One-on-One Coaching Package

Your Career as a Business Model: You, Inc- You own it, You build it.

**Phase 1- Human Resources:** Look at your career as a business and yourself as its owner from the inside out. An in-house, certified behavioral specialist will identify:

**Career Reform Deliverables:**
- Identify the type of company or culture is consistent with your career goals.
- Identify key values and motivators driving your career development and goals.
- Identify the foundation of your identity as You, Inc brand.
- Identify best methods of communication with potential employers and coworkers.

**Client Action Items:**
- Complete all DISC assessments at least 72 hrs. before Session 1 appointment
- Identify 3 key values or motivators to discuss with your executive coach
- Compile a list of 5 personal strengths and weaknesses (personal/work)
- Write an answer to this question: What was the most important thing you learned about yourself and your personal brand?
- Complete Workbook Collective Intelligence & Ingredients Balance Exercises

**Phase 2- Operations:** Run your business tactically with strategic Career Planning. Analyze your current business model, mission statement and goals. Learn the necessary steps to make your background recession proof.

**Career Reform Deliverables:**
- Identify strategic career plan and goal timelines
- Identify good job search practices
- Identify guiding purpose and development stages
- Identify target industries and professions

**Client Action Items:**
- Write out your short term and long term career Mission Statements
- Create a list of what’s in your toolbox (experience, ingredients, connections)
- Research DISC suggested occupational codes on Onetonline.org & Indeed
- Research 10 industries of interest and relate each to your “toolbox”
- Research 25 companies that align with the goals identified in Session 1
- Create a list of 10 people who could assist in your job search and write why
- Review Steps 1-4, Goal Strategy & Job Application Checklist in Workbook

**Phase 3- Sales & Marketing:** Self – Branding. How should you best market your individual skills, experience and preferences to today’s employers?

**Career Reform Deliverables:**
- Customized resume preparation
- Individualized Interview Role Play & Scenario Analysis
- Individualized Branding and Marketing Plan
- Identify best resume and cover letter practices
- Identify necessary market research and sales preparation
- Identify strengths & areas of improvement in interview technique
- Identify a strong “close” to an interview and proper follow up

**Client Action Items:**
- Research job descriptions and identify desirable “ingredients” & keywords
- Submit a revised resume (reflective of your toolbox, keywords & mission)
- Write a Cover Letter to a company requesting an informational interview
- Practice telling your story in front of the mirror & to someone else
- Identify interview questions from Workbook to focus on during session
- Review, approve or edit Career Reform resume for any inaccuracies

**Phase 4- Technology:** Learn technology’s role in today’s job search. How can you take advantage of technology and social media to jumpstart your career?

**Career Reform Deliverables:**
- Identify good LinkedIn profile and social media practices
- Identify networking tactics and opportunities
- Identify areas of improvement and potential education opportunities

**Client Action Items:**
- Create a LinkedIn profile with your updated resume for review
- Google search your name and review results for positives/negatives
- Review all social media profiles and privacy settings

**Phase 5- Finance:** What is your business model truly worth? Learn how to understand your unique value to employers.

**Career Reform Deliverables:**
- Identify true market value of combined skills and attributes
- Identify strategic geographic placement
- Identify communication practices that will aid in value negotiation

**Client Action Items:**
- Research geographic marketability through an Indeed.com keyword search
- Research median wages on Onetonline.org and Payscale.com
- Identify skills and experience necessary (skills gap) to achieving ideal position

*Price and coaching hours variable based on client need and to be determined upon initial consultation. Please note, Career Reform and APA Solutions DO NOT under any circumstances guarantee individual job placement. While our team will promote our clients to contacts, this is NOT a substitute for the client job search. Career Reform & APA Solutions will not be required to apply to jobs on behalf of clients or create lists of potential job opportunities. Client Action Items must be completed before each session; in the case these items are not completed, session will need to be rescheduled.*