



Briefcase  
Coach

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# STRATEGIC JOB SEARCH BRAINSTORM

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*Job Search Resource  
for Higher-Level Professionals*

## DEFINE YOUR "WHY"

What are your primary motivations for seeking a new position? (Be specific - advancement, increased impact, new challenges, work/life balance, etc.)

What are you hoping to achieve in your next role that you aren't currently? (Think about skills you want to use, contributions you want to make, and the impact you want to have.)

## LOCATION, LOCATION, LOCATION

Are you open to relocating? If so, where?

What are your preferred geographic locations? (Consider city, state, region, or even country)

What are your must-haves in a location? (Cost of living, climate, proximity to family, cultural attractions, etc.)

Are there any locations you absolutely want to avoid?

## IDEAL ROLE DEEP DIVE

What type of company do you want to work for? (Industry, size, culture, values, public/private, etc.)

What specific responsibilities and tasks excite you? (Be detailed - think about day-to-day activities and projects)

What level of autonomy and decision-making authority do you need to thrive?

What kind of team structure and leadership style do you prefer?

## **GROWTH AND DEVELOPMENT**

What are your long-term career goals? (Where do you see yourself in 5-10 years?)

What opportunities for growth and development are essential for you? (Mentorship, training programs, advancement potential)

What new skills do you want to acquire or further develop?

## **COMPENSATION AND BENEFITS**

What is your desired salary range? (Be realistic and research industry benchmarks)

What benefits are most important to you? (Healthcare, retirement plan, vacation time, flexible work arrangements, etc.)

Are there any other financial considerations? (Equity, bonuses, performance incentives)

## **VALUES AND CULTURE FIT**

What are your core values? (Integrity, collaboration, innovation, etc.)

What type of company culture aligns with your values and work style? (Fast-paced, collaborative, hierarchical, etc.)

What kind of leadership and management style do you resonate with?



## **DEALBREAKERS**

What are your absolute non-negotiables in a job? (These are the things that would make you walk away, no matter how attractive other aspects may be.)

## **NEXT STEPS**

Review your answers and prioritize your top criteria.