



8 Strategies To Level Up Your Career

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You've been working for a while and are a well-experienced professional, consultant or freelancer who knows as sure as the grass is green that



You are way too comfortable and it's starting to feel a little bit unreal

You are stuck and no longer growing

You have been searching and searching but have nothing to show for it

Your needs are getting out of hand and you require more income asap

You need to grow and the big Q is "How?"

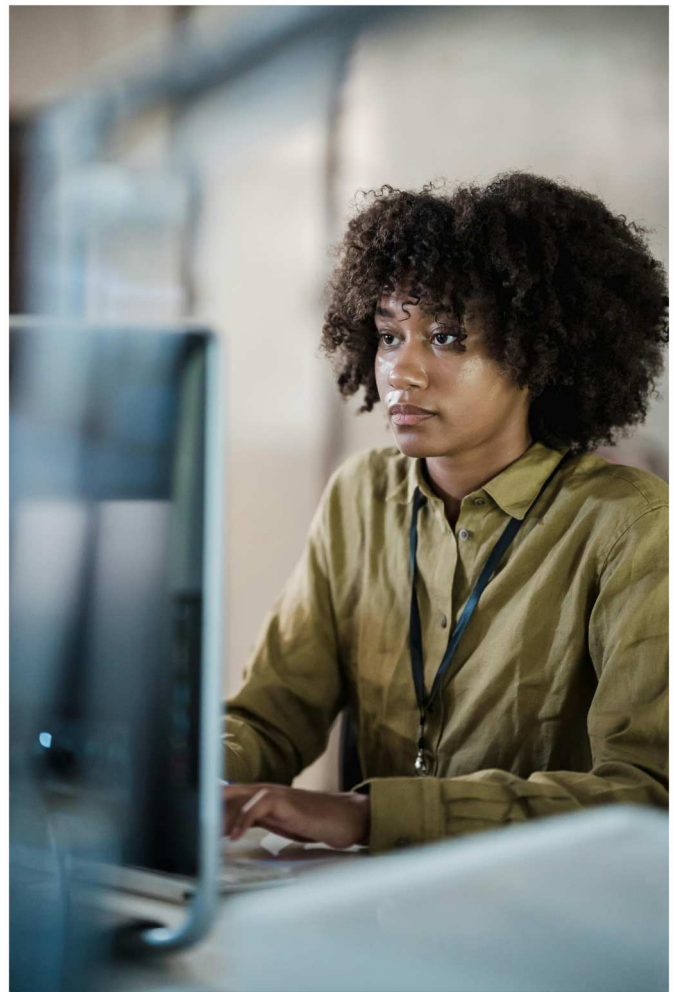
You have something to offer the next level but you keep wondering "What-exactly-do-I-have-to-offer?"

Your job and life are overwhelmingly busy and you can't get a minute to look sideways let alone apply

How you are Probably Feeling



You've had no issues raising interviews in the past but now things seem different – suddenly, you aren't liking the number or quality of interviews you are getting.





Frustrated with the status quo: no positive feedback; can't properly engage with the job search.



You've been
in one
organization
for far too
looooong!



Scared, unsure, or out-of-depth with the job
search process



Jaded and expect
nothing from the job
search



Unmotivated.
Absolutely no
energy for the
job search

What Got You Here?



1.

A big one would be applying and interviewing the same way!



2.

Everything changes. The world has changed and so have you!

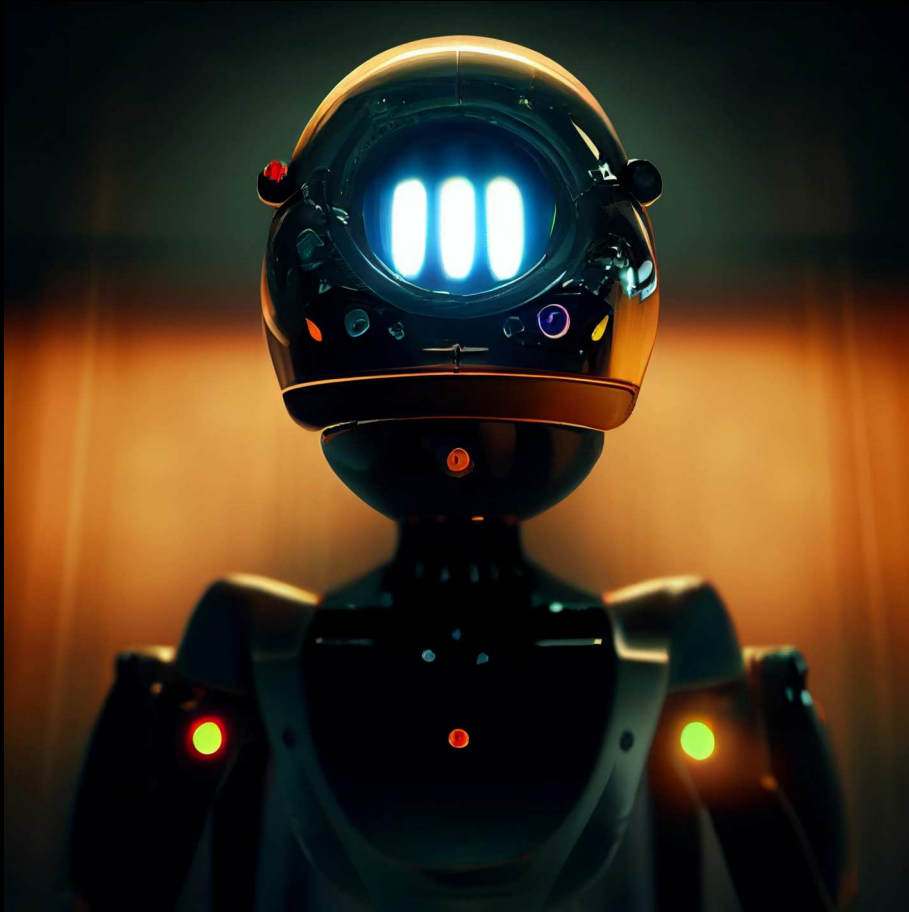
Well you my friend, are no longer the same old, same old guy or girl. You have:

- ✓ more career and life experience
- ✓ new challenges and expectations
- ✓ new problems
- ✓ and, you no longer want the same stuff.

So, expecting to engage with the job search in the same way is expecting to fail!

3.

Applicant Tracking Systems (ATS)



The corporate world is now using technology in the recruitment process. Applicant Tracking Systems (ATS) now sift applicants using artificial intelligence (AI) and:





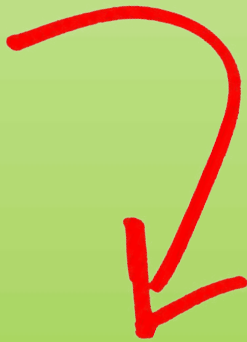
ATS have their own rules of engagement that prescribe the format and content of ALL application documents.

Professionals are not stupid and for years they “gamed” these systems into shortlisting them. In response, the developers have come up with even stricter engagement rules !

We’ll teach you more about these rules !

Why You are (quite possibly) Doing it Wrong

Here are some things frustrating your job search ...



! Leaning on Physical Networks Alone



Been texting, emailing, calling and dropping in on people with requests to help you?

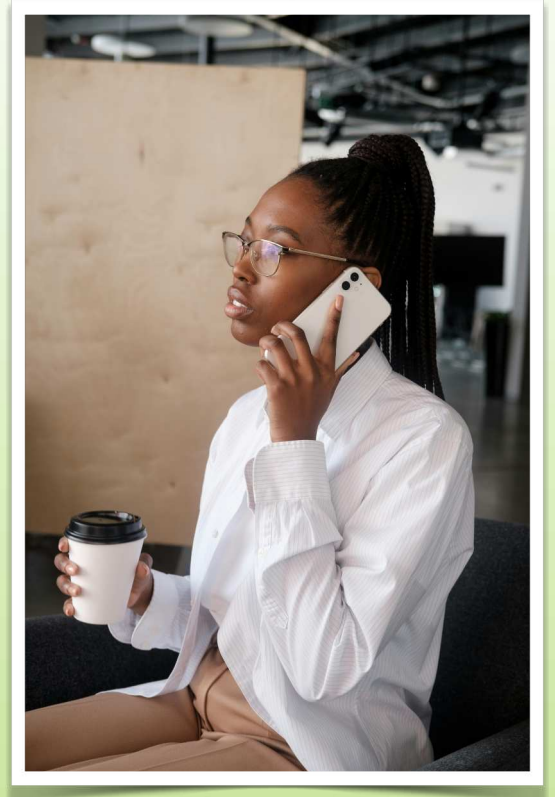
You may be tired of “waiting to hear” about a job or constantly finding yourself in positions where you can’t

negotiate much so as not to “offend” the delicate connection so you accept a most uninspiring position. Well ...



Depending on connections, family, and friends doesn't work as well as you'd think!

You've probably already observed that this route:



- isn't predictable,
- takes too long,
- doesn't pay great dividends





We've got proof! The most productive job search method features a combination of direct job application + leveraging physical and virtual networks such as LinkedIn





Leaning on recruiters and headhunters to “place-you”

It's no secret that the job search is difficult and anyone's wish is to have someone else handle it. Doesn't work though.

Recruiters, Head hunters, Human Resource Professionals are not on your business. They are on the client organization's business: to vet and provide qualified candidates when necessary.





Wondering if using Recruiters is your best bet?

Ask yourself these questions:



a.

How often do they recruit for roles that I'm interested in?

b.

How strong a candidate am I?

c.

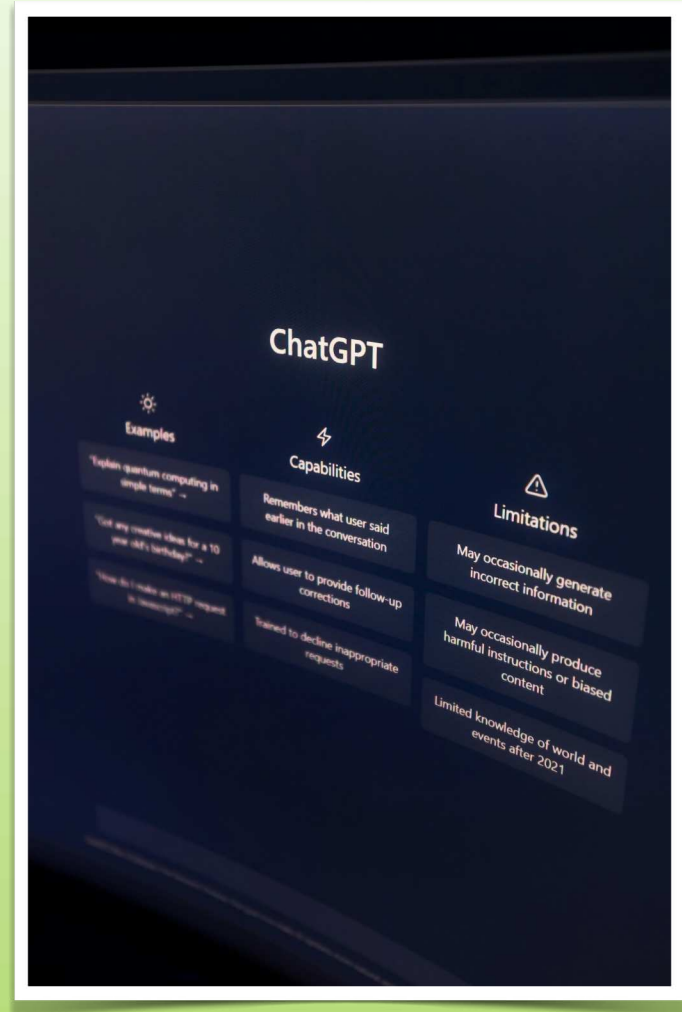
What's the probability of being randomly picked out of their database of hundreds of competitive candidates whenever the right recruitment opportunity arises?



Using A.I. (Chat GPT, etc)

There's a lot of excitement about AI and the role it plays in coming up with content for just about anything. But the truth is, it works up to a certain level then it doesn't.

What does this mean?



Chat GPT will offer you “generic” content about the role and downgrade your documents to an impersonal machine-like compilation.



There's just no shortcut. Use AI to enhance your writing instead of composing your whole document. You've got to do the real work of writing down specific information from your unique background. This is the only way you'll be outstanding !

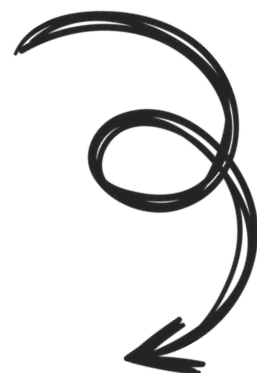
IV. Over-relying on Personal Research



Unguided personal research leads to a lot of painful trial and error.

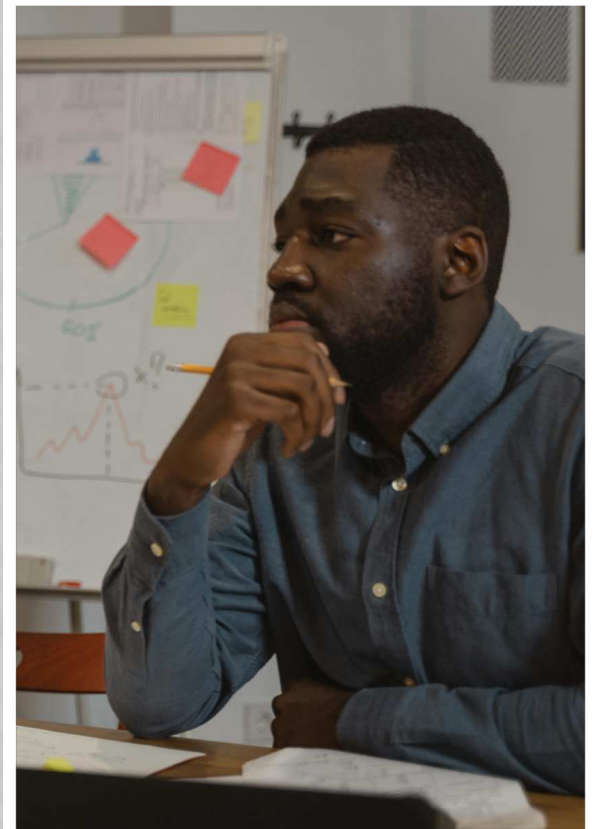
So is following many “coaches” offering conflicting advice.

Here’s a scenario:



Your research has led you to work with “n” number of people: a career coach, you’ve done a “free” uncertified assessment online, done your resume with someone else, followed a gazillion career coaches giving you job search advice ...

End result: Your confidence, much like your documents is shaky.



What to do?



When the going gets tough,
the tough get going.

Bite the bullet and invest in a
clear roadmap that gets you
results much faster



(...More about this later...)



Insisting on Doing it Yourself

You may have gained results with little effort in the past but now connecting with the right role is becoming quite dicey.

We know why!

The higher you go, the more demanding it gets, and the more the stakes rise. Therefore, you must put in more work into targeting, packaging, branding, and presenting yourself at a top-notch level

Here's a wise old African proverb:



"NO ONE SEES THE BACK OF HIS HEAD."
~ AFRICAN PROVERB ~

If you need help,
absolutely go for it !



The Right Approach to the Job Search



1.



Own Your Job Search

Take personal responsibility. Don't defer job search to recruiters, family, or friends.

Be proactive in your approach!

2.



Maintain the focus on you

Your career story, CV, and documents should reflect your individuality.

Don't go for CV writers who copy-paste from other CVs!

3.



Think impact over tasks

Focus on demonstrating your impact in your roles rather than the individual tasks you executed.

4.



Get curious about developments in the recruitment space.

Try incoming AI, learn about video interviews, remote jobs, hybrid jobs, virtual interviews, the relevant tech, the apps, and etiquette.

5.



Streamline your career story and interview responses

Prepare your career stories that show your skills and problem-solving abilities so that they don't sound generic or vague during the interviews.

6.



Connect on LinkedIn with a reputable career coach with proven results.

Reading their content will help challenge you to:





Shorten your career transition



Get results much faster



Level up! Leapfrog from your current level into your next level.



Multiply your income 2X - 5X



Raise your leadership confidence



Identify, clarify, elevate, and harness your strengths and value points for the next level

7.



Invest money in working with
a 3-in-1 **Life Coach** ,
Career Coach , and
Executive Resume Writer
who will help you to

Identify gaps

Address potential weaknesses

Streamline career stories

8.

DO IT!

Develop the skill of action.

**You've laid the groundwork,
now, ACTIVATE!**



Our Results...



Our Results

Our framework guarantees you high-salary-potential interviews with established companies in 2-60 days!

(Over 87% guarantee)



When you keep applying the interviews keep rolling in

Sample results



CLIENT 1:

28+ on-target
interviews
11 offers
within 5 months



CLIENT 2:

*3 on-target
interviews

*offers on ALL
interviews

*within 2 months



CLIENT 3:

***10+ on-target
interviews**

***within 8 months**



Ready to Rocket?

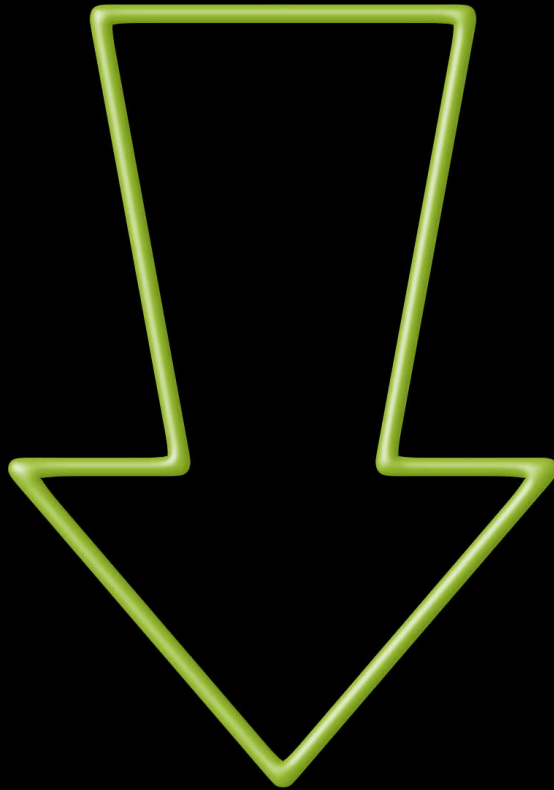


Are you ready to:

- ➡ **Obtain the best jobs in your field?**
- ➡ **Clinch the best salaries?**
- ➡ **Work with the best organizations?**
- ➡ **Be fulfilled and engaged everyday?**
- ➡ **Experience accelerated career growth?**



Next Steps



1.

Enrol for our Career Elevation Program



+254 721 564 977



coaching@audrey.co.ke

2.

Connect with us on our socials





www.audrey.co.ke



Audrey Nkirote



audreynkirote



audrey_nkirote

Client Success Stories

*****Not their actual names or images

1.

Michael - Pursued Strategic Transition

Michael faced a unique challenge. As an ambitious and passionate man with distinctive interests, his career path had become burdensome.

Despite studying abroad and qualifying as an engineer, he had only found a place in academia within a government institution.

Unable to secure a role in the private sector, he applied his business acumen to guide a government institution in a board capacity. Yet, he continued to yearn for a private sector role where he could actively tackle business challenges.



Referred by a friend whose meteoric growth he had witnessed after our intervention, Michael was hopeful that we could assist him too.



We aligned his career story and brand with his aspirations, and soon, he began attracting interest from higher-level roles

in both international and local organizations.

Ultimately, Michael secured a position as the CEO of a private sector organization, a perfect fit for his career ambitions.

2. Clara - Received equal reward

Clara didn't sleep for 2 nights in a row. She just couldn't believe her good fortune!

Why? Let's backtrack a bit.

When Clara's little sister referred her, she warned us that her sister was extremely busy at work and home and may pose a coaching challenge. We agreed to proceed.

Clara came on board and after our first session she was hooked. She did her best to curve out time for the rest of our sessions and by the time we were done, the facts mirrored her feelings – that she was awesome enough to deserve more than 3 times her current salary!

She filed her updated CV with HR via her boss (of course) and, as they say, the rest is history!

An intriguing history you will want to hear:



Clara's boss, did not just take her CV and mark it for HR. Nope. He read it. He absorbed it. He realized he was about to lose a very important member of his team - a superior asset.

So, he arrested that. 🙋

He first gave her a significant salary bump and assured her that he was going to make sure her full value was matched ASAP. 🙄

This, my friend, was not an empty promise.

In no time at all she was interviewing with multiple teams within the organization.

All very exciting jobs, all looking to pay handsomely. She was spoilt for choice. 🤑

A praying woman, she asked God which she should pick and he led her to the most challenging job. It was evidently not time to rest and count her blessings but to stretch, grow, impact! 🙌

Why didn't she sleep?

The offer she received. It blew her mind.

She had to get another trusted pair of eyes on it and the eyes assured her that it was very much there, in black and white, legit. 7-digit-salary. In-foreign-currency. 👁️👁️

Why couldn't she sleep the next day?

She was apprised of additional allowances on her already yacht-size salary. 🤪

How do you sleep then? 🙋

You tell me!

3. Philip ~ Took Charge of his Career



Philip's CV was horrible. We couldn't believe how he'd gotten so far with such a bad CV.

"I never had to use a CV to look for a job," he explained. "I've always been head-hunted, so this is the CV I used 10 years ago when looking for my first job"

We were curious. Why was this guy who'd always been headhunted needing our help now??

He had no straight answer because he didn't have the words for it at the time. The choice of his next jobs is what pulled back the curtains.

His target: Move in 4 months.

Was he under pressure from his workplace?

In his words: "Nah. In fact, I'm too comfortable"

Phillip had worked for well-established corporates all along and he was earning okay. He insisted it wasn't about the money.

"It's me. I want ... er...," he just couldn't explain it.

He took the career coaching program and showed up for all the meetings.

Then he searched! And searched!

28+ job interviews and 11 offers in 5 months. All really nice companies that he kept telling us he felt bad putting off.

Turning away corporate suitors became his new problem.

He finally accepted a role as a Regional Lead in one corporate operating in Africa.

So then we realized what he'd been looking for:

- >> Growth
- >> More Responsibility
- >> Challenge
- >> Leadership



He got the money too! Double for the trouble.

A year into the job, Phillip realized he really wanted one more thing: **Time with family!**

So he moved to a new role and location that provided him that too.

Is the search difficult? Yes, but much less so with the right help!

4. Savarine ~ Found Fulfilment and Legacy

Savarine approached us after completing another coaching program, which amplified her yearning for a professional career.

She had been running a successful chicken-rearing business for 10 years, but she was tired of talking to chickens and about chickens.



She wanted to return to a professional accounting job, with her ultimate goal being to work at the UN.

"I want to do work that is impactful. I want to work with an NGO where I can make a difference in society," she said when we asked why she wanted to leave a business that paid her over Ksh.1M per month for a job that would pay her only 10% of that.

We got down to business and immediately faced some challenges:

1. She had little formal experience, having left employment at an entry level.
2. She was aiming for a technical role that required active experience beyond her training.
3. She had been out of the workforce for over 20 years to take care of her young family.
4. She lived in a city with fewer white-collar opportunities, not the capital.

Despite these challenges, Savarine remained undaunted. A spiritual woman, she followed her inner calling and believed that despite the massive gap in her experience, she would achieve her goal.

After finishing our program, Savarine was on fire and eager to start her job search. A few months later, she called to tell us she was already interviewing with an NGO.

She was later informed that they were seriously considering her, but ultimately, they declined to give her the job. The reason? They feared she was overqualified and perceived their offer as beneath her.



After further career counselling, Savarine was able to convince the employers to reconsider her for the position. Once that hurdle was overcome, the organization not only offered her the job but also improved the offer after her probation period.

This experience is a testament to how the Lord works. When He says He has a plan for you, He isn't playing. Are you pursuing your purpose and God-given dreams?

ABOUT US



Audrey Career Strategists is a Career Development firm that has to date assisted over 1000 high-potential executives to gain access to their next-level job.

We offer career coaching and resume writing services, helping our clients obtain perfectly-matched, high-salary-potential interviews with well-established organizations that meet their career growth goals.

We work majorly with mid and senior-level professionals working in corporate and NGO entities.

Talk to us if you are looking for career-growth options or going through a career or leadership crisis.

OUR TEAM



Our team consists of dual-skilled career coaches and resume writers with extensive real-world experience. Trained in life coaching techniques, they are passionate about fostering the growth of our protégés.

AUDREY NKIROTE, LEAD CONSULTANT & COACH



Audrey Nkrote is renowned for her missionary zeal in career coaching. Her voice is recognized for awakening greatness in dormant corporate giants.

**Will you give yourself permission
to stand out?**

Get in touch with us today!



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