

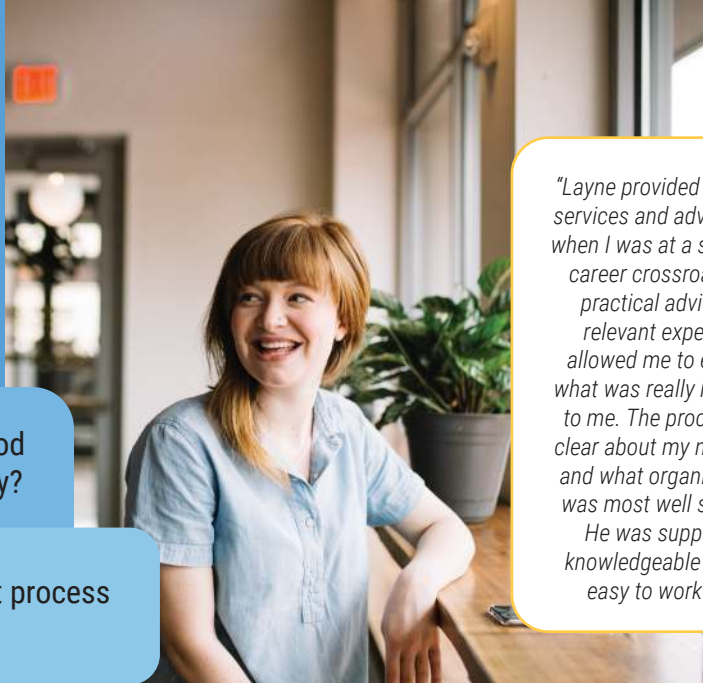
Get That Next Role

- What if you could dramatically increase the likelihood of becoming the candidate of choice, systematically?
- What if you understood things about the recruitment process that your competitors don't understand?
- What if you could set your career up, with practical and **step-by-step guidance**, learning **what really works**?

Imagine being **rejected** for an interview or getting to the interview and being overlooked for the role, because you don't know how to give them what they need, **a compelling career story**.

How are you going to feel if you miss out on that next opportunity or promotion because your **pitch** doesn't stand up? What if this happens over and over again and you can't break through into that next exciting and rewarding phase of your career. Are others getting ahead and you have been left behind?

We are going to change these outcomes. Using the **Yellow Box 5 stage model**, your expert career coach will guide you through a unique and compelling analysis of the psychology that underpins how to **secure that next career opportunity**. You will learn how to build influence and impact, develop a message that stands out and have a presence that creates curiosity and connection. You will explore, strategize and develop activity that will get you to the table and finally understand how to **control and influence a successful job search outcome**.



"Layne provided coaching services and advice to me when I was at a significant career crossroads. His practical advice and relevant experience allowed me to evaluate what was really important to me. The process was clear about my next steps and what organizations I was most well suited to. He was supportive, knowledgeable and just easy to work with."

You Will Get

- **6 coaching sessions** with a professional, personal career coach.
- A unique and comprehensive understanding of **your career identity** and market positioning.
- Clarity of career direction and a razor focus on getting what you want from **the next role**.
- Powerful marketing collateral and messaging that **gets attention** from your desired market.
- Compelling tools, tips, processes and strategies for implementing **job search activity that works**.
- Breakthrough and impactful advice and support through the pitch and interview process.

Plus you will receive a copy of **The Yellow Box**, a toolbox incorporating an overview of becoming market ready, a copy of necessary assessment tools, the Yellow Box questionnaire along with resume and cover letter templates. In addition, you will receive **The Yellow Box Career Development Map**, and an understanding as to how to monitor your career direction and decisions.



Investment

Ever thought that you're wasting time on activity that's ineffective? Every moment you are not in that next role, it costs you money. Every time you fail to close out the role, it costs you money. Every time you miss out, the pressure & your frustration builds.

- **No more guessing** - Solid, proven & tested knowledge to **improve your job search** strategy.
- **No more sub-par results** - Address the right things. Improve your results & **get that next role faster**.
- **Reliable tools** - Follow the system, get results. Simple.
- **Financial leverage** - Go from a candidate to **the** candidate. Another leverage you need to **negotiate money**.

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

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