

**SOLID** executive, Inc.  
**Career Advancement Coaching**  
**Scope of Work**

**Client:**

**Coach:** Daniel Mueller, CEO; SOLIDexecutive, Inc.

**Date:**

**Services:** Career Coaching and Career Advancement Planning

Scope of Work: The following scope of work, including objectives and time frame for career transition, is proposed:

Phase	Objectives	Time Frame
I.	<b>Assessment</b>	
II.	<b>Goals</b>	
III.	<b>Tools</b>	
IIIa.	<b>Networks</b>	
IIIb.	<b>Interviews</b>	
IIIc.	<b>Negotiations</b>	
IV.	<b>Transition</b>	

**Specialized Client Objectives: Current Key Needs**

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**Following are brief descriptions of key elements and milestones of Phase I through Phase IV of SOLID’s career advancement process:**

**I: Assessment:** Career analysis; behavioral assessment administration and interpretation

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1. Conduct an analysis of Client’s current career and overall life situation.
2. Complete an assessment of the Client’s career advancement to date, and develop an overall plan and timeline to move to the next level of professional growth.
3. Administer behavioral assessments; score; provide written report.
4. Provide in-depth interpretation of Client’s behavioral style; determine executive leadership capabilities
5. Determine detailed list of Client’s strengths and weaknesses; provide an action plan to capitalize on strengths and mitigate weaknesses as it relates to the career transition process.
6. Design additional, Client-driven actions to complete the Assessment Phase and prepare Client for Phase II: Goals

**II: GOALS:** Career planning and goal setting; life planning

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1. Review Client’s current life situation, and set personal and professional goals, ensuring that all career goals are in line with overall personal and professional goals; determine priorities, review trade-offs, and develop written goals that are specific, measurable, attainable, related to Client’s mission, and on a timeline.
2. Develop a career advancement strategy, identifying the specific profile for the next two career moves, ensuring that the next move will adequately position the Client for subsequent career advancement opportunities.
3. Develop an effective strategy to manage current employment situation, which will provide maximum stability yet significant flexibility to explore career options and alternatives.
4. Determine employment options and complete an Ideal Position Description, including “ideal”, “range” and “minimum” goals in: base salary, bonuses, stock, and other areas. Ensure that career goals are in line with Client’s overall life goals and objectives.
5. Identify current or previous employment “emotional baggage”, if any, and develop strategies to avoid having this impact the “Position Acquisition” process.
6. Identify negative self-talk and self-limiting behaviors that may negatively impact career advancement.
7. Determine self-esteem and self-confidence levels, developing strategies and tactics to increase both in order to perform better in the career advancement process.
8. Design additional, Client-driven actions to complete the Goals Phase and prepare the Client for Phase III: Tools

**III: TOOLS:** Design of tools to achieve goals: resume, letters, collateral, etc.

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1. Using work completed in Phase II, Coach will provide feedback on resume with recommendations for: a) modifying existing resume; b) development of new resume(s) tailored to best position Client for identified goals; c) number of versions needed of each type of resume.
2. Identify weaknesses in resume and develop action plan for improvement.
3. Review resume(s) and begin working on summary, achievement categories, specific achievements related to categories and chronology.
4. Identify key missing resume items, holes and deficiencies; upgrade strength of overall resume
5. Review possible resume formats and select one, which will best serve the Client's career objectives.
6. Identify and understand Client's personal behavioral style (administration and scoring of the Personal Motivation Profile, including interpretation of results and strategies) to use throughout the career continuation/transition process.
7. Design additional, Client-driven actions to complete the Tools Phase and prepare the Client for Phase IV: Networks

**IIIA: NETWORKS:** Strategic networking and network development to create key interview opportunities

1. Identification and utilization of Client networks including development of key strategies to leverage contracts and gain access to employment opportunities.
2. Interfacing with recruiters, managing the recruitment process from the "candidate" end.
3. Strategies to gain introductions at networking events to other clients, potential employers, recruiters and strategic partners who will become a support network for the Client throughout the transition process.
4. Research strategies to gain entry into companies designed to compliment the Client's natural style, current needs and existing networking skills.
5. Networking training including use of contacts, development of existing network, building new networks, developing "30 second commercials," "elevator speeches" and networking support documentation if needed. (Personal business card/paper system/etc.)
6. Organization and management of Client's network information including data base development, follow up systems, time and priority management, and conversation record keeping and tracking.
7. Design additional, Client-driven actions to complete the Networks Phase and prepare the Client for Phase V: Interviews

**IIIb: INTERVIEWS:** Specific preparation prior to all Key interviews and meetings

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1. Role-playing for learning general interviewing techniques, including preparation and role-plays for opportunity specific positions.
2. Behavioral style identification and adaptation of behavior to build rapport with the interviewer and gain insight into key interviewer preferences and behavioral style.
3. Dealing with past employment “baggage” so that it is smoothly handled in the interview process and does not raise any “red flags” for the interviewer.
4. Self-esteem and self-confidence building to help Client get “on top of his game” and be 100% razor sharp in the interview process.
5. Interview techniques for both the candidate and the interviewer side are taught so the Client knows how to handle difficult questions and aggressive interviewer techniques.
6. Tailored coaching for scheduled interviews including “anticipated difficult question” preparation and “questions to ask during the interview.”
7. Design additional, Client-driven actions to complete the Interviews Phase and prepare the Client for Phase VI: Negotiations

**IIIc: NEGOTIATIONS:** Evaluation of offers, fit and opportunity; due diligence

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1. Negotiating during interviews including techniques to “turn interviews around” into fact gathering sessions or other strategies to tactfully gain control of the interview process.
2. Negotiating for salary, annual bonuses, stock options, signing bonuses, and other forms of compensation.
3. Negotiating to gain information to conduct due diligence on potential employer; gaining information which will allow Client to make the best possible decision.
4. Assessment by Coach of Client’s top three potential employers, including recommendations.
5. Closing techniques to solidify offers
6. Negotiations for role, responsibilities, reviews, promotions, title, etc.; other pre-employment issues
7. Design additional, Client-driven actions to complete the Negotiations Phase and prepare the Client for Phase VII: Transition

**IV: TRANSITION:** Designing a strategic transition plan in preparation for taking a the new role

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1. Set the groundwork for future success by planning the Client’s “1<sup>st</sup> 90 days” transition into the new company.
2. Design career advancement plan for Client’s “next” position.