



## Checklist for Success



**McLoughlin Ball**

marketing | business development | communications  
search + selection

# Checklist for Success

*There is nothing like proper preparation to improve your chances of success in getting the job you want. Beginning with this Checklist for Success and working together with McLoughlinBall we will help to find the right role for you.*

## **Preparatory Phase:**

- Career goals: What job do you want? What don't you want?
- Update your CV and LinkedIn profile – do they reflect your achievements and ambitions?
- Can you identify your strengths/areas for development?
- Who can help you meet with the firms/stakeholders that you want to work with? Are you attending APSMA/relevant industry events to ensure you are networking correctly?
- Compile a running summary of your current role's responsibilities and achievements

## **Considering a Role:**

The candidate should:

- Prepare CV – including personal value proposition, experience, achievements, and qualifications
- Update LinkedIn profile
- Pitch to advocates [explain]
- Discuss with mentor, or approach someone you respect that may be able to guide you
- Approach referees – outlining the role and responsibilities (remind them of your achievements)

## **McLoughlinBall will:**

- Pitch your credentials
- Work with you to fine tune and present your CV for suitable roles (with your approval)
- Brief you on the role, firm, team etc.
- Provide honest feedback
- Keep you updated on the recruitment process
- Brief you on the interview



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## Preparing for the interview

- Research the firm – media, IBIS etc
- Research relevant industries ie if your prospective position has a financial services focus then research relevant issues within the industry
- Research the person/people interviewing you – LinkedIn is a great start
- Research LinkedIn for any connections to the firm/company you are interviewing with  
Speak with them to find out as much as you can about the firm, interviewers and role
- Prepare a Responsibility and Attribute Matrix
- Prepare for interview questions. What is your personal value proposition and how is it relevant to the firm interviewing you and the role you are seeking
- Use the internet to find a list of potential interview questions for your role and prepare relevant answers – always include examples to support your answers

