
CAREER CONFIDENCE

ONLINE PROGRAM

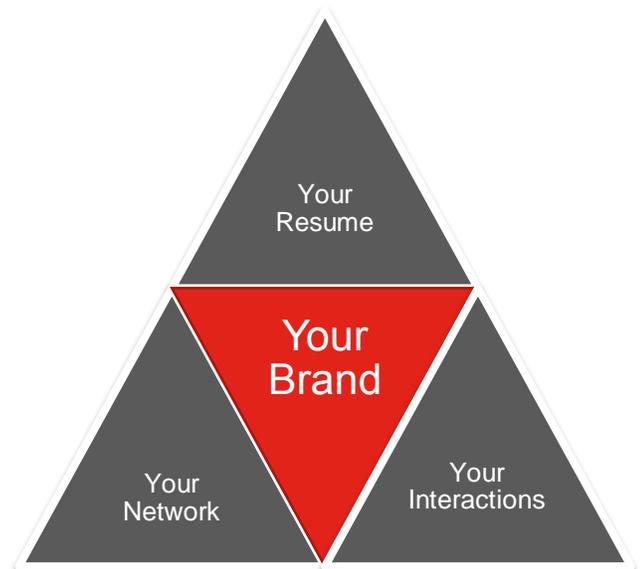
OVERVIEW

Designed specifically for professionals seeking change and/or advancement (promotion, new industry, new function), the Career Confidence 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.

OUTCOMES

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:

- **Your Professional Brand Defined:** Identification of your 3 biggest strengths that combined, make you unique and highly marketable
- **Confidently Approach Interviews:** An improved ability to communicate your value with confidence, conviction and in a way that feels comfortable to you, so you can approach interviews more confidently and stop cramming the night before
- **Focused Job Search Strategy:** Clarity around the type of job that would be of interest to you, allow you to grow and also leverage your education
- **Job Search Plan:** 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
- **Networking Plan and Tools:** 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 New Resume:** tailored to your brand and the jobs you want
- **A LinkedIn profile** designed to position you for the job you want, and increase the number of calls you get from recruiters for the RIGHT jobs, jobs that represent where you want to go



CAREER CONFIDENCE SYLLABUS

MODULE 1

Define Your Value

The most important part of the process begins with teaching you how to uncover your unique value, so you can stand out from the competition. This module helps you define your value, and also sets the foundation for the remainder of the course, helping you shift your perspective, think differently about your job search, and create a plan that works.

“This was really eye opening for me” it's been amazing. I've really had to dive deep and re-examine everything I've done to this point. It's reconnecting to what you've done. That's one of the things that's been helpful in this whole process. Re-examining yourself. And how often do you do that? “

- Marketing Director

“I'm already greatly benefiting from this program. After 3 months of panic and stress, starting the program and honing in on the details of my background is just what I needed.”

- Senior Technology Consultant, Deloitte

TOPICS COVERED

- ✓ Lesson 1: Learn How to Manage Your Career Strategically
 - The most important factors to consider as you assess job opportunities.
 - The steps involved in a tactical job search
 - How to shift your approach and conduct your job search strategically, so you can get what you want through your job search.
 - The #1 mistake that you could be making that will cause you to be offered a job below your level.
 - Learn why most people aren't able to make the shift and transform their career.

- ✓ Lesson 2: Break Away from Your Norm
 - The first and most important step of your job search
 - How to break the application cycle and start fresh
 - Negotiating at the start of your job search: Why and how what you do now will have a dramatic impact on the job offers you get and could increase or decrease the initial salary offer
 - Benchmarking your job search performance

- ✓ Lesson 3: Rethink the Hiring Process
 - How to think like a hiring manager
 - The single most important thing you can do to get around the biggest hurdle that prevents you from getting interviews
 - Professionalizing your Online Brand

- ✓ Lesson 4: Create Your Professional Brand
 - The #1 reason why most people end up doing work they don't love
 - How changing the way you talk about yourself can help you get the work you love
 - Defining your brand, step by step

RESOURCES, TEMPLATES AND TOOLS

- 30-day/60-day job search planner
- Personal Assessment and Benchmarking Tool
- Networking Spreadsheet Template
- Step by Step Guide to Defining Your Brand

MODULE 2

Pinpoint Your Destination

You no longer have to get stuck in the endless resume/application cycle. This module teaches what's realistic as a next step, so you can grow and take on new challenges with confidence. With a focused approach to your job search, you're far more likely to get exactly what you want, and stop wasting time customizing your resume and wondering if you're the right person for the job.

“After working through the first two modules, I realized what I like doing. It doesn't always align with the Senior PM title. I like the roles that are more big picture, and it was a relief to know that I could just focus on the more strategic roles.”

- Senior Product Manager,
Tech Industry

TOPICS COVERED

- ✓ Lesson 1: Learn How to Develop a Realistic Job Target
 - What to focus on now, and what to filter out later as you consider new jobs
 - 2 winning strategies to keep your options open and help you access the best opportunities
 - The biggest mistake you can make (without even realizing it), that will limit your access to new jobs and may prevent you from getting the job of your dreams

RESOURCES, TEMPLATES AND TOOLS

- Focused Job Search Guide

MODULE 3

Develop Your Professional Brand

With a clear understanding of where you want to go, along with clarity around your value, you're ready to finalize your professional brand. Working through module 3, you'll have a step by step, easy process to follow as you build a story around your professional brand, and create your resume and LinkedIn profile.

"The secret sauce was that resume. THAT exercise, more than anything...people just loved it. Getting to that point in the program was magic. It was the singular thing that worked wonders, it lets you in the door. It just popped. It's unusual for people to comment on your resume, and it's the little details that make all the difference. It's gonna be intense, it's gonna be a lot of work, but it's going to be energizing. "

- Executive Director, PhD and MD, Biotech Industry

"I've received TONS of compliments on my resume. I expected to massively improve it after working through the program, but I didn't expect THAT much praise! "

- Project Manager, MBA, Tech Industry

TOPICS COVERED

- ✓ Lesson 1: Positioning Yourself for the Job You Want (NOT the job you already have)
 - The winning strategy that will help you SHOW hiring managers that you're capable of taking on a new and different challenge
 - How to read a job description and identify the most important components
- ✓ Lesson 2: Building Your Story
 - The 4 fundamental building blocks of a great story
 - How to convince a hiring manager that you can do the job when you don't have all the required experience
 - Identifying the right language, buzzwords and key accomplishments specific to your goals, and incorporate them into your resume, LinkedIn profile and in interviews
- ✓ Lesson 3: Building Your Resume and LinkedIn Profile
 - The fastest and easiest way to make sure that everyone who reads your resume immediately knows your BRAND and VALUE
 - The mistake that many professionals make on their resume that weakens your message, devalues your strengths and prevents you from standing out
 - 3 KEYS to writing a high-impact resume
 - How to write high-impact statements that reinforce your brand and align with your ideal job

RESOURCES, TEMPLATES AND TOOLS

- Personal Branding Guide Part 2: Clarifying what is Most Important for the Job You Want
- Personal Branding Guide Part 3: 4 Steps to Creating the Building Blocks for Your Story
- Guide to Writing a Rockstar Resume and Getting Noticed on Paper
- Resume Template (designed by me to maximize readability and ensure you get the right points across)

MODULE 4

Build and Manage Your Network

Step by step, lesson by lesson, you're creating a strong foundation, so when interviews and opportunities come your way, you won't be stuck cramming the night before the big interview. Module 4 helps you develop a new approach to interviewing (hint: you get to be true to yourself and no more "faking it till you make it"), so you'll be prepared the next time you get the call. I also teach you how to build your network strategically, focusing on relationships, so you never have to have to go to an uncomfortable networking mixer again.

"When I came in I couldn't talk to VPs or CEOs, and all of my interviews were with VPs and CEOs. That's why I signed up, because I'd just botched an interview with the VP of Operations. I couldn't talk about myself in the right way, and now I can. I can talk to any executive and show my value. "

- Amy, Social Media Manager for a Non-profit

TOPICS COVERED

- ✓ Lesson 1: How to Talk About Yourself When You Meet Someone
 - How to tell your story so your brand, and you, are remembered
 - Executive presence – what it is, why it matters, and resources to help you improve
 - Step by step outline to help you effectively and memorably introduce yourself and summarize your background in 3 common contexts:
 - Interviewing
 - Informational interviews
 - Networking functions
- ✓ Lesson 2: How to Build a Network to Help you Achieve Your Goals
 - 3 Guidelines to help you find the right networking organization and opportunity for you
 - How to network strategically, so you aren't wasting time and you ARE enjoying yourself and learning
 - How to connect with someone you haven't met before, and make it meaningful for both of you
- ✓ Lesson 3: Building Your Network
 - How to write a compelling introductory email
 - The single most important thing you can do to be remembered, and get a response

RESOURCES, TEMPLATES AND TOOLS

- The Guide to Telling Your Story
- The one and only framework and email template you need to use for every email you write

MODULE 5

Informational Interviews and Building Lasting Connection

Sometimes, asking thoughtful questions can demonstrate your knowledge and ability far better than talking about your experience. Module 5 walks you how to conduct effective, relationship-building informational interviews, and leave a strong, lasting impression while you're at it.

"I appreciated the thought exercises of the program. My story feels more graspable now. I feel like my story now says 'this is a leader'."

- Senior Strategist, MBA, Consulting

TOPICS COVERED

- ✓ Lesson 1: Informational Interviews: The In-Person Connection
 - How to prepare for and follow up after informational interviews
 - Key questions to ask during informational interviews
 - The 3 important questions you should ask in EVERY informational interview
 - What NOT to talk about during informational interviews
 - How to make yourself stand out through your follow up
- ✓ Lesson 3: Maintaining Momentum With Your Network
 - What to do if you realize that what you thought you wanted is no longer your ideal
 - How to move forward as things move towards the next level
 - How to build momentum with your network connections and stay in touch

RESOURCES, TEMPLATES AND TOOLS

- Cheatsheet for Informational Interviews

BONUS

Interviewing for Offers

"When the VP asked me a question that would have totally thrown me before, I thought 'I've got this in the bag' and I knew exactly what to say."

- Program Manager, Biotech

TOPICS COVERED

- ✓ The single most important thing you can do to improve your performance in a video interview
- ✓ Follow up letters – how to make them count
- ✓ How your body language, the way you sit and what you wear can impact your confidence levels
- ✓ Answers on how to the most FAQs about interviewing, including
 - How do I develop an answer I truly don't have the experience the hiring manager "thinks" they are looking for?
 - How do I handle multiple interviewers in my follow up letters?
 - What do I do if I expect an offer and I'm still in early stages of interviewing for another opportunity?
 - How do I respond to the compensation question?
 - How do I practice to make sure I'm ready?

ABOUT THE COURSE CREATOR

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