
CAREER CONFIDENCE

JOB SEARCH MASTERY WORKBOOK

ABOUT SUZANNE



Suzanne O'Brien is a Career Advancement Coach and is the Founder and CEO of LevelUp Careers, which she established to provide greater awareness, understanding and tools for aspiring executives to achieve their goals. She brings extensive experience working with executives and leadership teams of high-growth, global companies for over 10 years. Having grown up in the recruiting business, she is driven by a lifelong passion for helping others achieve career growth and transformation. With her proven approach to career planning, Suzanne has helped 1,000+ executives and mid-career professionals make a career change and simultaneously take a step forward professionally.

Previously, as an Executive Recruiter for the Toft Group and Renaissance Leadership, Suzanne delivered executive searches for some of the most well-known biotechnology and high tech companies across the country. She has driven VP and C-Level searches with some of Silicon Valley's most exciting tech companies backed by Sequoia, Bessemer, and Lightspeed Partners, Khosla Ventures and NEA.

Prior to taking on a leadership role in Executive Recruiting, Suzanne managed the strategic services program for the New Zealand Government in North America. In this role, Suzanne worked closely with CEO's on global expansion strategies and recruited C-Level executives to the Board. As part of her role, she worked with New Zealand's largest companies on development of talent attraction, retention and employee development strategies.

In her spare time, Suzanne has served on the Los Angeles board of MBA Women International and is a Founding Member of The HUB, a social impact accelerator in Los Angeles. She has served on the Graduate Management African Pipeline Advisory Group, along with representatives from top business schools including Kellogg, Booth, Maryland, Wharton and Stanford.

EDUCATION

Stanford University

Graduate Business School, Executive Program for Women Leaders.

IE Business School, Madrid, Spain

Ranked #3 Worldwide by Forbes, #6 Worldwide by the Financial Times
MBA, International Business

Iowa State University

B.A., Advertising with a minor in Spanish

OVERVIEW

Designed specifically for professionals seeking change and/or advancement (promotion, new industry, new function), the Job Search Mastery 7 Day eCourse provides the framework to help you build out your job search strategy, along with three key principles to help guide your thinking, planning, and your search. The 7-Day Master Class incorporates Suzanne's best, proven strategies for finding and landing a great job.

WHAT WE'LL COVER DURING THE ECOURSE

While this is an introductory course, I'm here to add as much value as I can during our time together. Over the course of our 7 days together, you will learn:

- The biggest mistakes that will prevent you from transforming your career
- 3 Principles to guide your job search
- 4 Keys of a strategic job search, and how they work together to help you transform your career, including
 - My top trick for improving your resume to get more calls
 - How to think differently about networking and build your network strategically
- How to improve your confidence and build your personal brand

WHAT IS YOUR IKIGAI?

Ikigai is a Japanese Concept meaning "Reason for Being". As a Career Advancement Coach, my goal is to help you get one step closer to your personal Ikigai.



SOURCE: dreamstime

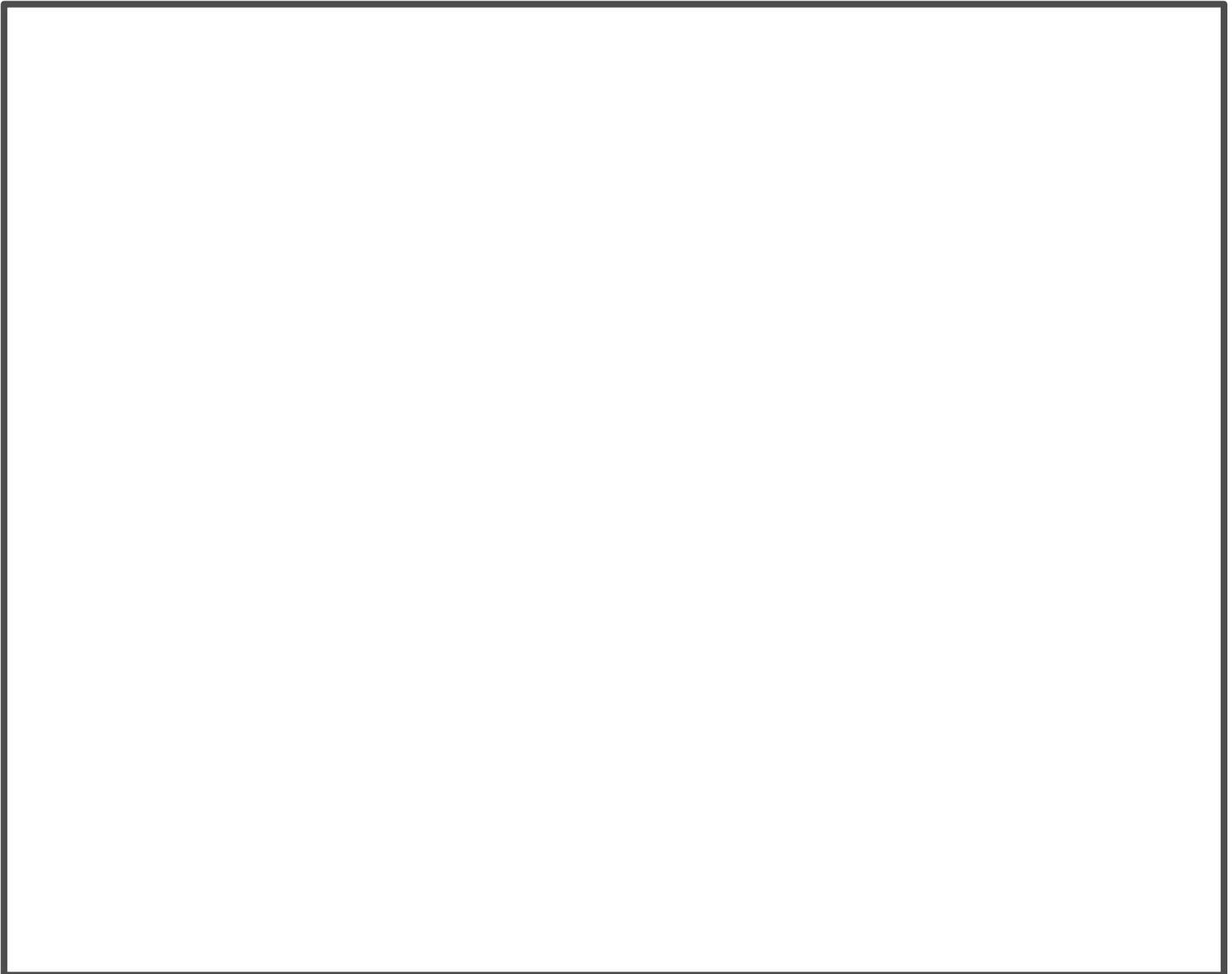
TORONTO STAR GRAPHIC

PREPARING FOR YOUR JOB SEARCH

While finding and arriving at your own Ikigai can take time and may even require more life experience, as a Coach, I'm committed to helping you get one step closer to your own personal Ikigai. In preparation for your job search and our work together, I hope you'll take some time to consider what your Ideal Next Job will look like, and how it will make you feel, and use this workbook to get you one step closer to your Ikigai.

WHAT IS YOUR IDEAL JOB?

Take a few minutes to write down your ideal next job. Think about level, scope and responsibility. Also consider the type of company, industry and culture you'd like to work in. Write your ideal job down in the space below.



7-DAY ECOURSE WORKSHEET

SINGLE BIGGEST JOB SEARCH MISTAKE

Isn't WHAT you're doing, but HOW you're doing it. It's positioning yourself for _____.

3 PRINCIPLES TO GUIDE YOUR JOB SEARCH

 Position myself for _____.

 Hiring is about _____.

 Know the value of _____.

WHICH PRINCIPLE(S) CAN YOU LEVERAGE TO TRANSFORM YOUR OWN APPROACH TO YOUR JOB SEARCH?

Use the space below to take some notes about how you can change your approach and improve your results.

SECRETS TO CAREER ADVANCEMENT

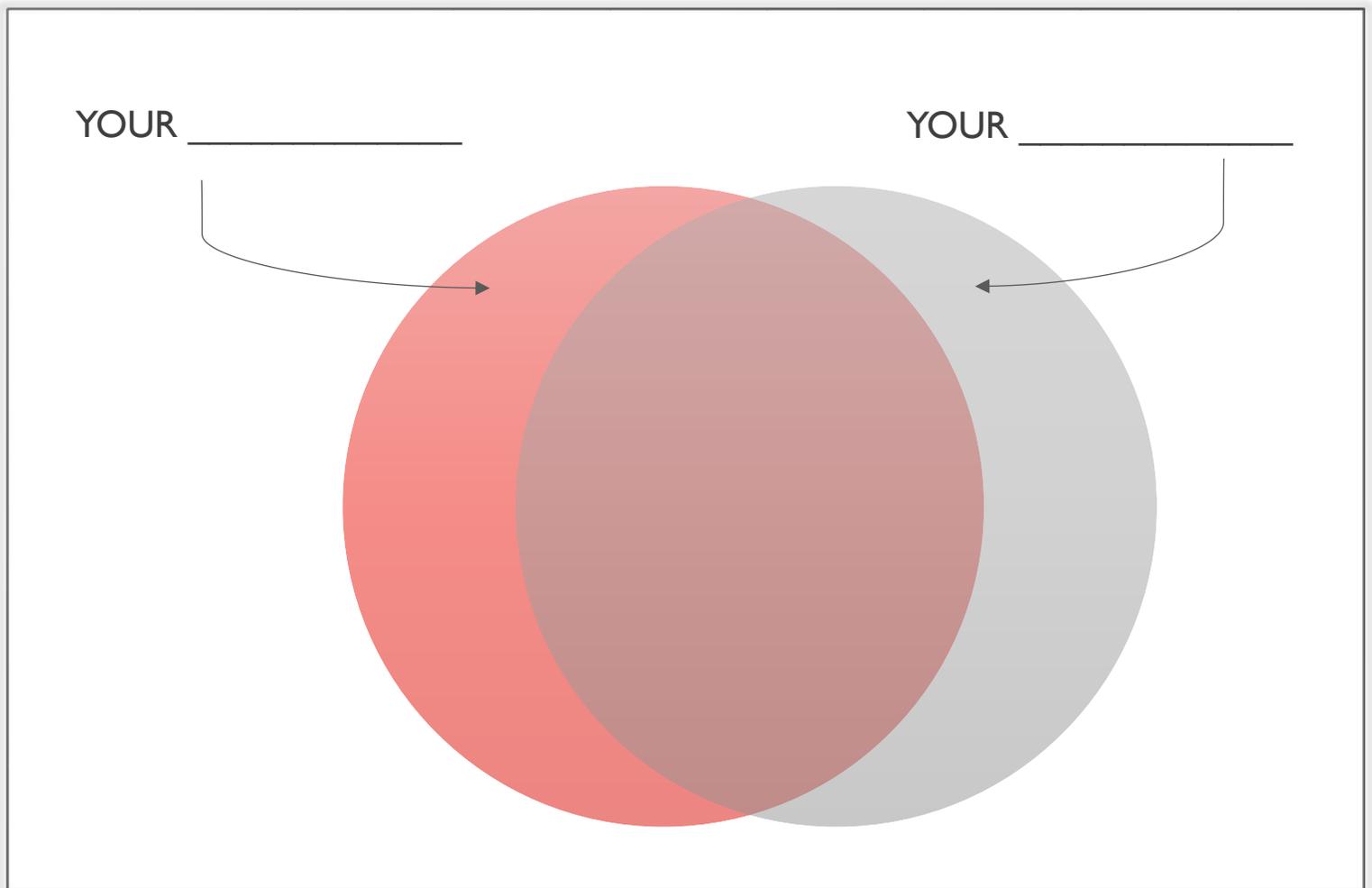
YOUR BRAND

The intersection where your _____, _____ and _____ align with your _____, _____ and _____.

Can be broken down into 2 steps

Step #1: Clarifying your _____

Step #2: Clarifying your _____



SECRETS TO CAREER ADVANCEMENT (CONT'D)

YOUR RESUME and everything on it, is viewed as _____.

The Resume Rules to guide format and length

Rule #1: _____

Rule #2: _____

YOUR INTERACTIONS build _____.

What you say is not as important as _____.

Focus on _____ over _____.

YOUR GLASS CEILING is defined by _____.

IDEAS, INSIGHTS AND ACTION ITEMS

Use the space below to take some notes about how you can change your approach and improve your results.

4 KEYS TO A COMPLETE CAREER ADVANCEMENT STRATEGY

▶ KEYSTONE: YOUR _____

▶ KEY #1: Your _____

▶ KEY #2: Your _____

▶ KEY #3: Your _____

