



## 5-Week "Stacking the Deck" Program Details

**The BEST Professional Advancement Program for Professionals Who are Ready to Move Forward Faster**

### **WEEK 1: The View from the Decision Maker's Side of the Desk**

- Learn the motivations, prejudices, and presuppositions that influence how decision makers evaluate potential candidates...so you can get on that short list—***and how to play to them!***
- Recognize the variables that weigh on the decision whether to send a candidate on to the next stage of the hiring process—***and boost your odds of getting hired or promoted!***

### **WEEK 2: Creating and Managing Your Professional Brand as Part of a Winning Career Strategy**

- Define and identify the elements of a professional brand and generate positive associations with it in the minds of decision makers—***to stay top of mind!***
- Get others to polish your professional brand image for you—***get THEM to help promote your brand equity and value!***

### **WEEK 3: Résumés, Cover Letter, and Other Weapons of Influence to Put You at the Top of the Short List**

- Learn how to grab and hold a decision maker's attention by rethinking the purpose of a cover letter and configuring an achievement-focused résumé—***that demands being called in for an interview!***
- Learn how to shape a portfolio of social proof of your branded value and expertise that address the decision maker's motivations, needs, and wants—***that keep you moving forward in the hiring process!***

### **WEEK 4: You CAN Control the Job Interview - Here's How**

- Learn how to apply impression management language and strategies—***that help usher you to the next round in the hiring process!***



- Learn how to “ace” behavioral job interview questions, how to position yourself as already “hired” by asking the right questions of decision makers ***and avoid the one Big Fail question most candidates don’t answer correctly!***

### **WEEK 5: Post-Interview Strategy You MUST Know To Keep You at the Top of the Decision Maker’s Short List**

- Implement the “Trojan Horse Technique” that keeps your name and your branded value and expertise at the top of the list—***long after interviews have ended right up to when the hiring decision is made!***
- Create the one secret document that will seal the deal—***and have you accepting (or rejecting!) job offers throughout your career!***

The Five-Week **Stacking the Deck Group Mentoring Program** includes:

- Five 90-minute group coaching/mentoring sessions with Donn via Zoom
- Recordings of all five coaching/mentoring sessions
- Three 30-minute individual check-in Zoom calls with Donn
- 24/7 email access to Donn
- Facebook Mini-Mentoring Group