

PATH & PURPOSE: CAREER ROADMAP

A strategic framework for intentional professional evolution

PHASE 1: DISCOVERY & DIRECTION

Identifying your "True North" by auditing assets and aligning with your core values.

THE PURPOSE:

- Inventory skills, accomplishments, and transferable data points.
- Define career "Non-Negotiables" to ensure long-term fulfillment.
- Research industry trajectories to find high-growth opportunities.

PHASE 2: NARRATIVE ALIGNMENT

Refining your brand to communicate your specific value to the right audience.

THE PURPOSE:

- Optimize resume and LinkedIn with measurable results and keywords.
- Develop a strategic pitch that bridges your past to your future.
- Construct a cohesive digital presence that reflects your expertise.

PHASE 3: STRATEGIC CONNECTION

Engaging the market through intentional relationships and information gathering.

THE PURPOSE:

- Initiate informational interviews with target industry leaders.
- Engage in high-value professional communities and niche groups.
- Build a referral network that bypasses traditional job boards.

PHASE 4: IMPACT & INTEGRATION

Securing the right role and preparing for a high-impact transition.

THE PURPOSE:

- Master value-based interviewing and strategic negotiation.
- Prepare a 30-60-90 day plan to demonstrate immediate utility.
- Establish a sustainable routine for ongoing professional growth.