



## **Career Launch One on One Coaching**

### **1. Who Are You?**

Introduce the concept of marketing and the job search; connect the need to ‘understand’ they who they are so that they can market themselves to potential employers.

Complete and discuss the following exercises:

- Values Cards
- Exercise 3.1 – Interests
- Exercise 3.2 – Skills
- ‘Experiences’ exercise
- ‘Motivators and Demotivators’ Exercise
- On line Meyers Briggs assessment

Deliverable: Clear understanding of the individual’s unique offering to the marketplace (combination of skills, interests, values, characteristics, expertise and experience).

Second deliverable: insights into career direction and understanding the right job or place of work.

### **2. What Are You Selling?**

Use the marketing template to connect the ‘product’ offer to the message to the marketplace.

- Develop the elevator speech (marketing commercial and message)
- Develop / revise the resume (marketing brochure)

Deliverable: Develop an understanding of how to ‘sell’ their offer (developed in # 1) to the marketplace by developing an offer focused resume and elevator speech.

Second deliverable: Better define the career direction

### **3. How Do You Get There?**

Job search planning, technique and implementation

- Interviewing practice and strategy
- Develop networking plan
- Understand the use of technology

Deliverable: Comprehensive job search strategy and implementation plan; introduction to networking contacts for informational interviews.

