



P E R S O N A L
S U C C E S S I O N
P L A N N I N G
FOR INDIVIDUALS
& MANAGERS



Take Control of Your Career Growth

Personal Career Brand **Group** Coaching

90-Day Program

6 hands on Sessions
Meet Every Two Weeks
Individual Focus
Dec. Jan. & Feb.

Contact Us

info@TheCareerBrand.com
TheCareerBrand.com
972-789-5159

SPECIAL GROUP COACHING SERIES

Program Objective:

The Career Brand™ has created a powerful group coaching program for upwardly mobile professionals. This robust program is designed to build your career brand to strengthen you for the next promotional opportunity.

The Career Brand™ coaching programs are strategically built using The Career Brand™ model in conjunction with The Career Brand 360™ evaluation tool. These hands-on sessions are built specifically for each participant. Upon completing this program, participants will:

- ❖ Deep dive the scope of their desired role
- ❖ Identify their personal career brand strengths
- ❖ Identify their personal career brand weaknesses
- ❖ Discover their personal career brand sabotaging behaviors
- ❖ Identify their personal career gaps
- ❖ Critically select mentors which best match to their specific career need
- ❖ Build short and long term strategies for building their brand for advancement opportunities





How is our career branding model different?

The Career Brand model is built on 4 elements and 64 measurable attributes. Our web-based application provides a comprehensive report which illustrates the similarities and differences in how a person sees their own brand versus how other people see their brand.

Imagine being able to discover how your coworkers and managers truly view you. What if you could review a report that communicates how you are viewed on attributes such as judgement, business knowledge, service quality, productivity, teachability, verbal skills, and drive? Imagine having a report at your disposal that illustrates how you see yourself **compared to** how people (you've worked with) see you.

The power of coaching with this new tool is endless.



Scope of Program:

- ❖ One Hour Pre-Coaching Kickoff Conference Call
- ❖ Pre-Work: Access to The Career Brand 360™ Evaluation Program
- ❖ Six 2 hour in-person or webinar coaching sessions (twice the coaching time as our regular one-on-one program).

Kickoff Conference Call:

A successful program includes good structure, good content, and good instruction. To ensure you have the best possible experience, a Kickoff Conference Call is scheduled for certification candidates to walk participants through the program. This kickoff program provides a foundational overview of each step within the program. During this meeting, each participant will be provided information on the upcoming meetings.

The Pre-work:

Starting two weeks prior to the program, each candidate must complete The Career Brand 360™ web-based evaluation. The evaluation requires the completion of a self-evaluation and obtaining feedback from at least three individuals they respect. This is an ***absolutely essential*** component of the program and must be completed to move forward with the sessions.

By completing The Career Brand 360™ evaluation, candidates obtain a detailed report which encompasses their personal career brand strengths and weaknesses.