

TBG

The BAUKE GROUP

CAREER STRATEGY & NAVIGATION

Think

Plan

Execute

The Bauke Group partners with professionals to take control and put the reins of their career into their hands. We work with you to effectively identify, pursue, and maintain career satisfaction and happiness. We promise not to be everything to everyone. We won't take you as a client unless we're confident that we're the best partner for you and can be successful together at this point in your career.

We're fiercely committed to your success. We will ask the hard questions, listen and hear you, process your input and challenge your answers. We'll stay objective, truthful, and direct with our feedback.

Our *Career Strategy & Navigation Program* is designed specifically for **Professionals** who are looking for:

- Career Transition, Change or Exploration Guidance.
- Strategy and Intention in your search - not only in your "what's next," but for the future.
- Development of a communication campaign and professional brand alignment to your goal.
- Not just the next job, but the "right" job.

Our clients are already successful. They know their stuff. What they often don't know is how to take a deep and broad look at where they are, where they want to be, and how to get there. That is where we come in.

- **You will get clarity and focus.** We will take a good, hard look at your career to date, get clarity on who you are today professionally, what your desired outcome looks like, and decide how to best move forward to get what you want.
- **You will have a strategic search plan.** Together, we will create a plan that gets you to your next step while taking a long-term view of your career goals.
- **You will get accountability, objectivity, and a fierce advocate partnering with you for your search!** You will partner with a career strategist who has extensive experience guiding and assisting highly successful clients who achieved greater career satisfaction and personal fulfillment.

The *Career Strategy & Navigation Program* will include:

- Three months of service, once completed, with option to add additional monthly extensions.
- A true relationship and partnership with your dedicated Strategic Career Advisor.
- Complete support working through our proven job search process: **Think/Plan/Execute.**

THINK

➤ **Professional Objective**

- ◆ Take a broad look at your career including your past and present professional life and answer key questions such as:
 - ❖ What has worked/not worked? What have you liked/not liked? How and when have you been most successful/happiest/fulfilled?
 - ❖ What do you want to do more of/less of/never again?
 - ❖ What are your skills, strengths, interests, and values?
 - ❖ What is your professional identity?
 - ❖ What are your career options?

➤ **Communication Strategy**

- ◆ Collaborate with you to create a strategy to build your professional brand in the market.
- ◆ Create answers to the most often asked questions.
- ◆ Develop an accomplishments-based resume, LinkedIn profile, and other marketing collateral that supports your positioning and objective.

PLAN

➤ **Marketing Plan, Target List, and Networking Strategy**

- ◆ Create a marketing plan and a list of companies you want to target.
- ◆ Create a networking strategy to leverage current and new contacts.
- ◆ Understand the importance of networking with a purpose and the art of helping to make it easier for people to help you.

➤ **Other Job Search Resources**

- ◆ The best use of job boards, company, and other websites.
- ◆ How to effectively work with recruiters.

EXECUTE

➤ **Interviewing**

- ◆ Master the different types of interviewing being used today.
- ◆ Strategize, prepare, and work on interviewing skills.

➤ **Handling Offers and Negotiating**

- ◆ Manage through the offer stage and negotiate your desired outcome.
- ◆ Understand what's negotiable and what's not.
- ◆ Best practices and approach.

➤ **Landing Your New Job**

- ◆ Close your search in the right way.
- ◆ The importance of the first 90 days.
- ◆ Maintaining and managing your network.

ADDITIONAL COMPONENTS TO YOUR PROGRAM INCLUDE:

- Participation in a monthly career strategy group meeting.
- Collective support from the resources of The Bauke Team.
- Membership in the Bauke Group Alumni.
 - ◆ Events.
 - ◆ Introductions to TBG Alumni as appropriate.