

6x6 At-A-Glance Weeks and Themes

**WEEK
1**

DISCOVERY

Set goals,
discuss aptitudes,
discover values,
passions, interests

CAREER SWEET SPOT

**WEEK
2**

OPPORTUNITY

Learn about marketplace
discuss industries, structures
and roles, tradeoffs

DEEP RESEARCH

**WEEK
3**

STORY

Key elements of positioning,
creating and harmonizing
assets, communicating your
story, understanding their story

BUSINESS WRITING

**WEEK
4**

CONNECTION

Uncover affiliations and
relationships
Making connections
touch points and an
advisory board

THE NETWORK EFFECT

**WEEK
5**

NUTS & BOLTS

Assemble assets, sanitize
the digital footprint,
rehearse pitch, utilize sales tools

THE JOB FUNNEL

**WEEK
6**

ACTIVATE

Declare career direction,
assess progress, present
your Activation Plan

DEPLOY!