

# DIRECTOR OUTPLACEMENT PROGRAMME

## Overview

Experience our **Director Career Transition & Outplacement Programme** - a high-touch, premium service designed for senior leaders navigating pivotal career change.

This comprehensive programme provides the strategic insight and **bespoke guidance** required at Director level, empowering individuals to move forward with clarity, confidence, and renewed professional purpose.

With **30 hours of senior-level coaching** and a **full 12 months of unlimited support**, we help Directors accelerate their transition, strengthen their leadership brand, and access both visible and hidden opportunities. From crafting a commanding executive CV to elevating their influence on LinkedIn, every element is designed to create maximum market impact.

Delivered via Zoom and year-round support, this programme ensures Directors are expertly positioned for their next move - whether a **senior corporate role, an interim appointment, or an entrepreneurial direction**.

Our specialist team crafts a distinctive Director-level CV, builds a compelling online presence, and prepares clients for Board-level interviews, negotiations, and high-stakes conversations.

**We remain alongside the individual until they secure the right next opportunity.**

## Programme Highlights

- ✓ 30 hours of personalised Director-level coaching
- ✓ A rebranded, keyword-optimised Director CV
- ✓ 12 months dedicated one-to-one support
- ✓ A one-page Snapshot CV and a six-page branded WordPress website
- ✓ 12 professionally drafted LinkedIn posts to boost influence

## Stage One – Strategic Career Alignment & Leadership Direction

We begin by helping each Director gain clarity, direction, and strategic insight into their next leadership chapter.:

- Comprehensive career assessment, analysing leadership skills, business achievements, and career milestones.
- Clarification of their Director-level value proposition and the unique commercial impact they bring to an organisation.
- Career purpose and mission exercises to define the long-term direction, lifestyle goals, and legacy they want to create.
- A full personality profile with in-depth analysis of leadership and business traits.
- Mapping strategic strengths, leadership style, and positioning for Director or NED-track roles.
- Supplementary eBooks by Sarah Berry to support the Director through deeper reflection and career recalibration.
- Weekly senior-level career consultancy sessions to support insights, decisions, and momentum.

## Stage Three – Securing the Leadership Opportunity

As opportunities emerge, we ensure the Director is fully prepared to secure the right role, assignment, or package:

- Creation of a professionally designed six-page WordPress website, housing testimonials, achievements, and leadership insights – a powerful asset for securing consultancy or interim assignments.
- Guidance on accessing and winning contract/consultancy roles at senior level.
- Director-level mock interview sessions to prepare for Board-level, panel, and competency-based interviews.
- Expert negotiation guidance to secure the right package, benefits, and conditions.
- Unlimited email support to answer questions, review opportunities, and support strategy.
- LinkedIn strategies to signal availability without undermining current professional positioning.
- On-the-spot motivational calls to support confidence in key moments.
- Ongoing progress reviews and strategic adjustments to keep momentum high.
- Direct introductions to influential contacts and companies.

## Stage Two – Communicating Your Executive Brand

With their foundation established, we shape a compelling and influential Director-level brand:

- In-depth research into their job target to match high-value market and head-hunter keywords.
- Creation of a fully rebranded, keyword-oriented Director CV.
- Creation of a one-page Snapshot CV for quick introductions and entrepreneurial outreach.
- Full revamp of their LinkedIn presence – new headline, strategic summary, tailored skills, curated groups, and guidance on a high-impact professional photo.
- Research to identify target companies, leadership-level opportunities, and senior contacts.
- 12 professionally drafted LinkedIn posts to accelerate visibility, influence, and ranking – with full topic planning and Director approval before posting.
- Guidance on building a powerful LinkedIn network, including how to connect with key head-hunters, recruiters, and decision-makers.
- Drafting of personalised outreach emails to senior contacts and head-hunters.
- Bespoke cover letters for each type of Director-level application.

## Stage Four – LinkedIn Influence & Director-Level Visibility

We ensure the Director is visible, influential, and discoverable at the highest professional level:

- Full optimisation of their LinkedIn headline, summary, and keyword strategy.
- Enhancing Skills & Groups to expand reach and relevance.
- Securing endorsements and recommendations to build credibility and authority.
- Building a targeted list of top-tier organisations and connecting with senior influencers.
- Training in thought-leadership posting, engagement, and strategic commenting.
- Advice on creating senior opportunities through proactive outreach.
- Ensuring the Director ranks highly in recruiter and head-hunter searches.
- Setting up intelligent job and opportunity alerts across multiple channels.



# Conclusion - Your High-Level Career Transition

Our **Director Outplacement Programme** provides an exceptional, deeply personalised level of support tailored for senior leaders navigating complex transitions.

With **30 hours of strategic consultancy and 12 months of unlimited support**, we are uniquely positioned to guide Directors through a faster, more in-depth, and more empowered career transformation.

Redundancy at senior level can be professionally and personally challenging. That's why our work **focuses on everything a Director needs** - from advanced brand positioning and high-level CV refinement to emotional resilience, negotiation mastery, and long-term strategic planning.

By combining **tailored coaching with compelling branding**, hidden-market access, and powerful online visibility tools, this programme ensures Directors stand out, secure opportunities with confidence, and move forward with clarity and purpose.

For organisations, providing this level of outplacement support demonstrates **profound commitment to senior leaders** - protecting your employer brand, supporting morale, and ensuring Directors feel valued beyond their tenure.

**With our high-touch, premium approach, Directors experience a seamless transition and receive everything they need to thrive in the next phase of their leadership journey.**

## £12,000 + VAT

## Full Support – A High-Touch, Year-Round Partner

We remain by the Director's side for a full 12 months, providing:

- **Scheduled one-to-one Zoom calls**
- **Unlimited email support**
- **Strategic check-ins and guidance throughout their transition**
- **Advice and on-demand motivational support**

**This ensures that no matter how the individual's journey evolves - corporate role, consultancy, portfolio career, entrepreneurial avenue - they remain supported, confident, and in control.**