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THE BAUER GROUP



**YOUR BRAND.
YOUR STORY.
YOUR REPUTATION.**

CAREER TRANSITION PROGRAM

MEET ERICK BAUER

A strategic leader with 15+ years of experience crafting award-winning communications programs for some of the world's largest brands, including Google, Nike, Coca-Cola, Samsung, BMO, Molson Coors, Wal-Mart, UPS and Pepsi.

Deep expertise in all facets of public relations, corporate communications, branding, digital/social media, corporate reputation management, issues and crisis, thought leadership, and executive profiling.

Erick is passionate about developing the next generation of communications professionals. As a post-graduate instructor at York University, Sheridan College, Centennial College, and Yorkville University, he has been able to mentor and support young professionals, while at the same time supporting students who are committed to starting their careers in business, marketing, and communications.

When he's not working, you can find Erick relaxing on the dock at the family cottage or chauffeuring his two young children to a hockey rink. He currently resides in the west end of Toronto.



PROGRAM OVERVIEW

Making the transition from school to the workplace can be an extremely challenging and overwhelming experience, especially if you're new to the country and/or have a limited professional network. Between your academic responsibilities, commitments to family and friends, taking care of yourself, and managing all the demands life throws your way, it's common to feel overwhelmed and unsure of what to do next.

My goal is to help new graduates and young professionals build the soft skills and job search strategies necessary to launch a successful career.

This program might be for you if:

- You don't really know what you want to do after school
- You are not sure how to stand out from other new grads
- You have applied to dozens of jobs and never get callbacks
- You find job interviews and networking to be stressful and intimidating
- You are new to the industry/country and have very few industry connections and aren't sure how to build new ones

Program Benefits:

- One-on-one appointments focused on helping you to create goals and map out your next steps.
- A full audit of your LinkedIn profile and feedback to help you improve your online presence in a way that will support the growth of your professional network.
- A hands-on resume and cover letter building session that will help you stand out from other applicants.
- Networking support focused on identifying key opportunities to build your network both in person and online.
- Feedback on gaps in your experience and how to overcome them, goal setting, networking, and career progression.

4 KEY AREAS OF SUPPORT

1

Building and showcasing your personal brand

2

Ensuring your resume and cover letter help you stand out from the crowd

3

Enhancing your networking skills and identifying opportunities to expand your connections

4

Providing continuous support throughout your transition into the workplace



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FREQUENTLY ASKED QUESTIONS

What is included in the program?

The program includes 4 intensive 1-hour one-on-one meetings strategically designed to help you progress through the transition process and identify critical next steps in your journey.

Session 1: This introductory session allows me to get to know you better as an individual. We will focus on your background, working history, education, etc. We will begin the process of mapping out your goals (both short term and long term) and identifying the required next steps for you to achieve them.

Session 2: This session includes a full audit of your professional brand, including your LinkedIn presence. We will identify specific areas of strength and weakness and I will provide direct feedback to help you improve your online presence in a way that will support the growth of your professional network.

Session 3: This session will focus on building an effective resume and cover letter. Together, we will review samples and work towards building a CV that showcases your personal brand and helps you stand out from other applicants.

Session 4: This session will focus on networking. We will identify the key skills you will need to develop in order to build your professional network. Additionally, we will seek out specific opportunities for you to build your network both in person and online.

By default, appointments will be booked as Zoom/Teams meetings, but we can also arrange in-person appointments if preferred.

FREQUENTLY ASKED QUESTIONS

Can I enroll in the program with a friend to reduce the fee?

Given the intensive one-on-one nature of these sessions, the program is limited to one individual at a time.

What is the time commitment of the program?

Each session (as outlined above) is delivered over 1 hour. The program duration is 4 weeks (1 session per week). This provides time for the student to action on the recommendations provided. The program is designed to provide extensive feedback to the student. The time commitment required to action on that feedback will vary from person-to-person; however, the more effort you put into the program the more you can expect to get out of it.

Once the 4-week program is completed, follow-up specialized sessions are available on request at an additional cost.

What can I expect upon completion of the program?

My goal is to ensure that you are “job ready” upon completion of the program. Each of the four sessions described above are designed to ensure that every aspect of your transition is addressed. You will leave the program with:

- A customized resume and cover letter
- A fully optimized LinkedIn profile and detailed recommendations on how to leverage the platform to build your online brand
- The skills and confidence to network effectively and to grow your professional connections
- A personal letter of reference and my ongoing support during your transition into the workplace

PROGRAM FEE

The intensive 4-week program includes four one-on-one meetings, an intensive audit of your personal brand, resume, and cover letter recommendations, and a detailed action plan of next steps required to build your network. For more information on pricing, contact Erick Bauer at erick@thebauergroup.ca.

Additional specialized follow-up sessions are available for a fee.

Specialized session topics include:

- Interview preparation
- Mock interview sessions
- Job transition
- Career audit
- Networking fundamentals



CONTACT



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