

## The Strategic Career Builder

**This coaching program is designed for individuals who resonate with one or more of the following statements:**

- You feel stuck, confused, overwhelmed and unsure how to progress.
- You stand at a crossroads, uncertain which path to take.
- You've lost your confidence or struggle with imposter syndrome.
- Your current role leaves you de-motivated.
- You've been made redundant and unsure of your future.
- You're unsure of your strengths and talents.
- You're uncertain of suitable career paths.
- You're seeking a new job but lack direction.
- Your career is no longer fulfilling you.

**Over 6 months, this strategic career builder will provide you with:**

- A clear understanding of your strengths, skills, and areas of passion.
- Clarity on the direction to go and a plan to get there.
- Insight into potential career paths that align with your strengths.
- Clarity regarding your values, purpose, and current priorities guiding your career choices.
- Awareness of your personal brand and how to convey it effectively.
- Mastery in articulating your strengths and capabilities effectively, both written and verbally.
- Confidence to sell yourself and articulate your value to prospective employers.
- Knowledge of job search strategies, including successful application techniques, interview performance and salary negotiation skills.

### **Programme Details:**

Sessions 1 & 2:

- Define your Career and life goals.
- Identify and celebrate your strengths and achievements.
- Explore your values, purpose and key priorities.
- Develop a tailored plan to attain your desired job.

Sessions 3 & 4:

- Craft and define your personal brand.
- Learn effective communications strategies for your brand.
- Understand how to show up to future employers.
- Understand how to sell yourself in writing and verbally in interviews and when networking.
- Create a compelling CV and Linked in profile.

Session 5 & 6:

- Expand and utilise your professional network.
- Master effective job market navigation.
- Understand working with recruiters.
- Receive guidance on job applications, interview preparation and salary negotiation.

\*Remember your coaching journey is unique, and additional topics may arise during sessions. The above serves as a flexible guide.

**The Investment**

The programme is priced at SGD 3,450 / HKD 20,450 / AED 9,700 / GBP 2,000 plus VAT and it includes:

- Six 1-hour coaching sessions conducted via zoom every month for 6 months.
- Support and Communication via email and WhatsApp between sessions for up to 6 months.
- A dedicated session for reviewing and editing your CV.
- A LinkedIn profile review session with strategies for enhancing your brand profile and expanding your network.
- Membership of Emma's monthly Coaching club newsletter.
- A 30-minute post-programme 'Ask me anything' call.
- Discounted rates for future coaching.