



Course 6: Build Your Professional Presence and Network

How do I position myself so opportunities come to me?

WEEK 1

Define Your Professional Brand

Discover and articulate what makes you uniquely valuable so you can communicate your worth with confidence and clarity, creating a professional identity that attracts the right opportunities and connections.

1. Understand Your Performance, Image, & Exposure

Understand how performance, image, and exposure work together to drive career success, and assess your current strengths and gaps across all three components.

2. Identify Your Unique Professional Value Proposition

Distill your unique combination of skills, experiences, and perspectives into a clear value proposition, and create compelling language that communicates your distinctive value to different audiences.

3. Manage Your Professional Image

Gather feedback about how your professional image is currently perceived, and create targeted improvement strategies to support your career goals.

4. Build Your Pitch Toolkit

Create pitch elements that can be mixed and matched for different situations, and develop natural conversation starters that build confidence and drive genuine engagement.

WEEK 2

Create a Professional Presence That Opens Doors

Build an authentic online presence that represents the real you professionally while strategically positioning you for opportunities, using AI to ensure your materials tell a cohesive story that makes people want to know more.

1. Transform Your Resume Into a Brand-Aligned Story

Redesign your resume to reinforce your professional brand while optimizing for ATS systems, and create compelling achievement statements that demonstrate your value.

2. Build a Magnetic LinkedIn Profile

Create a LinkedIn profile and engagement strategy that attracts the right opportunities, and develop a sustainable approach to building meaningful professional connections.

3. Enhance Your Brand with a Professional Portfolio

Determine what type of portfolio best supports your professional goals, and use AI tools to create professional-quality work samples, presentations or websites that reinforce your brand.

4. Check Your Brand Consistency

Ensure consistent messaging and visual presentation across all your professional touchpoints, and create systems for maintaining brand consistency as your career evolves.

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WEEK 3

Build Relationships That Support Your Goals

Transform networking from awkward small talk into genuine relationship building that creates mutual value and authentic connections, positioning yourself as someone others want to help and collaborate with.

1. Activate Your Warm Network

Identify and strategically engage your warm network, and create natural ways to share your professional goals and get support from people who care about you.

2. Network on LinkedIn Strategically

Develop systematic approaches to building meaningful LinkedIn connections, and create value-driven content and engagement strategies that attract the right network.

3. Navigate Professional Events Strategically

Develop tailored networking strategies for different types of professional events, and create systems for meaningful follow-up that strengthens new connections.

4. Master the Art of Informational Interviewing

Design informational interview strategies that provide value to both parties, and create compelling outreach and follow-up that gets positive responses from busy professionals.

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