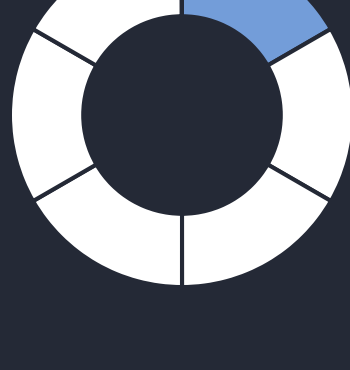


CRC Executive Branding Client Journey

Timeline + Milestones



Phase 1

Activity:

- Welcome Letter is emailed to you with detailed instructions
- Coach Introduction Meeting with You
- You Get the Resume Application Link
- You Focus on Application Completion
- Lacey emails you the Client Agreement, which you sign electronically

Deliverables:

- Welcome Letter containing engagement overview
- Introduction meeting with your Branding Coach
- Resume Application Link
- Fully signed Client Agreement contract to protect you

Key Benefits:

- You start to understand your Value in the Marketplace
- You also start to remember accomplishments that were forgotten
- You gain clarity on what you are good at AND want to continue doing
- You begin to document your first choice of position, industry, size company & geography - your search criteria

Activity:

- Focus on Application Completion
- Application completion finished
- You will send email to Tammy and your coach to notify them when completed
- Within 24 hours your Branding Coach will reach out to you and set up your first Resume Preparation coaching call

Deliverables:

- Completed resume application with 15 to 35 pages of your career achievements to study prior to interviews

Key Benefits:

- You'll start to articulate your own expertise
- You'll clarify goals
- Your self-esteem will boost



Phase 2

Activity:

Your Coach will read your completed resume application

Coaching Call 1 after resume application is completed (45 minutes)

- High level, get to know you session

Coaching Call 2 (45 minutes)

- Deep dive into your experience
- Cover your scope of work
- Moments you are most proud of

Deliverables:

- Coach reading 15 to 35 pages on YOU and starts taking notes to add to your resume application study guide for interviews
- Coaching calls 1 and 2

Key Benefits:

- Craft critical stories for your career and target audience
- Learn how **best** to tell your story
- You'll start to future pace yourself and see yourself clearly in your future role



Phase 3

Activity:

- Coaching Call 3 (45 minutes)
- Coaching Call 4 (45 minutes)
- Lacey will coordinate with you to schedule a time for resume presentation
- Resume presentation dates and times to set up
- Your Coach combines their notes from your conversations and adds them to your resume application
- Coach writes an initial draft of your functional resume
- Coach sends completed draft to resume writer, who begins writing the 2nd draft

Deliverables:

- Coaching calls 3 and 4
- Coach delivers to resume to Resume Writer

Key Benefits:

- Quantify your accomplishments
- Boost (2) - you see a bigger version of yourself
- You NOW truly understand your value in the open job market



Phase 4

Activity:

- CRC Founder Tammy Kabell writes your final functional resume draft
- Tammy delivers Final Draft of Functional Resume in email to you, along with completed resume application with notes from your Branding Coach
- Chronological resume emailed
- You approve chronological resume

LIVE Call - Your RESUME PRESENTATION

- You, your Branding Coach & Tammy meet for 60 minutes to present resume
- We will revise resume in real-time on this call until we have a "final" version
- Final version of the functional resume

Deliverables:

- CEO will send the final functional resume to you
- Notes from your resume application and the notes that were taken by your coach during your conversations
- Presented your resume for the first time
- Full 60 minutes going through every line to be sure it's 150% for YOU
- Live with Resume and can start using it immediately
- Your chronological version of the resume

Key Benefits:

- You'll be blown away by yourself!
- See an authentic (and very impressive) version of yourself
- You now have a tangible resume in both a functional & chronological format
- Live Resume you can start using today!



Phase 5

Activity:

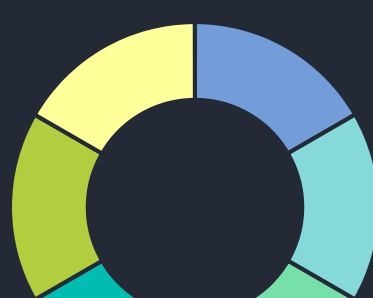
- LinkedIn profile completed by your Branding Coach
- Final Coaching Call with Branding Coach to review and approve new LinkedIn profile before it is made viewable to the public

Deliverables:

- Coaches Notes on your achievements
- 2 versions of your new resume
- Four to Six 1:1 live coaching calls
- 25-45 + pages of resume application with coaches notes to study prior to interviews
- Online profile creation
- 85 cover letter templates
- Recording of your resume presentation session

Key Benefits:

- You have two stunning resumes, one for human eyes and one for the ATS tracking systems
- You have a LinkedIn profile that is attracting more decision-makers and makes your friends jealous
- You know how to introduce yourself and ask your friends for help in a way that helps THEM help YOU
- You have up to 45 pages of highlighted notes to study prior to interviews that document all of your successes
- You'll never spend hours on a cover letter again
- You can have the recordings and transcription of any or all of your resume preparation calls if you request them



Phase 6