

01



Develop the right mindset to attract recruiters & hiring managers

- Uncover and move past your limiting beliefs
- Identify exactly what holds you back
- Cultivate positive habits, self-talk, and thought patterns

02



Define exactly what you want next

- Identify your key strengths
- Work from a Vision Statement to make informed decisions
- Uncover all your core “why’s”
- List and prioritize all the parts of a career needed to be happy
- Create an ideal Job Description as a benchmark

03



Build frameworks for evaluation & decision making

- Transcribe your strengths into sought after professional skills
- Identify the types of roles that fit your skills & interests
- Identify the people (bosses, colleagues, company leadership) you work best with

04



Craft your Unique Selling Proposition (USP)

- Define the problems you solve & how you solve them
- Express your USP in terms of the benefits to the organization
- Authentically pitch the skills and abilities you bring to bear
- Devise a Branding Statement for elevator, networking, phone screen & interview pitches

05



Create innovative job search marketing collateral

- Use a Next Generation resume & cover letter for differentiation
- Optimize your LinkedIn profile and highlight your USP
- Use a Networking Brief to uncover leads, ideas, and opportunities
- Create a Professional Dossier to stand out from the competition
- Craft a Skills Mind Map to facilitate meaningful conversations

06



Create target shortlists that meet your prioritized benchmarks

- a. Industries / business sectors
- b. Organizations
- c. Specific roles

07



Set-up efficient job search process

- a. Implement an unconventional approach to tap hidden job market (and avoid Applicant Tracking Systems)
- b. Evaluate and rank feasible alternatives
- c. Establish and keep metrics for accountability, analysis, & adaptation

08



Devise a digital strategy (that avoids job boards and Applicant Tracking Systems)

- a. Get active on LinkedIn (content, connections, conversations)
- b. Add mavens and connectors to your network daily
- c. Connect with recruiters on LinkedIn
- d. Instigate networking conversations that uncover leads, referrals, and opportunities

09



Strategically network into your target organizations

- a. Use unconventional techniques to penetrate target organizations
- b. Develop compelling scripts that get people to call you back
- c. Conduct informational interviews using insightful & revealing questions

10



Devise an effective interview strategy

- a. Have a great opening statement
- b. Use value proposition based talking points
- c. Have your anecdotes and stories prepared
- d. Move the interview from an interrogation to a conversation
- e. Practice mock interview with the 4 types of interview questions
- f. Create and share an innovative interview presentation
- g. Use effective salary negotiation techniques to get 5 to 15% more



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