

# DISRUPTION READINESS PLAN

In today's volatile job market, professionals at all levels and across all industries are smart to expect the unexpected. Whether it's a layoff, a buyout offer, a termination, or even an unexpected opportunity, be sure you're ready for whatever comes your way by following these five simple steps for creating your Disruption Readiness Plan.



## 1 DEFINE YOUR BRAND

**Just as companies and products have a brand, so too do professionals. Think about your most marketable strengths and assets, giving special consideration to those that bring value in the modern work environment.**

### Your Brand Elements:

Identify the four high-level qualities or "brand elements" that best define your "brand." Do your best to choose elements relevant to the modern work environment, which especially values innovation, creativity, agility, and initiative, etc. Next, assign yourself a grade for how well you've done showcasing each element. Note where you need to work harder to be sure others see your strengths.

Qualities	A	B	C	D
1.				
2.				
3.				
4.				

### Your Brand Statement:

Now that you're dialed into your core brand elements, come up with your "brand statement:" one sentence you can use to describe yourself. You'll want to repeat this often and work to get others to use it to describe you as well.

# 2

## LEVERAGE LINKEDIN

How you represent yourself on social media may be even more relevant than static materials like your resume. So before doing anything else, be sure your LinkedIn page is up to date and indicates you're connected, interested, and engaged in your work and dialed in to relevant groups and ideas. Check that your other social media profiles reflect well on your character and hire-ability. Clean up anything that might undermine your "brand."

Social Media Platform	Perfect!	Needs Editing	Embarrassing	NA
 LinkedIn				
 Twitter				
 Facebook				
 Instagram				
 Tik Tok				
<b>Other</b> (like podcasts, panel discussions, and media mentions)				

What steps should you take to ensure your LinkedIn profile serves you well and that other social media profiles reflect well on your professional brand?

# 3

## UPDATE AND ALIGN TRADITIONAL ASSETS

Next, make sure your resume and other marketing materials reflect the strengths that define your brand and show you're ready for a changing job market. Rather than simply chronicling your work history, you'll want to reinforce your "brand" by showcasing your most marketable strengths, skills, and experiences. It's not so much about what you've done as what you can do next.

Hard Asset	Perfect! Good to go	Needs Updating	Outdated or Disorganized	Starting from Scratch	NA
Resume or CV					
Writing Samples					
Website					
Reports or Other Work Products					
Other					

What steps do you need to take to get your resume and other materials in good shape?

# 4

## ACTIVATE YOUR NETWORK

In any job search, personal connections can be the difference-maker. Take stock of who is in a position to help you, whether as an ally, providing insight and advice, or a reference, speaking directly to decision-makers. Be sure you can reach these contacts and that they're ready to reinforce your brand.

### List your allies here:

These are supporters who can offer ideas, feedback, job leads, and moral support.

---

1.

---

2.

---

3.

---

4.

---

### List your references here:

These are people who can influence decision-makers or provide a good reference.

---

1.

---

2.

---

3.

---

4.

---

What steps can you take to enlist the help of your allies? What must you do to ensure your **references** are easily reachable and ready to speak well of you when asked?

# 5

## OUTLINE YOUR ACTION PLAN

Finally, review the final box on each of the previous three pages to outline your action plan. Consider the most urgent action items and prioritize them here. Take steps every week (or every day) to move closer to your next great opportunity.

ACTION ITEM	IMPORTANT	URGENT
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

**Good luck!**