

you own it, you build it!

# career <sup>^</sup>reform

## Executive Coaching Proposal

**View Your Career as a Business: You, Inc.**

**You own it, You build it.**

**Phase 1 – Human Resources:** View your career as a business and yourself as its owner from the inside out. After you complete the Disc Behavioral Assessment, an in-house, certified behavioral specialist will:

- Analyze your unique behaviors and communication styles based on your profile
- Show you how to leverage your natural and adapted behaviors in the workplace
- Help you explore career opportunities with a 93% alignment to your individual personality

**Phase 1 Deliverables:**

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

**Phase 2 – Operations:** Run your business tactically by building a strategic career plan. Analyze your current business model, mission statement and goals. Learn the necessary steps to make your background recession proof. With this phase, you can expect to:

- Map out a strategic career plan with long-term and short-term goals and timelines
- Know your weekly tasks and learn job application tactics to stay on track
- Create your own mission statement
- What if? Scenario analysis

**Phase 2 Deliverables:**

- Identify strategic career plan and goal timelines
- Identify good job search practices
- Identify guiding purpose and development stages
- Identify target industries and professions

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

- Customized resume and cover letter preparation
- Interview role play and employer secrets
- Personal branding and marketing plan

**Phase 3 Deliverables:**

- Identify best resume and cover letter practices

- Identify necessary market research and sales preparation
- Identify strengths and areas of improvement in interview technique
- Identify a strong “close” to an interview and a proper follow up

**Phase 4 – Finance:** What is your business truly worth? Learn how to understand your unique value to employers. Here’s a sampling of what we’ll cover:

- You, Inc. value analysis based on your background
- Salary negotiation practices
- How to build a strategic plan for maintaining and growing your value

**Phase 4 Deliverables:**

- Identify true market value of combined skills and attributes
- Identify calculated geographic placement
- Identify communication practices that will aid in value negotiation

**Phase 5 – Technology:** Learn technology’s role in today’s job search. How can you take advantage of technology and social media to jumpstart your career? By learning how to take full advantage of all the resources on the web, you can:

- Understand how to avoid social media mistakes
- Know how to research top employers in your target market and compare your background to current career requirements
- Learn how to optimize your LinkedIn profile and connect with leaders in your industry

**Phase 5 Deliverables:**

- Identify good LinkedIn profile and social media practices
- Identify networking tactics and opportunities
- Identify areas of improvement and potential education opportunities

**Follow up**

Please contact us with any questions you may have. Know that Skype conferencing is also an option for this package.