we look at where you are now in terms of what you’ve learned about yourself, and where you think you might want to go, and any barriers or obstacles that are in the way, so that you can work out a plan to move ahead towards your new goals. You can do this with the help of a tool called a gap analysis. This compares the required qualifications of a job with your current qualifications, showing you the gaps between where you’re currently at and where you want to be. This awareness helps you make a plan to bridge these gaps.

Slide 3: This future-oriented tool gives you a clear picture of what your next steps should be to move into your targeted position. At the same time, you’ll be able to see any obstacles in the way, and determine specific action items for overcoming them. For example, if a job indicates a required master’s degree which you don’t have, you’ll know you have to research education options, and dedicate monetary and time resources to fulfill this requirement. This may cause you to consider other jobs that don’t have this requirement. If a job requires a certain technical skill, there may be short term options for acquiring the skill. Either way, doing this analysis helps bring clarity to your job search.

Slide 4: To do a gap analysis, consider one of your targeted positions; having a specific job description, or even a LinkedIn profile of someone doing the position, is helpful. You can do a spreadsheet with these categories. List the specific qualifications required of this positions in one column, and your current qualifications in a second column. Qualifications should include skills, abilities, education, training, certifications, and other professional qualities like communication or teamwork. The third column lists the gaps. The next column will list specific actions needed to close these gaps, while the next column lists resources needed, such as money for further education. Also include a timeline for closing the gaps. I’ve included a sample gap analysis spreadsheet in this week’s resources.

Slide 5: Once you have the results of your gap analysis for a position, you can again set up a specific action plan to close the gaps. You’ll also determine the feasibility of these actions; are you ready to commit to more education, for example? Are the requirements worth it considering your current situation? Or does your desire for your targeted position outweigh the obstacles? Once you’ve answered these questions, you can move forward and set goals.

Slide 6: Remember that good goals are SMART – specific, measureable, achievable, realistic, and time-sensitive. Telling people who support you about your goals makes you accountable and will help move you forward so do seek assistance from your support system. There are ways to think outside the box to close your gaps, so consider these options. It’s helpful to post gap analysis in place where you can see
it- keeps you motivated. As you cross off a gap, you’re moving closer to your goals. Repeating process will help you narrow in on the perfect new position.

Slide 7: That’s it for this mini-webinar. If you’d like more information on gap analysis or have any questions on using this tool for your job search, please let me know.