

# Outlook Determines Outcomes: How to Create A Mindset for Success

By P.D. Pritchard

## How many times have you found yourself getting discouraged by lack of significant traction in reaching your civilian career goals?

As a disabled veteran outreach program specialist, I have worked with many veterans and transitioning servicemembers who have struggled to find their way through a maze of disappointment, self-doubt, and confusion in the job search. Through their stories, I have learned a few tricks to improve the job search experience – and outcomes – by changing your mindset.

### Mindset Matters

Your mindset plays an important role in your job search as it can either help you reach your goals or hold you back from them. Too much doubt and discouragement can actively work against you, as your mindset significantly affects your behavior and the way you interact with others. On the other hand, developing a success-centered mindset can help you understand yourself, your interests, and your value to employers.

Often, the seemingly overwhelming mental barriers that stand in the way of a successful mindset are self-generated, or at least exaggerated in our minds. In these cases, overcoming obstacles can be achieved by developing a successful, sustainable mindset focused on growth and adaptability.

Another frequently encountered mental obstacle for many veterans is being resistant to change or lacking a clear idea of what type of career or industry to pursue after military service. Searching for “any” job becomes an alternative to doing the hard work and reflection required to find the right career path.

This mindset is not conducive to achieving successful employment goals and will rarely produce long-term satisfactory results. It is unsustainable to keep pursuing “any” job until you happen to come across the right field or role for you.

To counter this, adjust your mindset to

embrace the exciting opportunities and self-discovery ahead. Apathy in your job search is neither successful nor sustainable for career satisfaction and growth.

### Market Yourself

No one understands your experiences, career aspirations, or goals as well as you do. Start your mindset shift by reforming the questions you are asking yourself. Instead of “What do I want to do?” ask, “How do I add value to the workforce?”

One way to adapt a new mindset is to consider your job search as a business or service. After all, presenting your skills and abilities to your potential employer is selling your experience, potential, and knowledge to the organization.

Focus on identifying your true value to employers, keep an open mind, and incorporate feedback. To do this, start thinking about your job search process in these terms:

### THE PRODUCT

Think of your background, experience, education, and skills and abilities as a product or service. What aspects make you valuable to an employer? How do you stand out from others? What are your weak points and how can you strengthen them?

Be thorough in this part of the discovery process so you can move forward with a solid foundation.

### MARKETING & ADVERTISING

Your resume and cover letter are of-

ten the first impression an employer will have of you.

Start thinking of your resume as an advertisement of what the employer is getting for their investment in you. Showcase the benefits to be gained by the employer through your knowledge, skills, abilities, and training that match the needs of the job.

The cover letter is another aspect of your marketing and advertising strategy. It helps a specific employer understand the value you offer in a specific role. In both your resume and cover letter, incorporate specific details from the job description to make the connection as clear as possible.

### THE SALES PITCH

An interview is your sales pitch, so set yourself up for success by presenting your value to an employer in a comprehensive, relatable way. This is your opportunity to convincingly answer and ask questions indicating how your qualifications match the employers’ needs.

Show up prepared. Do the legwork to clearly define your product (in this case, what you offer as a candidate), so you can interview with confidence.

### The Journey to Success

It may sound cliché, but success truly is a journey rather than a destination. Adjusting your mindset provides a blueprint for continued growth throughout your job search and career.

Developing a success-centered mindset can help you understand yourself, your interests, and your value to employers.

Continue to seek opportunities to reach your potential and keep an open mind to all that you can learn and accomplish throughout the process. You may be surprised by how much your outlook affects your outcomes.

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