

The Recession Resilience Roadmap

Strategies to successfully mitigate career disruptions and navigate career challenges associated with an economic recession.

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UNDERSTANDING YOUR VALUE

Define Your Personal Brand

- Who are you professionally?
- What values determine your attitude, choices, and actions?
- How are you different from others with a similar job title or background?
- What is your unique promise of value to your employer?
- Does your marketing message resonate with your target audience?
- Get clear on exactly what you bring to the table as a professional.
- Craft compelling brand messaging.
- Ensure you are memorable to decision-makers even when not engaged with them.

Milestones: Personal Brand Development ■ Unique Value Proposition ■ Identification of Competitive Differentiators



COMMUNICATING YOUR VALUE

Strengthen Your Positioning Build Credibility

- How 'loudly' does your professional brand speak?
- Are you articulating your value consistently at every opportunity?
- Are you telling your story with the right tools, to the right people, at the right time?
- Don't be the best-kept secret.
- Ensure your boss/company are crystal clear on your value.
- Be focused, consistent, genuine, and authentic in your messaging.
- Effectively and effortlessly network to build relationships.
- Connect in a notable way with like-minded decision-makers.

Milestones: 50 Strategies to begin implementing today! Including incorporating your value into your Performance Review ■ Resume, Cover Letter ■ LinkedIn Profile ■ Interview Responses ■ Career Portfolio



LEVERAGING YOUR VALUE

Gain an Advantage

- Are opportunities coming to you? Are you attracting options?
- Do you have name recognition in your department, company, or industry?
- Are you aligned with a professional "tribe" of like-minded professionals?
- Is your energy focused on what TO do with equal clarity on what NOT to do?
- Attract opportunities & offers.
- Align yourself with future partners through your professional legacy.
- Think differently, leveraging the value-add of your perspective
- Attract professionals that will challenge, educate, inspire, and raise the bar for you.

Milestones: 22 Strategies to begin implementing today! Including guidance on Internal & external professional growth opportunities ■ Networking ■ Strategic Career Planning

