

# Ready for the Hunt: A Five-Week Course on Landing Your Dream Job

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CAREER OUTCOMES MATTER



This is a comprehensive, one-on-one, focused five-week program using live sessions with me as your guide. It is designed so that you can hone in on the most important elements of *your* job search, improve clarity on your career objectives and work history, target companies, network for advocacy, prepare for the questions you'll be asked during interviews, and gain a game plan so that you can reach your goal.

### How the program works

You can launch a job hunt in many ways, from reaching out to former coworkers to applying to open roles on a weekly basis. Many business leaders like yourself spend a great deal of time thinking about how to launch their efforts, but waste valuable time executing unfocused tactics when the better use of their time is shaping strategy before sacrificing the best job opportunities early on.

### Consider a new approach

#### Session 1: Know immediately where is the best place for YOU to start

You will know what companies would be more likely to benefit from your experiences and the best contacts for you to approach, which will ultimately lead you to be better prepared to convince your contacts to endorse you and help arm them with your motivation and potential contributions to their firm. This in turn will help them keep you top of mind.

**The goal of this step is to figure out how to effectively utilize your network so that you optimize every opportunity to make progress throughout your search.**

The benefits behind this stage include:

- You will know for which companies you are tailoring your résumé before putting pen to paper so as to not waste time
- You will gain direction at the onset of our five-week program with flexibility for unanticipated job openings and opportunities
- You will have a sounding board who has partnered with senior executives (hiring managers and recruiters) who've made hiring decisions and have shared with me the value they place on someone who exhibits focus and conviction about their next career move
- You will understand how to prioritize your networking efforts
- You will have a simple framework that you can use and reuse during any job hunt—remember, today is not the only time you'll be job hunting

#### Session 2: Uncover your most marketable points of impact

Every business leader has personal blind spots. You don't want yours to stop you from figuring out what you uniquely bring to the table versus what your peers can also do in a situation where the expectations have skyrocketed. The best prepared job candidates go in knowing what is truly valuable to a target organization versus what is the standard for anyone vying for a senior role.

**The aim this week is to contrast and compare your unique value proposition with that of your peers or the ones most likely to compete with you for your desired role.**

The benefits behind this step include:

- Having a clear outline on paper of how your prospective contributions stack up to that of your peers
- Drafting a crisp and compelling value proposition to ensure that your professional marketing efforts stand out
- Improving the effectiveness of your LinkedIn profile, cover letter, and résumé along with the keywords to attract the right jobs that you'd actually consider
- Being able to prioritize the experiences to share during networking and job-interviewing conversations based on whether or not they are unique
- Gaining confidence based on what is already in your tool belt

Session 3: Get your résumé ready for showtime

The rules for what marketing materials you use and how you leverage them change continuously. What does not change is that you are ultimately responsible for using your résumé, LinkedIn profile, and cover letter as your entry into an organization when you do not have contacts, and they are conversation starters that begin to shape a hiring manager's perspective of their ROI for hiring you.

**It is during our third session that you partner with me to update your marketing documents, including your résumé, cover letter, and LinkedIn profile. The goal is to ensure that you understand the expectations employers have today and can effectively apply to multiple jobs using the same strategies and tactics on your own**

The benefits behind this time together include:

- You will take the guesswork out of what to include, exclude, or prioritize throughout your documents
- You will know how to leverage the power and potential of LinkedIn to complement your documents
- You will understand how recruiters and hiring managers would interpret your accomplishments
- You will gain insights into how other professionals who have successfully transitioned into new roles have positioned their experiences and persuasively explained their prospective offerings through their cover letters
- You'll finally be able to put down your résumé, stop editing it, and use it confidently

Session 4: Prepare for the toughest interview questions you'll ever be asked

Interviewers will be judging you against a group of your peers. The most proactive interviewees win when it comes to shaping perceptions of what they truly can do for an employer. It's important to engage interviewers in conversations and be able to tell succinct stories that capture your best wins. An interview is also the best time to prove that you know how to prioritize what matters, so you have to go in knowing what you should and shouldn't share.

**The best outcome during this week will be that you are able to confidently and crisply answer the 15 questions that I will tailor on your behalf (and those I throw you from left field during our live mock interview), considering what I perceive to be your strengths and weaknesses.**

The benefits behind this step include:

- You will hear concrete feedback regarding all of your interview-question answers and you'll know how they compare to what your peers are saying based on my years of leading interview preparations
- You will be ready for any type of interview and to meet with any target-audience member, from panel interviews of board members to impressing your prospective direct reports

- You will have a competitive advantage over all other external hires in that you will not only be prepared for the interview phase where you are being asked the questions, you'll also be prepared during the time when you will be asking the questions
- You will gain a sense of confidence around your interview answers and your actual accomplishments, and this confidence will come through—you'll hear it during our audio recording
- You will know the difference between what human-resources professionals are looking to gauge compared to hiring managers and the myriad of influencers behind all hiring decisions in your target organization

Session 5: Be armed with a plan and the resources you'll need to get a job

It takes upwards of five months to land a six-figure job today. This program is five weeks long. You'll need to run with your learnings and know how to leverage your new job-hunting skills even after our time together. As a result, the best use of our last week together is for me to draft your monthly plan for the three months that follow by way of a detailed road map that's easy to follow and extend.

**At this stage you'll want a plan that you can lock and load to capitalize on the momentum built up during our time together. My objective in building out this plan is to help you take back full control of your hunt so that you can implement everything that we worked on.**

The benefits behind this session include:

- You will have a trackable road map with critical milestones outlined for you to make the most progress out of your hunt, depending on where you are when our sessions are finished
- You will have resources to support your job hunt, including eBooks with my carefully curated interview prep information, interviewing sample answers, networking scripts to breeze through email introductions, and tips to outdo your peers
- You will have specific networking questions to consider throughout your continued search
- You will have a project overview that will give you the bird's-eye view business leaders need to complete a marathon—which a job hunt continues to be when going after the most competitive organizations globally
- You will have any of your job-search questions answered by the time we wrap up during this session to help you run faster than ever before

By the end of this all-inclusive program, you will:

- Have a system to attack the job hunt now and later so you don't have to reinvent the wheel every time
- Improve your ability to sell yourself because you would have practiced for five weeks with an objective thought partner who had a chance to review your organizational contributions, limitations, and potential
- Have already worked through the toughest interview questions that you'll be asked and go into any interview understanding what may be in between the lines of various fresh interview questions
- Intuitively figure out why employers are interested in your skills, relationships, and experiences more so than in others and how to use that to your advantage during the negotiation period
- Have a polished résumé, cover letter, and LinkedIn profile to proudly use for the most competitive opportunities in your field
- Know what you should be doing each week until you land your ideal role so that you avoid time guzzlers and prevent going down rabbit holes

This program is high touch and incredibly intensive. As a result, rather than assume that this is the best program for you, I want to speak with you. I want to understand what you've done so far during your job hunt and to what extent it's been working for you *or not*. I want to understand your level of commitment to investing in this process because there is necessary pre-work. I want you to know definitively whether or not my style and approach is the right fit given your personality, interview concerns, and specific situation.

As a result, the first step begins with an assessment of your situation. Please email me directly with two days and times that work for a 15-minute conversation regarding fit and details, at [Melissa@MelissaLlarena.com](mailto:Melissa@MelissaLlarena.com).

I want to help you regain control of the job-hunting process so that you can replace any feelings of fear or anxiety with feelings of calmness and reassurance during your hunt.

## **Testimonials from professionals who went through this five-week program.**

### **Aisha Barry - Healthcare**



The results that I garnered from partnering with Melissa were that I landed an offer in a new sector for me from machinery to healthcare and along the way I identified advocates within multiple organizations during our time together and in fewer than two months. Softer results include improved clarity on career objectives and work history, target companies and network for advocacy. Prior to working with Melissa, I did not have a strong appreciation for the work required to get one interview. The process she used helped me build muscle to land interviews repeatedly- from the templates to act of interview prep, I now spend hours in advance of each conversation which has me appear much differently to perspective employers. I would recommend her services to people who have not been in the job market recently, mostly focused in a single company, sector or industry. She will provide a mirror that gives a true perspective on where they stand in the broader world. Again, it was wonderful working with Melissa. Not only did I get a job but she helped me restore my confidence so I was ready to step into the new role – priceless!

### **Jess Wilson – Retail**



Melissa is very focused on developing applicable skill sets that people can immediately and effectively put to use in landing their next role. She is a great partner for executives who have commonly gone lengthy periods in their careers with one or a few companies and can benefit from polishing their approach to job search, digital networking and interviewing. I worked with Melissa through five well-orchestrated sessions using time between to engage with the material and apply learning's. As a result of our time together, I've raised my confidence and competency in networking and developed an effective approach to both screening and final interviews to land the next role. Melissa clearly explained the critical aspects of a truly effective LinkedIn profile including how to measure, monitor and maintain the information for best results. What I really valued was her well-planned calls with agenda and expectations; her candid, direct and actionable feedback also was useful and clear and thus able to be put to practical use in working on the job search and prepare for the interview process. Finally, the development and critique of go-forward game plans was also very helpful for me to keep the job search work organized and on-track. I would gladly refer others in career transition to hire Melissa.

### **Tracy Johnson – Financial Services**



In the beginning I felt hesitant about networking and getting in contact with people. I had always worked with recruiters before so I felt a little outside my comfort zone. However, after having a few conversations with a couple like-minded people in my network I think I am really coming around to idea of being in charge of your career destiny. I definitely would recommend Melissa's services. I could have had a couple of friends try to help me with the resume and some of the other topics, but no one has the time or inclination to dedicate the kind of detailed attention that I wanted. It's like career personal training. Could you get results if you hammered away? Sure. However, in today's competitive market I think it you want to minimize the amount of mistakes you make before finally getting an offer – which I did within 30 days. I would however recommend that prior to launching into a career coaching relationship, it's important to have a real conversation with oneself about what you really want going forward.

### **Kris Neely – Consulting**



Melissa means business! She brings a 'no nonsense' approach, like you'd expect from a New Yorker, and it was exactly what I needed. Melissa's originality in approaching interview questions and thank you notes – highlighting my skills or an interviewer's viewpoint on the issue — made me stand apart from other candidates to land my dream job. After working with Melissa, I have an increased sense of confidence in interviews and better insight into the questions I ask each interviewer. I would definitely recommend Melissa to any professional looking to accelerate their job search.

### **Elizabeth Swanzy-Parker, Information Technology**



Melissa's impactful career coaching and commitment assisting me to successfully conquer the interviewing process. She masterfully listened and comprehended my unique background to artfully outline meaningful themes in my work experiences. Melissa masterfully empowered me to succeed in achieving my goal.

Please visit my [testimonials](#) page for more client feedback.

## About Melissa Llarena



Melissa Llarena is an employee-transition expert with 15-plus years of experience in career development. She is the president of Career Outcomes Matter. She has transitioned across 16 different business units throughout her career and has coached professionals since 1997.

Melissa began her career at JPMorgan Chase as a generalist in HR, where she focused on performance management and high-potential career-development programs. Later, she transitioned into the bank's Internet-marketing unit, where she worked on competitive intelligence. She then left the bank to join Reuters, where she was the lead trainer for Fidelity Investments. These experiences positioned her well for later roles marketing brands across sectors, including in consumer product goods, financial services, and technology. After 10 years as a marketer of products and services for brands including AmEx and P&G, she decided to help top talent market themselves.

Today, Melissa is an adjunct instructor for NYU and lends her expertise as a volunteer interviewer for not-for-profit, career-development organizations in the US. She also delivers transition strategy talks at Harvard, NYU, Dartmouth, Bloomberg, the NYC LGBT Community Center, Ivy League Alumni LinkedIn Group, and other organizations.

Melissa authored a widely viral eBook, *The Mommy Shift: A Reentry Strategy*. Fox Business News, American Express Open Forum, Financial Times, US News & World Report, Fast Company, Psychology Today, Social Media Week, WSJ, TheLadders and Technorati have turned to her for insights. She has authored articles for Forbes as well as The Huffington Post focused on career transitions, and has recently published *How to Avoid Being Dumped by Your Best Employees*.

Melissa earned an undergraduate psychology degree from NYU. She earned an MBA from the Tuck School of Business at Dartmouth.