

## **CAREER TRANSITION PROGRAM**

The Career Transition Program is designed to help media professionals, whether focusing on staying in media or considering a new industry path, create focus and momentum during the career transition process. The program will uncover your core competencies, help communicate your skills clearly, manage your actions efficiently, and create a clear direction for your next steps.

### CAREER TRANSITION ASSESSMENT: Session 1

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- Staying Motivated
- Building Resilience
- Drawing from Past Challenge Breakthroughs
- Time Management
- Goal Setting
- Action Planning
- Accountability Scheduling

### SELF EVALUATION: Session 2

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- Value Determination
- Competency Identification

### ACTION PLANNING: Session 3

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- Positioning Statement
- Requesting Help
- Network Mapping
- Cold/Warm Call Scripting
- Creating Momentum

### SEARCH EXECUTION: Session 4

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- Cover Letter
- Resume
- Bio
- Marketing Plan
- Interactive Branding: Facebook, LinkedIn, Twitter

### SEARCH MANAGEMENT: Session 5

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- Informational Interview
- Job search Productivity
- Managing Job References
- Interview Preparation & Performance

## **EXECUTIVE RECRUITING • TRAINING • CAREER TRANSITION**