

LAUNCH

Successfully Transitioning Executives



The Leader's Edge/Leaders By Design LAUNCH process is designed to help executives in-transition. LAUNCH includes every component of support that a professional might need during this important and sensitive time. LAUNCH is not a traditional "outplacement" program – **IT IS A ONE-ON-ONE CAREER COACHING ENGAGEMENT WITH FULL SUPPORT** for a senior executive and is customized to meet specific needs.

Exiting executives are provided the opportunity to review their leadership style, strengths and abilities, and goals - all under the sensitive guidance of an experienced executive coach. The components include:

ASSESS

In this phase of **PERSONAL AND CAREER ASSESSMENT**, the transitioning executive undergoes:

- Comprehensive evaluation of career history, skills, strengths, motivated abilities and accomplishments
- Exploration of career options, including entrepreneurial ventures and retirement careers
- Objective setting vetted by professionals

PREPARE

Phase two of the process addresses **PREPARING FOR THE JOB SEARCH**:

- Development of resume or bio, cover letters, and other written materials
- In-depth interview and networking training
- Guidance in working with executive search and recruiting firms
- Development of a self-marketing plan and action steps
- Review of references

TAKE CHARGE

To keep the executive in transition on track, we help with **CAMPAIGN MANAGEMENT**:

- Bi-weekly meetings with a personal executive coach to provide support until completion of job search
- Virtual strategy sessions and seminars to address concerns, issues and challenges
- Guidance in evaluating and negotiating job offers and compensation packages
- New Leader Assimilation: Coach gives advice and counsel to assist with integration into new role

CUSTOMIZE YOUR SUCCESS

On-going support is provided to the executive, including **CUSTOMIZED RESOURCES**:

- Access to listing of major executive search and recruiting firms in your area
- Research on companies of interest in the executive's chosen region
- Ongoing group and individual support
- Instruction in LinkedIn and other related job-search social media tools