

## **LAUNCH: A Coaching Guide for Career Expansion**

Better Self Breakthrough | Coach Charmaine Ashby

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This guide is for the high-capacity professional who's built a strong foundation—and now wants to explore what else is possible. You don't need to erase your past to expand your future. You just need a clear, intentional next step.

### **The LAUNCH Framework**

L – Locate your transferable strengths and name them boldly.

A – Align your values with opportunities—not just titles.

U – Uncover what excites you and where curiosity is pulling you.

N – Navigate fear by asking: what's the risk of staying the same?

C – Connect your story across industries: how does your experience translate?

H – Hold space for experimentation—every pivot doesn't need perfection.

### **Coaching Reflection Questions**

- What are you good at that you haven't fully claimed?
- What kind of work-life balance would actually serve you?
- What spaces need your voice—but don't yet have it?
- What are you willing to try before deciding?

This isn't a restart. It's a refinement. Your next move is waiting—you don't have to do it alone.

Visit [www.charmaineashby.com](http://www.charmaineashby.com) or text 215-380-4870 to book a clarity session.