



LCG OPEN COACHING PRESENTS

# CAREER DISRUPTION:

## Your Launching Pad to Reset & Rise

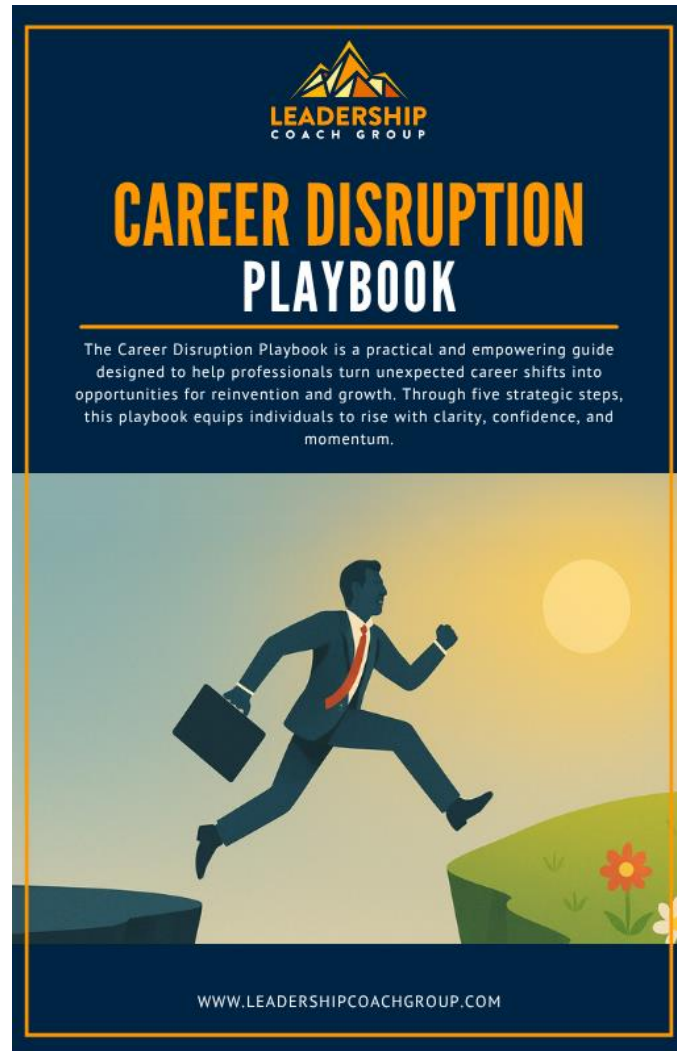
FRIDAY | JUNE 6<sup>TH</sup> 2025 | 12:00 PM EST



*Dr. Joi Brown*  
Career Coach  
& Strategist

- **Rotating Hosts & Themes:** Every month (1<sup>st</sup> Friday at Noon EST) features expert coaches discussing topics aligned with leadership excellence and the core values of the Leadership Coach Group.
- **Actionable Insights:** Leave every session with fresh perspectives and a deeper understanding of your leadership journey.
- **Step-by-step “Playbook:”** Receive a practical guide filled with reflective prompts, actionable steps, and strategies.
- **Live Open Coaching:** Each session invites volunteers from the audience to share real questions and challenges, creating a personalized and dynamic learning environment.

# PLAYBOOK



## ✓ 5 Strategies to Reset & Rise

1. Process the Reset
2. Clarify Purpose
3. Create Your Personal Value Proposition (PVP)
4. Practice Your PVP Statement
5. Rise with a Strategic Reposition

## ✓ Practical Tools and Techniques

## ✓ Engaging Reflection Questions

## ✓ Hands-On Activities to Apply these Strategies



# | Our Services



## One-on-One Coaching

What does your style of top-notch leadership look like? We're here to unlock your unique potential, refresh your self-awareness, and create plans to make your goals into realities.

Confidential, experienced, and supportive, our coaches will guide you through leadership challenges while freeing you to fulfill your potential.

Level up with us!



## Team Effectiveness

Galvanize your team and equip them to achieve their goals with our team coaching, team psychological safety assessments, and inspirational speaking.

These services target powerful points for growth and will send your team into the future with greater confidence, skill, and cohesion. Learn more about our transformational sessions today.



## Leader Assessments

Using the industry's leading diagnostic tools, we provide essential insights and individually empower leaders to thrive. Our array of assessments includes High 5 Strengths Finders Test, DISC, the Myers-Briggs Type Indicator®, the Enneagram of Personality, and 360-degree leadership assessments. Explore your potential with us today.

# | Our Coaches Have Served Leaders at\*:



ORACLE®



webflow



SONY



UCSF Health

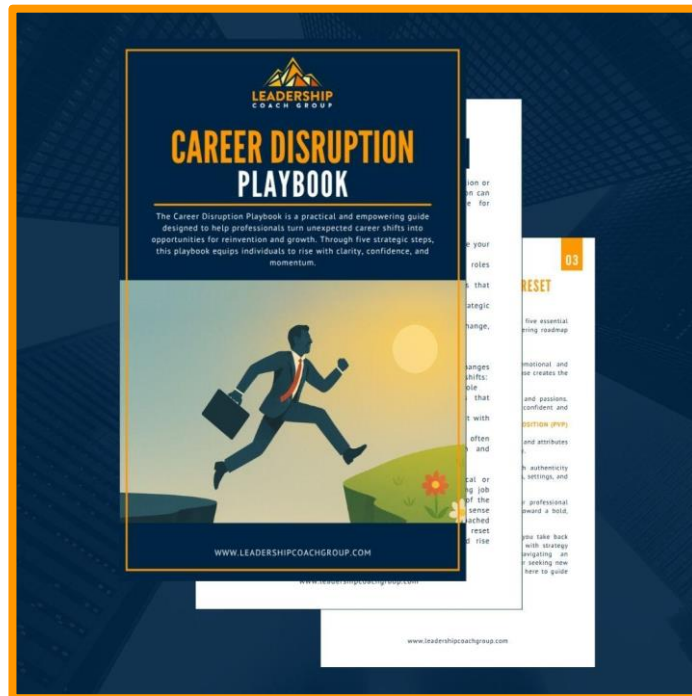
FICO®



\*The company logos represent the companies our coaching clients were employed by during the time of their coaching by members of the Leadership Coach Group. Some of these clients paid privately for their coaching, others' coaching programs were sponsored by their companies. It is a partial list of clients and affiliates our coaches have worked with over the duration of their careers.

# Follow Up Email

## Career Disruption Playbook



## Slide Deck



## Complimentary Coaching Session





*Dr. Joi Brown*  
**Career Coach  
& Strategist**

Profile link:  
<https://www.leadershipcoachgroup.com/joi-brown>

## Dr. Joi Brown

- Career Coach & Strategist, Executive Coach, and a Bestselling Author with **25+ years** of experience empowering professionals career growth.
- Known as the “**Positive Energizer**,” she specializes in career strategy, leadership development, conflict resolution, and personal branding.
- Has helped numerous federal employees and professionals gain clarity, build confidence, elevate their resumes, and secure job referrals, interviews, and promotions.





# Let's get present!



# Agenda:

- **What is Career Disruption?**
- **The 5 Strategies**
  1. **Process the Reset**
  2. **Clarify Purpose**
  3. **Create Your Personal Value Proposition (PVP)**
  4. **Practice Your PVP Statement**
  5. **Rise with a Strategic Reposition**





# What is Career Disruption?

- **Significant changes or interruptions** in one's professional trajectory.
  - **External factors** like layoffs, technological advancements, economic shifts, or industry transformations.
  - **Internal factors** such as a change in career goals or personal circumstances.
- **Temporary vs Permanent**



***“The pace of change and the threat  
of disruption creates tremendous  
opportunities”***

**— STEVE CASE**



# Strategy #1 – Process the Reset



- **Ride the Emotional Rollercoaster**
  - Acknowledge the immediate emotional responses
- **Move Through the Emotions**
  - Allow yourself time and space to process these emotions
- **Navigate the Practicalities**
  - Focus on immediate actions
- **Build Resilience – Chart A New Course**
  - Embrace adaptability and a growth mindset

**RESET,  
REFOCUS,  
READJUST,  
RESTART,  
AS MANY TIMES  
AS YOU NEED TO.  
JUST NEVER GIVE UP.**





# Strategy #2 – Clarify Purpose



- **Identify Your Values, Strengths, and Passions**
- **Ensure values align to your next move**
- **Define strengths, talents, skills, and abilities that you excel at**
  - **What Makes You Come Alive?**

# Strategy #3 – Create Your Personal Value Proposition (PVP)

- **PVP** is a clear and concise statement that articulates the unique combination of your skills, experiences, and personal attributes that you offer to an employer, client, or network.
- It essentially answers the question: *“Why should someone choose you?”*
- "Sales Pitch" that highlights what makes you a **valuable asset**.

# Elements of a Strong PVP



- **Identifies your target audience.**
- **Clearly states the key skills and experiences you possess.**
- **Highlights the benefits you deliver.**
- **Differentiates you from others.**
- **Is authentic and reflect your true strengths and values.**



# Strategy #4 – Practice Your PVP Statement

- **Confidence comes from repetition.**
  - The more you say your PVP out loud, the more natural it becomes.
- **Delivery builds credibility.**
  - Clear, confident delivery helps others quickly understand why you're the right fit.
- **Your tone tells a story.**
  - Enthusiasm, sincerity, and energy help your PVP land powerfully—not just logically, but emotionally.



# Strategy #5 – Rise with a Strategic Reposition



- **Reimage Career Possibilities:**
  - Expand your vision beyond traditional roles.
- **Opportunity Mapping:**
  - Explore industries, roles, and trends that align with your experience.
- **Set A Bold Plan:**
  - Establish ambitious but attainable goals.

# Strategy #5 – Rise with a Strategic Reposition



- **Leverage Your Experience:**
  - Tell your career story in a way that resonates with new sectors/industry experts.
- **Strategic Networking:**
  - Expand your professional ecosystem to support new directions.
- **Action with Impact:**
  - Build momentum with small wins and clear milestones.





# Be Part of Open Coaching!

## VOLUNTEER REQUIREMENTS:

- Someone experiencing career disruption and would like assistance with **Strategy #2: Clarifying Purpose**.
- Open to engage in a meaningful coaching conversation.
- Ready to turn on their camera and microphone.
- Consent to being recorded and recording shared online.
- Currently using a **desktop computer** or a **laptop**.

## WANT TO VOLUNTEER?

Raise your hand in the webinar or type in “I volunteer” in chat!

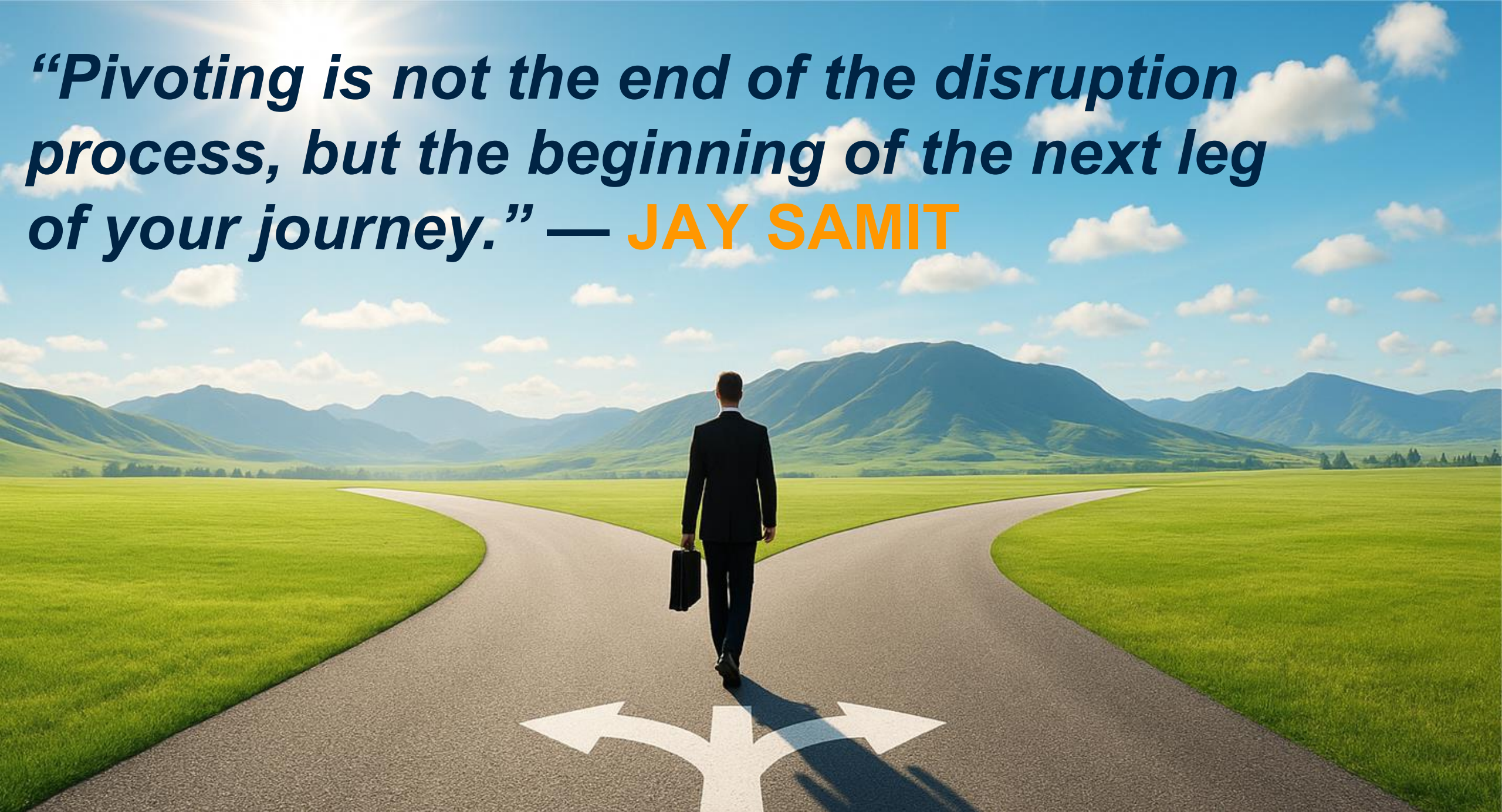


# What will you take with you from today?

Drop one insight into the chat!



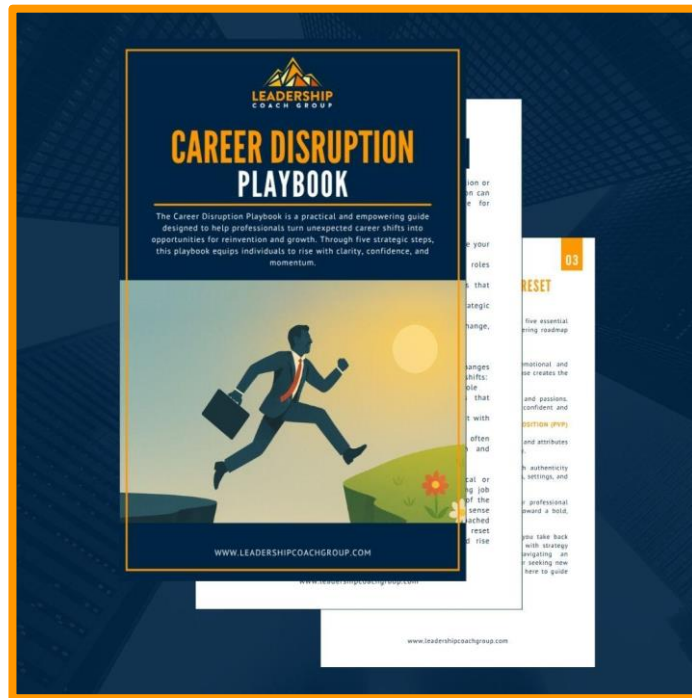
***“Pivoting is not the end of the disruption process, but the beginning of the next leg of your journey.” — JAY SAMIT***





# Follow Up Email

## Career Disruption Playbook



## Slide Deck



## Complimentary Coaching Session





**We Welcome Your Feedback**





# Coming Up Next for LCG Open Coaching

## Leading in Uncertain Times

 **Date:** Friday, August 1st, 2025

 **Time:** 12 PM EST

Stay tuned for updates and details on this exciting session.  
Make sure to mark your calendars!





# We are Here for You!

## Contact Us

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- 🌐 [leadershipcoachgroup.com](http://leadershipcoachgroup.com)