

Get That Next Role Premium

What if you were the **preferred candidate** for the Executive roles that you wanted - **repeatedly**?

What if you understood things about the recruitment process that were a **clear competitive advantage for you**?

What if you could **communicate** your career story in a way that was **clear, compelling and impactful**?

What if the difference between you and the competitor is an understanding of **what recruiters really want** and you don't know the secret?

How are you going to feel about coming second, simply because **you don't have the information** that you need to get that elusive role?

Using the **Yellow Box 5 stage model**, your personal career coach will guide you through a comprehensive overview of the psychology that underpins how to secure that next career opportunity. You will learn how to build market impact, develop collateral that stands out from the crowd and have a presence that creates curiosity, connection and influence. You will explore, strategize and develop activity that will **get you to the table** and explore how to control and influence a successful job search outcome.

Using strategies from Behavioural Economics, Nudge Theory, NLP, Marketing, Narrative Therapy and storytelling, you will walk away with tools and methodologies that can be used in other aspects of your career and life.



"I worked with Layne – with fantastic personal and professional outcomes, directly attributed to his coaching, guidance and wisdom. Layne identified a number of competencies that I had never considered to be relevant – creating multiple new career opportunities that were previously not on my radar. Layne's personal approach directly connected with me and I couldn't recommend him highly enough."

You Will Get

- **Shift from discussions on competencies** and move to a more complete understanding of your 'Value'.
- **Build a work-based identity** and how to differentiate yourself from anybody else that is seeking promotion.
- **How to 'Control the Dialogue'**, so that the best version of you is communicated, every time.
- **Develop Presence** and profile collateral that gets attention and impact.
 - Leverage the structure and impact of **'Story Telling'** in establishing credibility.
 - **Learn the art** of 'between the line thinking' and positioning for competitive advantage in job search strategy.
 - Understand the **power of emotion** in decision making and how to use it to your advantage.

All supported by world class collateral from 'The Yellow Box', a guide to engaging with the market in a way that gets you what you want ... every time.



Investment

Don't waste time on activity that is ineffective and wasteful. Every moment you are not in that next role, is costing you money. Every time you fail to close out the role, it costs you money. Every time you miss out, the pressure builds, as does your frustration. So, how much does it cost? Actually, the correct question here is ... What are you actually buying?

- **No more guessing** - Solid, proven and tested knowledge to **improve your job search** strategy.
- **No more sub-par results** - Address the right things. Improve your results and **get that next role faster**.
- **Reliable tools** - It will work once. And twice. And again, and again. Follow the system, get results. Simple.
- **Financial leverage** – Go from being a candidate to the candidate. It could be the leverage you need to **negotiate the extra bucks**.

10 years in development, 1000's of conversations, 500+ successful job placements, Scientific & research-based process, expert coaches.

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