

# job search coaching roadmap



*Begin with the end in mind.*  
-Stephen Covey

*Your level of success will seldom exceed your level of personal development, because success is something you attract by the person you become.* -Jim Rome

## Lead generation coaching

### Introduction/ discovery

*What's  
your  
situation?*

### Market mapping

*What's your  
A, B, and C list of  
potential  
employers?*

### Passive positioning

*What "rooms where  
it happens" do you  
need to be in? How  
do you get there?*

### Interview coaching

### Opportunity visualization

*What work  
do you want  
to be  
doing?*

### Personal branding

*What's your expert  
voice, and how are  
you building your  
credibility (resume,  
LinkedIn and more)?*

### Active networking

*Whom do you  
need to be  
top of mind  
with?*

### Offer negotiation coaching