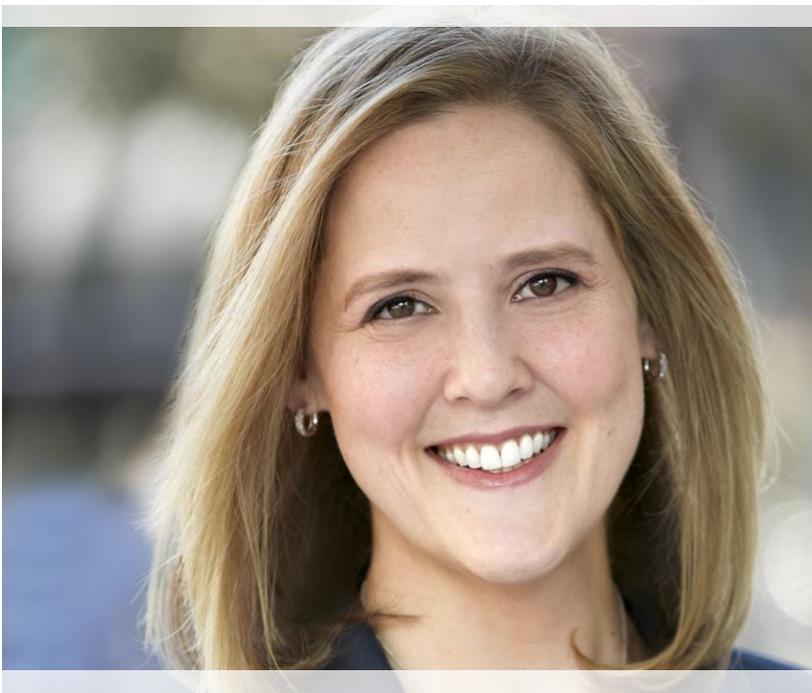


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# CAREER CONFIDENCE

## ONLINE PROGRAM

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“Your partner for  
career success.”

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, Suzanne delivered executive searches for some of the most well-known biotech and high tech companies across the country. She has driven VP and C-Level searches with 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

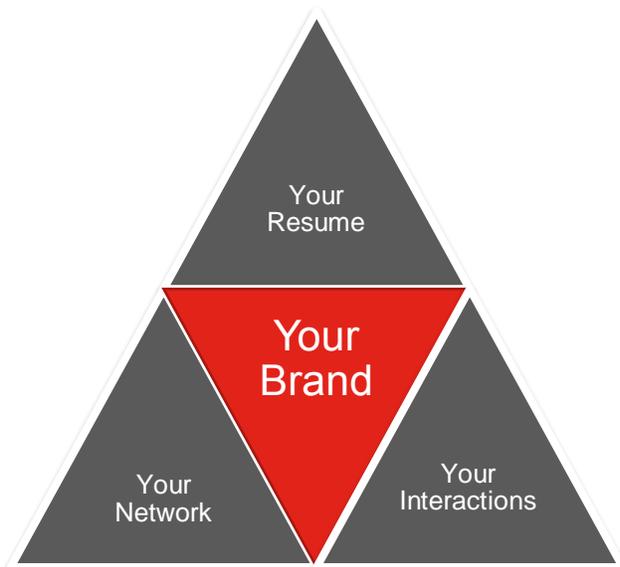
Designed specifically for professionals seeking change and/or advancement (promotion, new industry, new function), the Group Coaching Program provides tools and guidance to help you build a personalized comprehensive job search strategy, incorporating the best, proven strategies for finding and landing a great job. The program incorporates strategic career management, identification of appropriate job opportunities, personal (re)branding (online and resume), interview skills and strategic network expansion.

## GOALS

Through our work together, you will develop and execute a job search plan designed to help you land a job at the appropriate level, and in your area of interest, including:

- Identification of your 3 biggest strengths that combined, make you unique and highly marketable (**Your Brand**)
- An improved ability to communicate your value with confidence, conviction and in a way that feels comfortable to you
- Clarity around the type of job that would be of interest to you, allow you to grow and also leverage your education
- A list of target companies, based on your professional interests and capabilities, and a plan to reach those companies and the key decision makers related to your career
- An approach to help you access the hidden job market, leveraging existing network contacts and building new connections
- Template emails to help you build your network
- A resume, tailored to your brand and the jobs you want
- A LinkedIn profile designed to position you for the job you want

## FUNDAMENTALS OF A JOB SEARCH STRATEGY



## PROGRAM INCLUDES

### Module 1: Defining Your Value

- Lesson 1: Strategic Career Management
- Lesson 2: Personal Assessment/Breaking away from the norm
- Lesson 3: Think Like a Hiring Manager
- Lesson 4: Defining Your Value

### Module 2: Focusing Your Search

- Lesson 1: Focusing your search

### Module 3: Brand Development

- Lesson 1: Positioning Yourself for the Job You Want
- Lesson 2: Building Your Story
- Lesson 3: High-Impact Resume Writing

### Module 4: Network Management

- Lesson 1: Telling Your Story
- Lesson 2: Proactive Network Management
- Lesson 3: Expanding Your Network

### Module 5: Communicating Your Brand

- Lesson 1: The In-Person Connection
- Lesson 2: Maintaining Momentum

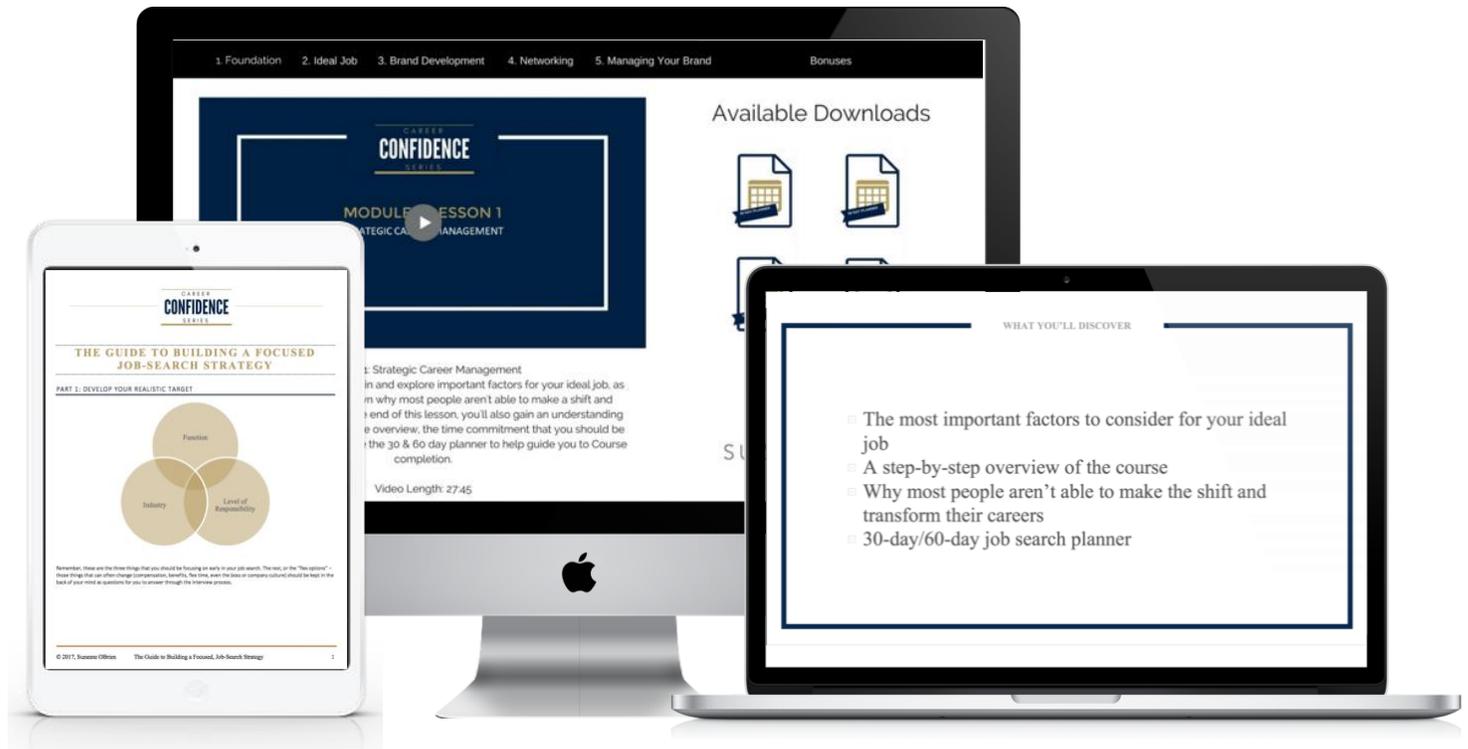
### BONUS Lesson: Interviewing for Offers

### ONLINE FORUM

To ensure you have the right support, when you need it most.

## CAREER CONFIDENCE ONLINE PORTAL

The Career Confidence Online Portal provides an added layer of support, guidance and coaching at your fingertips, so you can do the work on your schedule. The online platform contains 5 modules, each broken down into **easily digestible lessons that take you through the program step by step**, over a period of 30 or 60 days (you can select which program suits you best, based on your schedule). Each lesson includes a video (PowerPoint slides with me narrating) and accompanying guides and worksheets to facilitate your work. The image below highlights a typical program page, a workbook and a screenshot from one of the lessons.



## GUIDES TO SUPPORT YOUR WORK

In addition to 14 Video Lessons, the program includes guides and worksheets to help you move through your process seamlessly, and get you to the other side of your job search without the overwhelm, fatigue and frustration.

By giving you the guidance you need via the online platform, we're able to accelerate our work together and **cover substantial ground in just 4 weeks**.

### GUIDES

- The Guide to Personal Branding
- The Guide to Building a Focused Job Search Strategy
- The Guide to Writing a Standout Resume
- The Guide to Networking