



**Word Right**  
Career & HR Consulting

## **CAREER NAVIGATOR PROGRAM**

SERVING CLIENTS GLOBALLY | ANCHORED IN HALIFAX, CANADA

**TURN-KEY PROGRAM** designed for senior-level professionals, executives and entrepreneurs who are seeking career success through a proven process.

Tapping into the best of my business experience and my knowledge of the labor market and most effective job search strategies, combined with your unique skills, knowledge and motivation, we will clarify direction and uncover your value proposition that will form the basis of your career management plan.

### **WHAT'S INCLUDED:**

- **Job Search Strategy:** Customized and focused on your goals, interests and talents. Understand the secrets of the hidden job market and how to identify targets that are a good fit. Includes virtual and in-person networking strategies that will connect you with the right people.
- **Customized + branded resume** targeted to your desired industry that will open doors to your targeted decision-maker.
- **Professional biography** ideal for networking, introducing yourself to organizations, press releases, organizational announcements and requests for proposals (RFP).
- **Targeted networking letter:** compelling and persuasive, complementing the résumé. Perfect for targeted marketing campaigns.
- **LinkedIn profile energizer** will pique the interest of your targeted organizations and where 97% of recruiters are searching for executives like you.
- **Ten Coaching Sessions:** Customized to your schedule and needs.
- **Resources that 95%** of your competitors do not have access to, including practical tools and resources that you can use immediately.
- **Accountability and success:** Throughout your journey, we will check in regularly to ensure you remain focused on your target and address any surprises along the way.

### **ARE YOU READY?**

I work with senior level professionals and executives who are motivated to take the next step in their careers, including C-level executives and entrepreneurs who are forerunners in their fields and who understand the strategic value of ROI. Your work with me today will produce results for your future.



### **MAUREEN FARMER**

*CCMC, CRS, CCS, CHRP*

I'm a career strategist, helping corporate executives navigate the hidden job market with confidence, intention and success.

When you're considering a critical career move, you need crystal clear goals, powerful branding and an effective career marketing plan that will get you the job.

I can help.

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**"Maureen is a professional's professional. Not only is she very good at what she does but she takes a real interest in her client's success that can't be overstated."**

*- Bob T., CEO, Software Industry*

## THE CAREER NAVIGATOR PROGRAM WILL HELP YOU TO:

- Discover your unique value in relation to your career goals. Uncover your personal brand.
- Clear a path between you and your targeted industry, organization and position.
- De-mystify the hiring process so that you understand, objectively, how hiring decisions are made, and—just as importantly—why hiring decisions are made.
- Understand the employer’s buying motivators and how you can tailor your career documents to pique the employer’s interest and confidently articulate your value.
- Take inventory of your career successes and competencies and use them to create value for the employer.
- Determine how the interview process works and create an approach that can position you ahead of your competition. Never guess again how to approach interview questions.
- Create a compelling action plan during the interview process that will position you as the candidate of choice based on quantifiable targets the employer will be able to use and that you will be able to act on.

## PROCESS, MILESTONES AND WHAT TO EXPECT

- You work with a quadruple-certified, multiple award-winning Career Professional and Certified Human Resources Professional, Maureen Farmer, CCMC, CCS, CRS, CHRP, who will help you reach your goals.
- We decide to work together. Fee is submitted in full.
- We schedule private and confidential appointments via telephone, Skype or in person (international clients meet via Skype).
- We collaborate as partners so the result is the best reflection of you that helps you stand out from the crowd and position you as first choice among competitors.
- We work together to uncover your unique value proposition instilling trust and confidence in your targeted organizations.
- Using a handful of tools unique to me, we craft a 3-D image of you and your value proposition.
- Your career marketing documents are returned within 10-14 business days once all required information is gathered.
- No guesswork involved. Every step is carefully planned, mapped out and executed.
- ALL writing is done by quadruple certified and multiple-award winning career strategist. You have the final approval and nothing is published without your approval.



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**Microsoft said, “You have the job – your resume and bio are terrific. Now all we need to know is what are you going to do with us...”**

*– Kat H., Organizational Development Executive*



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## You control your career management plan with 10 modules that meet your needs.

### 5 CORE TOPICS INCLUDE:

- **Career Assessment + Decision Making:** Exploring transferrable skills and opening up options to catapult to a change in responsibility or different industry if that's what's needed.
- **Personal Branding + Value Proposition:** What you bring to the table and why it's important to the hiring authority.
- **Interviewing and Important Conversations:** How to build trust and demonstrate that you're the right choice.
- **Hidden Job Market + Job Search Strategy:** 95% of jobs are hidden.
- **Career Marketing Materials** include branded resume + LinkedIn Profile optimization + professional bio. You present your authentic self to the hiring authority instead of who you think they want to see.



### CHOOSE 5 MORE MODULES BASED ON WHAT YOU NEED:

- **Advanced professional networking plan** – Get in front of the right people. Learn what to say.
- **Direct marketing campaign** targeting specific companies that meet your criteria: one of your keys for the hidden job market.
- **Resume Distribution Service** to 800 recruiters across Canada (18,000 US) – great for those willing to relocate.
- **Venture Capital/Private Equity Resume Distribution** (Canada/US). For those who have key skills critical for venture capital startup markets.
- **Case Studies** – Showcase your expertise with compelling business stories used in meetings and interviews. Never get caught flatfooted in meetings and interviews.
- **Presentations** – Strategy, production and rehearsal. You've gotten this far, make sure you shine.
- **Executive Profile** – Used for many purposes, including introducing you to the Board and Executive Team, for organization announcements and public speaking.
- **First 90 Days on the job.** Critical strategies and tactics that set the stage for success in your new organization.
- **Exit Strategy** – How to gracefully make an exit from your current company without burning any bridges.
- **Salary negotiations:** Make sure you don't leave anything on the table, but get everything on the table.

Once we decide to work together, the process begins immediately and you leave each meeting with action items that can be implemented instantly.

Accountability is ensured with regular check-ins. Meetings can be in person or virtual or a combination of both depending on the need of the client and physical location.

Clients experience a dramatic shift in mindset as we design the strategy and navigate the process in a enjoyable and non-judgmental environment.

**INVESTMENT: CONTACT MAUREEN FARMER (no HST for international clients)**