

MARKET NEEDS

Current Role

After making a series of notes, here is the summary of what I have learned about market needs for my current role through the following sources:

A. Job Descriptions

B. Due Diligence

C. Informational Interviews

Market Needs, Page 2: Current Role

D. Personal Knowledge

What information gaps, if any, I must fill:

Additional notes:

MARKET NEEDS

Target Role #1: _____

After making a series of notes, here is the summary of what I have learned about market needs for my first target role (job search or advancement) through the following sources:

A. Job Descriptions

B. Due Diligence

C. Informational Interviews

Market Needs, Page 2: Target Role #1

D. Personal Knowledge

What information gaps, if any, I must fill:

Additional notes:

MARKET NEEDS

Target Role #2: _____

After making a series of notes, here is the summary of what I have learned about market needs for my second target role (job search or advancement) through the following sources:

A. Job Descriptions

B. Due Diligence

C. Informational Interviews

Market Needs, Page 2: Target Role #2

D. Personal Knowledge

What information gaps, if any, I must fill:

Additional notes:

Record any themes you have uncovered about market needs for your strengths:

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|---|
| <p><u>My Target Market(s):</u></p> |
| <p><u>Challenges My Target Market(s) Are Facing:</u></p> |
| <p><u>How My Strengths Make Me a Fit to Solve Those Challenges:</u></p> |