



Executive Recruiters  
Specializing in Human Resources

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## Your Developmental Plan

### **Phase 1** – Understanding your current brand.

Using a **Checkster** evaluation will provide information regarding your strengths & developmental areas that will allow the necessary insight for your business plan going forward.

*It is important who you chose to send the evaluation to... so put some thought into who will provide the breadth of information that will be most helpful.*

### **Phase 2** – What's your story?

*This exercise is actually about defining, "What do you want your story to be?" By taking the information from the Checkster evaluation and aligning it with your career aspirations, we will create a clear message on what your value is to your desired market.*

*We will analyze your resume, LinkedIn profile, elevator pitch, future website, etc. to ensure there is the impact needed to achieve the maximum ROI with your messaging.*

### **Phase 3** – What's your plan?

*We have all heard the saying, "The definition of insanity is doing the same thing, expecting different results." The goal is to develop new habits that will transform your career forever. We have incredible resources today that are underutilized. If you chose to understand and leverage the tools available given your capabilities, you should succeed beyond your expectations. BCA will support you in establishing relationships for you that we have developed over the past 20+ years.*

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