



WESTPORT
PARTNERS

CAREER TRANSFORMATION
OPTIMISATION COACHING
12 STEP END TO END PROGRAMME

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INTRODUCTION

- WHAT WE WILL COVER



Crafting your career to head in the right direction requires a road map, which can be an extensive exercise, much like creating a business plan. Sitting down introspectively and reviewing one's career goals and aspirations is arguably one of the most productive investments of your time and your resources.

- The process of thinking and writing your Career Plan will provide you with the necessary clarity to truly Optimise yourself and your business.
- Just like a potential investor seeking to invest in a new venture, your current and future bosses/partner wants to see your commitment and plan to demonstrate a solid understanding and vision for your career, yourself and your business.
- Your Career Plan will help you prioritise what is most important to you and help you identify what tasks are necessary to help you accomplish your goals.
- We will help you evolve as a professional and help you realise that you hold the keys to Optimising your career and business.
- Your Career Plan needs to be understandable, readable and realistic.

WESTPORT PARTNERS: - OUR EXPERTISE



Career Optimisation for Individuals:

We provide bespoke solutions and strategic career guidance to entrepreneurs and professionals looking to take their business and careers to optimal levels. We are career architects, working hand in hand with you to maximise your potential and opportunities.

Career Optimisation: Support & Development

Westport Partners have advisors with human resource consultancy, executive search, management advisory and professional sports experience in various sectors, with a proven track record of successful, industry-leading business and career enhancement.

We understand that these skills are often under-valued, however, they are key to your career progress. Our experts work with you to enhance these core fundamentals with the aim of transforming the way in which you are perceived by current and future employers. Our goal is to equip you with the necessary skills to both understand and highlight your strengths, with the ultimate aim of maximising your career growth and to open new and exciting opportunities for you.

THE PLAYBOOK - 12 STEPS TO SUCCESS



We shall complete your Executive Summary last, after the other 11 sections have been completed. As we embark upon this Career Optimisation and Career Planning exercise, we shall be able to write the next chapter of your story with the goal of helping you achieve business success, determine how you will succeed and how your success will be measured. It is of paramount importance that we keep your Career Plan updated in order to see your progress, to celebrate your successes and adjust when required. This is best done monthly for the first year and quarterly once you are up and running.

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***WE GIVE YOU THE PLAYBOOK
THAT WILL TAKE YOUR CAREER
TO NEW HEIGHTS AND
INCREASE YOUR EARNING
CAPACITY AND OVERALL
HAPPINESS.***

”

“

***THE FOLLOWING DOCUMENT
IS ORGANISED INTO 12 STEPS
THAT WILL BE COMPLETED AS
PART OF YOUR CAREER
COACHING.***

”

THE PLAYBOOK

- 12 STEPS TO SUCCESS:

WHAT OUR PROGRAMME WILL GIVE YOU

Phase 1

COMPREHENSIVE TRAINING PLAN

Devised to recalibrate your career approach so that you can reposition yourself better internally and externally.

Phase 2

CAREER EVOLUTION

How to start thinking of a new career within the same sector / change industry.

Phase 3

TOTAL BRANDING OVERHAUL

To optimise your CV, LinkedIn Profile and online presence enabling the fastest route to your Career Transformation.

Phase 4

ELITE CAREER COUNSELLING

To make the unachievable achievable: Job Interviewing, Remuneration Review & Negotiation.

ARE YOU READY?

LET'S TAKE THE NEXT STEP IN YOUR CAREER ...



WESTPORT
PARTNERS

STEP 1: CAREER OPTIMISATION

- AN INTENSE ANALYSIS OF WHERE YOU ARE TODAY

Your job is where you spend most of your waking hours. Career satisfaction is often key to your professional and personal happiness.

Westport Partners offers Career Coaching and guidance as part of our unique bespoke services. We advise clients who are just beginning their careers, who are at a crossroads and are looking to make a change or those who simply want to move to the next level in their chosen field. **Initial Consultation:** After an initial chat to understand what you need, we work with you to ascertain your goals and then provide advice and guidance every step of the way to help you achieve that goal.

Introspective Thinking: Asking the Hard Questions

Some of the decisions on which we can help you navigate include the following:

Education: Courses would take your career to the next level? What education has helped business leaders maximise their potential?

Relocation: Do you wish to move abroad for professional and personal reasons and how best to position yourself for this?

Promotion: Is that promotion the right move for you at this stage of your career?

Career change: How do you make a complete career switch?

Personal interests: Can your own personal interests lead to a positive and passionate professional life?

What you do best: What is your competitive edge that will differentiate you from the rest of the pack?

If you want a dynamic career transformation, you've got to be willing to do something that you've never done before to get something you've never had before.

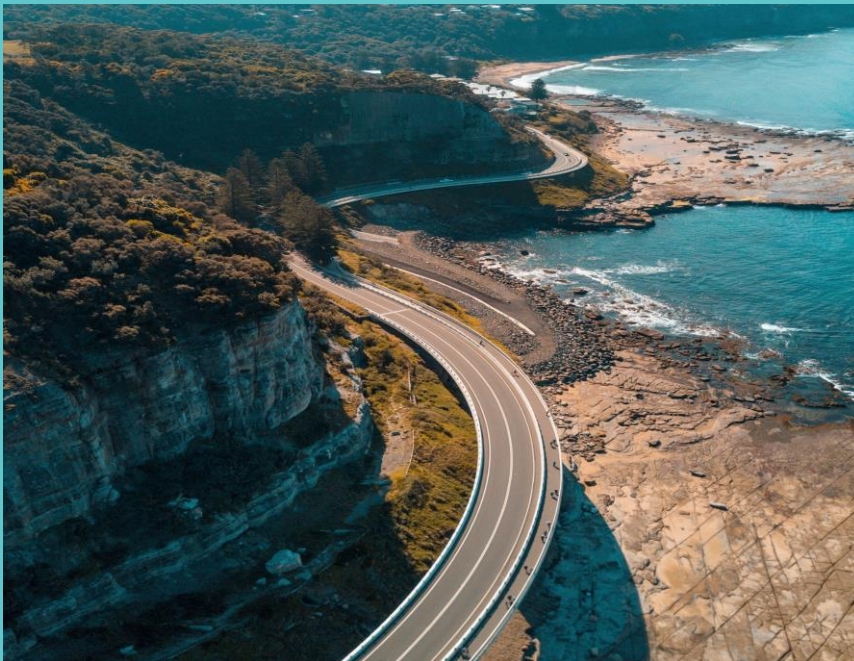
STEP 2:

- MOTIVATION AND MINDSET



Successful transformations always begin with positive energy transcending from within, which is why before we even discuss your career goals or training plan, we go through a specific mind-set overhaul together. Without your mind being ready to sustain your motivation and refrain from negativity, your career transformation will be doomed before you begin.

Initial motivation alone will not be enough to help you make the significant career progression you desire. It is imperative to have a core strategic plan with actionable deliverables to truly understand how to nurture your motivation and in the process create the necessary road map leading to your career evolution.



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***YOU HAVE TO
UNDERSTAND HOW TO
NURTURE YOUR CAREER AND
CREATE A CLEAR ROAD MAP IN
ORDER TO OPTIMISE
YOUR SUCCESS.***

”

STEP 3:

- UNDERSTAND YOUR REASON WHY

You cannot expect to feel motivated to work for something and go through the challenge that lies ahead, if you don't know what it is you're working for. Getting to the very core of your "why" is going to provide the fuel required to march on when the going gets tough, which it will from time to time. If it were easy, everybody would be high-earners and in the career they wanted.

Asking the hard questions

We will help you do some real soul searching now and discover what your true "why" is and write it down. This is a much harder exercise than one initially imagines. As we grow older, our circumstances change. Providing for our spouse, children and parents often weighs heavily against pursuing one's dreams and taking risks.

What's Your *Why*...

STEP 4:

- CV & LINKEDIN OPTIMISATION: CREATION & REVIEW

CVs and LinkedIn Bios are often the key that can unlock a myriad of opportunities. A polished and professional CV and LinkedIn Profile that helps you stand out from the crowd and give you the competitive advantage you need. We understand that the creation and updating of CVs can often be time-consuming and tedious.

We aim to take that burden from you. Capitalising on years of experience working with leading corporations from a variety of sectors, we will provide the necessary insight into what organisations are looking for and will ensure that you stand out. We will advise you on all aspects of CV and LinkedIn creation and review, including:

- ? **What are CV's?**
- ? **Why are LinkedIn Profiles so important?**
- ? **What hiring & HR managers look for?**
- ? **What type of content and language needs to be presented?**
- ? **Formatting and page distribution?**
- ? **How to make your CV look professional and stand out at the same time?**
- ? **How to review your own resume including adding new content or tailoring your resume to a specific role?**



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STEP 5:

- BRANDING & MESSAGING



Your Branding:

Before you commence writing your resume or cover letter, this is the perfect opportunity to convey to the market what your personal branding is. Leaving HR practitioners and potential hiring managers with a positive, long-lasting impression will help build your brand.

- ☑ Message Development / Vision Statement
- ☑ Become a Competent Speaker & Conversationalist
- ☑ Presentation and Speeches
- ☑ Dress for Success
- ☑ Commit to Excellence
- ☑ What the HR & hiring manager are looking for
- ☑ How to define and create your image

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***IT'S NOT WHAT YOU THINK
YOU ARE THAT OFTEN
DEFINES YOU, IT'S WHAT YOU
THINK YOU ARE NOT.***

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STEP 6:

- JOB INTERVIEWING SKILLS



Preparing for the job interview is of paramount importance. The first interview is often the most daunting element of the entire process.

We help you take the necessary steps to reduce this stress and increase your chances of success:

- **Research & Due Diligence About The Company:** We will help advise you on the best approach and teach you how to utilise this information and build it into the fabric of the conversation of your interview.
- **Preparing For The Interview:** Being better equipped for the interview will ensure that you are more confident and at ease, enabling you to better perform in the meeting. Preparation is key and will help you overcome your fears and build your self-confidence. We will share with you what is considered the most impactful and salient information that you need to share.
- **Role Play For The Interview:** It is inevitable that the hiring manager or HR manager will throw you a curve-ball question which you will not feel comfortable answering or be prepared for. We will help you be game-ready for some of the tougher questions.
- **Interviewer's Agenda:** We will help you understand what they are trying to find out and equip you with the skills to address these concerns. Typically, these revolve around company culture, leadership, management and career longevity.
- **Compensation:** Understanding what the market pays, increasing your chance of securing a better compensation package should you be offered the job.
- **What To Bring With You:** Depending upon your industry, the type of job you interview for, level of experience and whom you are meeting, we will advise you on what you should bring with you to a job interview.
- **How To Progress From 1st > 2nd > X > Final Interview:**

STEP 7:

- COMPENSATION ANALYSIS



Understanding

How Your Company Values You In Relation To The Market:

1. How much does your boss and their peers get paid?
2. How much do your peers get paid?
3. How much do your juniors get paid?
4. How much should you get paid?
5. How does the market perceive you?
6. Does your compensation package reflect that you have become a victim of loyalty?

Understanding what your (1) Peers (2) Juniors and (3) Seniors earn in the market:

We will help you understand where you sit amongst your peers in competitor organisations and what you can expect to earn as your career evolves.

Return on Investment

This information will help you get an increment, no matter how small. Working on the premise that you hopefully will not earn less in the next 10 years, if you get only a \$10,000 annual increment, that equates to \$ 100,000 over the next decade.

We provide the following Compensation Analysis to enable you to be better positioned come your next appraisal or if interviewing elsewhere

- ☒ 3 Year Analysis of your compensation:
- ☒ Base salary
- ☒ Bonus / Commission
- ☒ Shares
- ☒ Total remuneration vs competitors
- ☒ Buy-Out clauses
- ☒ Claw-Back clauses
- ☒ Non-compete clauses
- ☒ Compensation Goals

STEP 8:

- REMUNERATION NEGOTIATION



Negotiating your salary at any point in your career can be a nerve-wracking and uncomfortable experience. At the same time, it is a critical process that reinforces your value to your current or future employer. Westport Partners aims to give you the confidence and skills necessary to achieve remuneration that is truly reflective of your skills and experience.

We have extensive experience in negotiating salaries for candidates, including sign-on bonuses, guaranteed-bonuses, annual increases, how to get an expatriate relocation and conversely how to localise an expatriate package. We will help you understand and deal with all related clauses.

Our knowledge has allowed us to get a real understanding of what the employer is willing to pay and the rationale behind each offer. You will leave with the tools to be confident in negotiating your own salary.

The core topics will include:

- **Why, when and how:** The best time to broach the subject with your current/future manager and negotiate;
- **Information:** What do you need to bring with you into the meeting and how this makes an impact;
- **Fair offer:** What is deemed realistic and why accepting too low or reaching too high can leave a damaging impression;
- **Understanding:** Which compensation & benefit clauses can and should be negotiated;
- **Due diligence:** Helping make fully informed and sensible decisions in the short and long term;
- **Advice:** Strategic and commercial recruitment acumen;
- **Techniques:** Negotiation strategies that will allow you to combat nerves and minimise any negative connotations your line manager may feel;
- **Positive outcome:** How to put a feather in your manager's cap - creating a win-win scenario;
- **Moving Up:** How to help your manager get promoted and assume his/her job;
- **Hostile takeover:** How to take your manager's job if they are not supportive and leave you no alternative;

STEP 9:

- BURN SOME BRIDGES & BUILD SOME NEW BRIDGES

Burn Some Bridges

In this Career Transformation, you might have to burn some bridges and distance yourself from those who are negative, question your career goals and newly focused habits and try to lead you astray. These people will only cause you stress, demotivation and pain.

It's all within your control. You've just got to choose to push them aside for now. Understanding that's not always easy or pleasant, but you must start putting yourself first on the priorities list in order to serve the ones you love down the line. If you cannot bring yourself to choose the correct relationships in life and leave those behind that aren't a positive influence on you, you're going to face problems.

Build Some New Bridges

Whenever you begin a new journey that with positive intentions, you will attract new people into your life who have the same ambitions and who possess the right mindset. This might be a new colleague or mentor at work, a new social group or even a new partner in more extreme circumstances.

New Lease of Life

Building these new bridges will help your transformation journey become one that is loaded with self-fulfillment.

Conflict Resolution

This will help you avoid conflict because you won't be constantly justifying your actions to those around you. Instead, they'll be encouraging you. It will also relieve your stress levels and help you avoid unnecessary worries.

Controlling your Environment

This is such a powerful transition in your day-to-day existence because the dynamics of the way your world works completely changes for the better. No longer will you be wasting valuable energy and time arguing about trivial matters. Instead, you will be sharing conversations with like-minded people who only want to see you succeed.

STEP 10:

- TOOL KIT: SHOPPING LIST

Toolkit

Built around your goals, we shall help you with your shopping list to equip you with the tools you need to optimise your performance. Many of us, when back about to transition to high-school would go to the local stationary shop and buy a new bag, scientific calculator, all the stationary, new school uniform etc. This process is very similar. Many of our clients have wanted a total overhaul including a health fix. Balance is the key here and we ensure you give yourself these gifts whilst enroute to success.

Example of Shopping Lists

- ✓ Books
- ✓ Training DVDs
- ✓ Clothes and business attire
- ✓ Health-based regime
- ✓ Bio picture
- ✓ Landscape picture
- ✓ Briefcase
- ✓ Laptop: IT Tools
- ✓ Vitamins

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***CLARITY IS ESSENTIAL
IDENTIFY YOUR CAREER GOALS
SET PERSONAL AND FAMILY GOALS.***

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STEP 11:

- THE SCIENCE OF YOUR CAREER TRANSFORMATION



More than 70% of the workforce are disengaged and not satisfied with the majority of how they are spending their hours/day/week/life. Who is the boss of me? Our Career Optimisation programme will reinforce how you can create better engagement, satisfaction and meaningful relationships at work.

Getting Gritty.

Grit ... it's the best predictor of who will make changes and take their career and their life to the next level. We help you:

- Grow Your Mind-Set in Career Transformation
- Create habitual patterns that will not only help you get that new job/promotion but critically deliver once in the role
- Everything starts with enjoying what you do
- Capacity to practice
- Why and how your work matters
- Focus on being a hopeful and positive person
- Maximise high-intensity career planning exercises
- Reduce negativity in your everyday work
- Increased focus on your medium to long term future

Becoming Goal Oriented

- We teach you the science of how to create an action plan, how to attack and implement it
- If you don't have goals, you don't have direction so your motivation will dwindle into a flame so weak its heat cannot be felt

STEP 12:

- EXECUTIVE SUMMARY: TAKE ACTION NOW

The time has come to take this plan and action it. Anybody can sit down and read through the career planning ideas. However, it takes a very different type of beast to see it through. To reiterate, if it is career transformation that you seek, these 12 steps will surprise even the most skeptical of minds if you apply all steps of our systematic approach.

Your Career Enhancement and Development Starts today.

It is clear that you are at a crossroads in your career and would like to explore your options and understand how you can enhance your life, ideally taking your profession to new heights. This could perhaps mean doing something completely different or at least more expansive. Financially you would also like the opportunity to be better rewarded and compensated in line with all the hard work you put into your job.

As Career Architects, Westport Partners will be able to help you understand what your options are and give you the confidence to make the changes which will lead to your career evolution.

Be Great and Take Your Career to New Heights

WHY ARE some people more successful in their career than others? Why do some people grow and flourish, get promoted more often, move ahead more rapidly and enjoy greater satisfaction in their life and work?

We will help you get started to undertake your career due diligence and subsequent planning to help you ensure the professional objectives you desire. Like most busy professionals, you are not alone in not having the time and expertise to make this assessment.

Westport Partners will help you OPTMISE your talent and Achieve Elite Performance.

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NOW LET'S DO THIS TOGETHER!

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THANK YOU

For further information, please contact:

Paul Quinn

Career Architect

Founder & CEO

Westport Partners

pq@westport-partners.com

+65 9180 9643



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