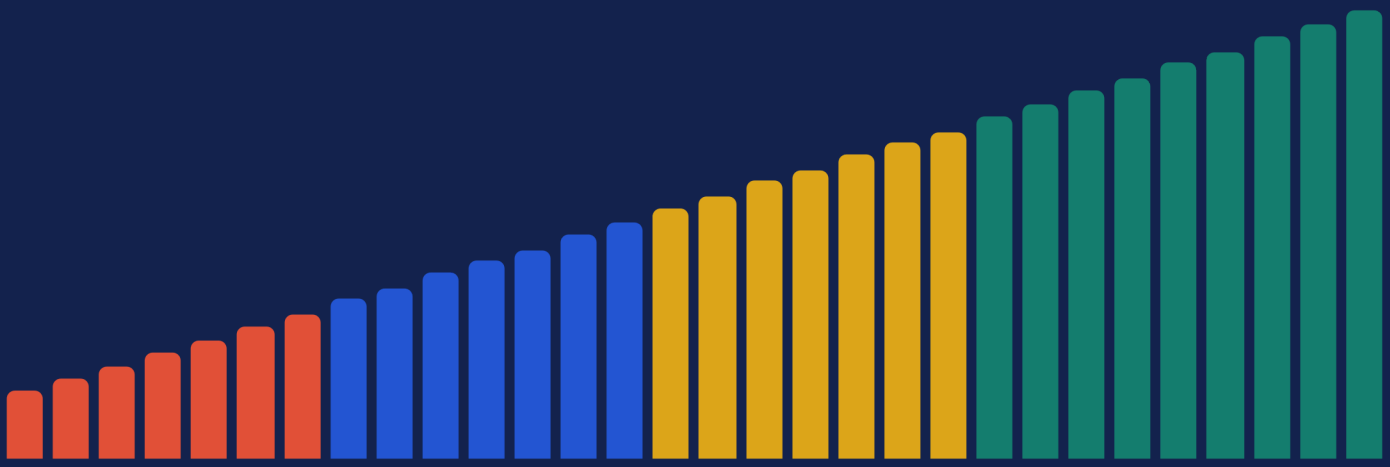
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Pono Pilot
AI Coach & Job Search

30 Day Pono Pilot Career Challenge Workbook

30 Days. Small Actions. Big Career Growth.

Invest in you. Build you brand. Create your future.



30-Day Roadmap

WEEK 1 — FOUNDATION (Days 1–7)

Update LinkedIn, reconnect, document wins, identify skills, request feedback, follow leaders, create your vision.

1	2	3	4	5	6	7
Update Your LinkedIn Headline	Reconnect With a Former Colleague	Document Your Top Wins	Identify a Skill to Develop	Request Feedback	Follow 3 Industry Leaders	Create Your Career Vision

WEEK 2 — VISIBILITY (Days 8–14)

Update About section, share knowledge, connect with 5 professionals, learn something new, coffee chat, join a community, elevator pitch.

8	9	10	11	12	13	14
Update Your LinkedIn About Section	Share Knowledge	Connect With 5 New Professionals	Learn Something New	Schedule a Coffee Chat	Join a Professional Community	Create Your Elevator Pitch

WEEK 3 — OPPORTUNITY (Days 15–21)

Review resume, recognize contributions, build learning plan, audit digital presence, ask a mentor, volunteer expertise, SWOT analysis.

15	16	17	18	19	20	21
Review Your Resume	Recognize Someone's Contribution	Build Your Learning Plan	Audit Your Digital Presence	Ask a Mentor a Question	Volunteer Your Expertise	Create a SWOT Analysis

WEEK 4 — ACCELERATION (Days 22–30)

Set 90-day goal, expand your circle, share a success story, build brag sheet, develop thought leadership, learn from a leader, ask for advice, promotion plan, commit to growth.

22	23	24	25	26	27	28
Set a 90-Day Career Goal	Expand Your Circle	Share a Success Story	Build Your Brag Sheet	Develop Thought Leadership	Learn From a Leader	Ask for Career Advice

29	30
Create Your Promotion Plan	Commit to Ongoing Growth

DAY 1

Update Your LinkedIn Headline

TODAY'S CHALLENGE

Update your LinkedIn headline to clearly communicate what you do, who you help, and the value you create.

WHY IT MATTERS

A strong headline helps people immediately understand your expertise and professional brand — making you more discoverable and memorable.

POTENTIAL CAREER OUTCOMES

- More profile views & recruiter outreach
- Stronger networking opportunities
- Clearer professional positioning

NOTES & REFLECTIONS

What's one word you want people to associate with your professional brand?

START HERE

Welcome to the #30DayBizBrandChallenge!

Your personal brand is your most powerful career asset. Over the next 30 days, small daily actions will build clarity, visibility, and opportunity. Consistency — not intensity — is the key to lasting career growth. This workbook guides you step by step.

Why 30 Days?

Consistency over intensity
daily habits compound

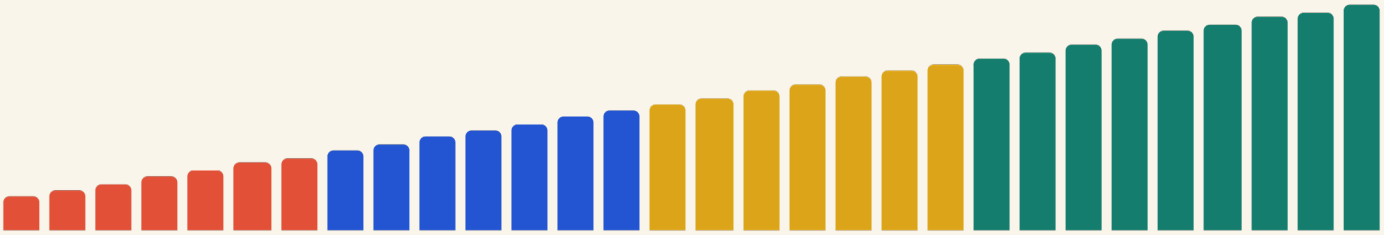
Clarity & Visibility
define and share your value

Opportunity Creation
open doors through action

STEP 1 Review the calendar map

STEP 2 Complete one daily challenge

STEP 3 Visit **PONOPILOT.COM**



DAY 2

Reconnect With a Former Colleague

TODAY'S CHALLENGE

Reach out to one former colleague, manager, classmate, or professional connection with a simple message: "I was thinking about our time working together and wanted to reconnect. Hope you're doing well."

WHY IT MATTERS

Your network is one of your most valuable career assets. Most opportunities come through people, not job boards. Reconnecting keeps relationships warm and opens doors you didn't know existed.

POTENTIAL CAREER OUTCOMES

- Referrals to new job opportunities
- Fresh insights from trusted connections
- New collaborations or partnerships
- Expanded support network

NOTES & REFLECTIONS

What's the longest professional relationship you've maintained, and what has made it last?

DAY 3

Document Your Top Wins

TODAY'S CHALLENGE

Write down 3 accomplishments you're proud of, 3 problems you've solved at work, and 3 measurable results you've delivered (e.g., "Reduced onboarding time by 25%").

WHY IT MATTERS

Professionals often underestimate their accomplishments. Documenting your wins builds confidence and prepares you for interviews, promotions, and salary conversations.

POTENTIAL CAREER OUTCOMES

Better interview performance, stronger resume, promotion success, and increased self-confidence.

NOTES & REFLECTIONS

What's one accomplishment you're proud of from the past year?

DAY 4

Identify a Skill to Develop

TODAY'S CHALLENGE

Choose one high-impact skill to develop this year — such as AI tools, leadership, public speaking, or data analytics. Research one free or paid resource (course, book, or mentor) to start building that skill this week.

WHY IT MATTERS

Focused, intentional development yields faster career growth than trying to improve everything at once. Professionals who invest in targeted skills stand out, earn more, and advance faster.

POTENTIAL CAREER OUTCOMES

- Higher earning potential and promotion readiness
- Increased marketability to employers
- Expanded responsibilities and visibility
- Greater confidence in your expertise

NOTES & REFLECTIONS

What is the most important skill you will develop this year — and why?

DAY 5

Request Feedback

TODAY'S CHALLENGE

Ask someone you trust — a colleague, manager, or mentor — "What's one thing I do well and one thing I could improve?" Be open to honest feedback and listen without defensiveness.

WHY IT MATTERS

Feedback reveals both strengths you may overlook and blind spots that could be holding you back. Growth accelerates when you see yourself through others' eyes.

POTENTIAL CAREER OUTCOMES

Stronger leadership presence, improved workplace relationships, accelerated personal growth, and better performance reviews.

NOTES & REFLECTIONS

What is the most valuable career feedback you have ever received — and how did it change the way you work?

DAY 6

Follow 3 Industry Leaders

TODAY'S CHALLENGE

Find and follow 3 industry leaders on LinkedIn or your preferred platform. Then engage meaningfully with at least one of their posts — comment, share, or add your perspective.

WHY IT MATTERS

Ideas and insights shape your professional growth and relevance. Following leaders keeps you informed, inspired, and connected to what's happening in your field.

POTENTIAL CAREER OUTCOMES

- Exposure to new strategies and trends
- Sharper industry awareness
- Better-informed decisions
- Increased visibility through engagement

NOTES & REFLECTIONS

Who is one leader you follow that consistently provides value to your professional growth?

DAY 7

Create Your Career Vision

TODAY'S CHALLENGE

Complete the statement: "Three years from now, I want to be __." Write it out in full detail — your role, your impact, your environment, and how you feel.

WHY IT MATTERS

When your daily actions align with a clear destination, growth becomes intentional rather than accidental. A defined career vision gives every small step a bigger purpose.

POTENTIAL CAREER OUTCOMES

Better decisions, focused networking, targeted skill development, sustained motivation, and a stronger sense of professional direction.

NOTES & REFLECTIONS

Where do you see yourself in 3 years? What role, industry, or impact do you want to be known for?

DAY 8

Update Your LinkedIn About Section

TODAY'S CHALLENGE

Update your LinkedIn About section to clearly communicate what you do, who you help, the problems you solve, and what you're passionate about. Write in first person and let your personality shine through.

WHY IT MATTERS

People connect with clarity and authenticity. Your About section is often the first place recruiters and connections go to understand your story and professional value.

POTENTIAL CAREER OUTCOMES

More recruiter interest, higher profile engagement, stronger personal brand presence, and deeper professional connections.

NOTES & REFLECTIONS

When did you last update your LinkedIn About section? What one sentence best captures the value you bring to your work?

DAY 9

Share Knowledge

TODAY'S CHALLENGE

Share one career lesson you've learned — a mistake, a breakthrough, or a strategy that worked. Post it on LinkedIn or share it with your team.

WHY IT MATTERS

Thought leadership starts with sharing. You don't need to be an expert — you just need to be one step ahead of someone else. Every insight you share builds your visibility and credibility.

POTENTIAL CAREER OUTCOMES

- New followers & increased visibility
- Recognition as a go-to resource
- Speaking & collaboration opportunities
- Stronger professional brand

NOTES & REFLECTIONS

What is one professional lesson you've learned recently that others could benefit from?

DAY 10

Connect With 5 New Professionals

TODAY'S CHALLENGE

Send 5 personalized connection requests to professionals you admire, aspire to learn from, or want to collaborate with. Avoid generic requests — reference something specific about their work or a shared interest.

WHY IT MATTERS

Every meaningful professional relationship starts with a simple introduction. Expanding your network intentionally opens doors to opportunities, mentorship, and collaborations you cannot access alone.

POTENTIAL CAREER OUTCOMES

Referrals and job leads, mentorship connections, new business relationships, expanded visibility, and a stronger professional community.

NOTES & REFLECTIONS

How many new professional connections have you made this month? Who is one person you've been meaning to reach out to?

DAY 11

Learn Something New

TODAY'S CHALLENGE

Spend 30 minutes learning something valuable today. Choose a podcast, article, online course, YouTube tutorial, or book chapter related to your industry or a skill you want to develop. Block the time, eliminate distractions, and commit fully.

WHY IT MATTERS

Small, consistent learning compounds into significant expertise over time. Professionals who dedicate even 30 minutes daily to learning outpace peers who rely solely on on-the-job experience. Growth is a daily choice.

POTENTIAL CAREER OUTCOMES

Improved performance, expanded skill set, increased marketability, and a competitive professional advantage.

NOTES & REFLECTIONS

What skill or topic are you currently working on, and what did you learn today?

DAY 12

Schedule a Coffee Chat

TODAY'S CHALLENGE

Reach out to someone you admire and schedule a coffee chat — virtual or in person. Ask about their career path, lessons learned, and advice for someone at your stage.

WHY IT MATTERS

Learning directly from someone's lived experience accelerates your growth far faster than any course or book. One honest conversation can save you years of trial and error.

POTENTIAL CAREER OUTCOMES

Mentorship connections, career advice, referrals, expanded network, new perspectives, and confidence.

NOTES & REFLECTIONS

Who would you most like to have a coffee chat with, and what is the one question you would ask them?

DAY 13

Join a Professional Community

TODAY'S CHALLENGE

Join an industry association, LinkedIn group, Slack community, or local meetup. Introduce yourself and engage with one post or discussion thread.

WHY IT MATTERS

Professional communities offer access to ideas, insights, and opportunities you won't find working in isolation. Surrounding yourself with like-minded professionals accelerates growth and keeps you inspired.

POTENTIAL CAREER OUTCOMES

New relationships, increased visibility, access to industry events, expanded network, and unexpected career opportunities.

NOTES & REFLECTIONS

What is the best professional community you have ever joined, and what made it valuable to you?

DAY 14

Create Your Elevator Pitch

TODAY'S CHALLENGE

Use the formula: "I help [group] achieve [result] through [expertise]." Write and practice your elevator pitch so you can confidently introduce yourself in any professional setting.

WHY IT MATTERS

Clarity makes you memorable. When people understand exactly what you do and the value you bring, they can refer you, hire you, and champion your career — but only if you can articulate it clearly.

POTENTIAL CAREER OUTCOMES

- More confident networking conversations
- Stronger performance in interviews
- Clearer professional positioning
- Increased referrals and opportunities

NOTES & REFLECTIONS

Can you explain the value you bring in one clear, compelling sentence?

DAY 15

Review Your Resume

TODAY'S CHALLENGE

Update one section of your resume — replace responsibility-based language with results-driven statements. Example: Instead of "Managed onboarding process," write "Reduced onboarding time by 25%, improving new hire retention."

WHY IT MATTERS

Recruiters and hiring managers want to see impact, not just duties. Results-focused resumes demonstrate the value you bring and make you stand out in competitive applicant pools.

POTENTIAL CAREER OUTCOMES

- Stronger recruiter response rates
- More interview invitations
- Greater confidence in your career story
- Clearer positioning for promotions

NOTES & REFLECTIONS

When did you last update your resume — and what result are you most proud to add?

DAY 16

Recognize Someone's Contribution

TODAY'S CHALLENGE

Thank a coworker, mentor, or team member for their positive impact on your work or career. Send a message, write a LinkedIn recommendation, or simply say it in person.

WHY IT MATTERS

Recognition strengthens professional relationships and builds a culture of trust. Acknowledging others reflects strong leadership and emotional intelligence.

POTENTIAL CAREER OUTCOMES

Better workplace relationships, increased trust, stronger leadership presence, and a reputation as a generous and collaborative professional.

NOTES & REFLECTIONS

Who has positively impacted your career recently — and have you told them?

DAY 17

Build Your Learning Plan

TODAY'S CHALLENGE

Create a 90-day learning plan. Choose one certification, online course, or book to complete. Break it into weekly milestones and schedule dedicated time each week to make progress.

WHY IT MATTERS

Structured development accelerates growth. A clear learning plan keeps you focused and accountable, turning scattered effort into real career advancement.

POTENTIAL CAREER OUTCOMES

Advancement readiness, new certifications, deeper expertise, and greater professional confidence.

NOTES & REFLECTIONS

DAY 18

Audit Your Digital Presence

TODAY'S CHALLENGE

Review your Google search results, LinkedIn profile, social media accounts, and any public-facing content. Note what is current, what needs updating, and what should be removed.

WHY IT MATTERS

Your digital presence is your 24/7 professional brand. Recruiters, clients, and collaborators are searching for you online — what they find shapes their first impression before you ever speak.

POTENTIAL CAREER OUTCOMES

Stronger personal brand, improved recruiter impressions, increased credibility, and greater confidence in your online identity.

NOTES & REFLECTIONS

Have you Googled yourself recently? What did you find, and what would you like to change or improve about your digital presence?

DAY 19

Ask a Mentor a Question

TODAY'S CHALLENGE

Reach out to a mentor, advisor, or experienced professional and ask one thoughtful, specific career question. Examples: "What would you do differently early in your career?" or "What skills do you think are most critical in our industry right now?"

WHY IT MATTERS

Advice from someone who has walked your path saves years of trial and error. A great mentor can help you avoid costly mistakes, open doors, and accelerate your career in ways you cannot achieve alone.

POTENTIAL CAREER OUTCOMES

Better career decisions, access to new opportunities, stronger mentor relationships, and a clearer sense of direction for your professional journey.

NOTES & REFLECTIONS

What is the best career advice you have ever received, and how has it shaped your path?

DAY 20

Volunteer Your Expertise

TODAY'S CHALLENGE

Offer your expertise to someone in your network. Review a resume, make a professional introduction, or share a helpful resource, article, or tool with someone who could benefit from it.

WHY IT MATTERS

Giving value creates opportunity. When you generously share your knowledge and connections, you build trust, deepen relationships, and position yourself as a go-to resource in your field. Givers gain.

POTENTIAL CAREER OUTCOMES

- Stronger professional network
- Increased trust and credibility
- Greater visibility in your industry
- More referrals and opportunities
- Reputation as a generous leader

NOTES & REFLECTIONS

Who helped you early in your career, and how can you pay that forward today?

DAY 21

Create a SWOT Analysis

TODAY'S CHALLENGE

Analyze your personal Strengths, Weaknesses, Opportunities, and Threats. Write down 2 to 3 items in each category to get a clear picture of where you stand and where you can grow.

WHY IT MATTERS

Clarity on your current state and growth areas helps you make smarter career decisions and focus your energy where it counts most.

POTENTIAL CAREER OUTCOMES

Better focus, targeted development plans, increased self-awareness, and a stronger foundation for career advancement.

NOTES & REFLECTIONS

What is one personal strength that is actively advancing your career right now?

DAY 22

Set a 90-Day Career Goal

TODAY'S CHALLENGE

Create one measurable 90-day career goal. Choose a certification to earn, a number of new connections to make, or a project to complete. Write it using this format: "In 90 days, I will [specific outcome] by [specific action steps]."

WHY IT MATTERS

Goals drive direction, accountability, and momentum. Without a clear target, effort becomes scattered. A 90-day goal is long enough to create real progress and short enough to stay focused and motivated.

POTENTIAL CAREER OUTCOMES

Higher achievement, sharper focus, sustained motivation, and measurable progress toward your next career milestone.

NOTES & REFLECTIONS

DAY 23

Expand Your Circle

TODAY'S CHALLENGE

Identify 3 people outside your current team or industry whose work interests you. Send each one a short, personalized connection request or message.

WHY IT MATTERS

Growth often comes from beyond your usual circle. Meeting new people exposes you to fresh ideas, new perspectives, and opportunities you would not find on your own.

POTENTIAL CAREER OUTCOMES

New perspectives, a broader network, increased visibility, and unexpected career opportunities.

NOTES & REFLECTIONS

Who is one person outside your usual circle you would like to learn from, and what would you ask them?

DAY 24

Share a Success Story

TODAY'S CHALLENGE

Use the Challenge, Action, Result framework to share a professional success story. Post it on LinkedIn or share it in your next conversation or interview.

CHALLENGE
What problem did you face?

ACTION
What did you specifically do?

RESULT
What measurable outcome followed?

WHY IT MATTERS

Stories showcase your value far better than a list of responsibilities. The Challenge, Action, Result framework turns your experience into compelling evidence of your impact and expertise.

POTENTIAL CAREER OUTCOMES

- Increased visibility and credibility
- Stronger recruiter and hiring manager interest
- Memorable personal brand positioning
- Confidence in interviews and networking

NOTES & REFLECTIONS

What is one professional win from the past year that you have never shared publicly but should?

DAY 25

Build Your Brag Sheet

TODAY'S CHALLENGE

Document your accomplishments, awards, metrics, and feedback received. Create a running record of wins — big and small — that showcases the value you bring.

WHY IT MATTERS

Documented wins are powerful. Most professionals forget their achievements over time. A brag sheet ensures you never undersell yourself in interviews, reviews, or salary negotiations.

POTENTIAL CAREER OUTCOMES

Stronger promotion conversations, confident salary negotiations, compelling interview stories, and a clear record of your professional impact and growth over time.

NOTES & REFLECTIONS

Do you currently track your accomplishments? What is one win from this past month worth adding to your brag sheet today?

DAY 26

Develop Thought Leadership

TODAY'S CHALLENGE

Comment meaningfully on 3 industry posts. Go beyond "Great post!" — share a perspective, ask a question, or add an insight that demonstrates your expertise.

WHY IT MATTERS

Engagement grows your visibility and positions you as a credible voice in your field. Consistent, thoughtful comments signal expertise and attract the right professional connections.

POTENTIAL CAREER OUTCOMES

More connections, increased recognition, thought leadership status, speaking and collaboration opportunities.

NOTES & REFLECTIONS

Whose LinkedIn content do you learn from most? What insight can you contribute today?

DAY 27

Learn From a Leader

TODAY'S CHALLENGE

Watch a TED Talk, webinar, or keynote from a leader in your field or an area you want to grow in. Document at least one key takeaway you can apply to your career.

WHY IT MATTERS

Leaders who share their experience and insights can shorten your learning curve significantly. One idea from the right talk can shift your mindset, spark a new strategy, or inspire action that changes your career trajectory. Consistent learning from great leaders builds the habits of high performers.

POTENTIAL CAREER OUTCOMES

- Better decision-making informed by proven leadership wisdom
- Stronger leadership skills and executive presence
- Increased confidence in your own ideas and direction
- New frameworks and strategies to apply immediately

NOTES & REFLECTIONS

Who is one leader whose advice or story has positively impacted you — and what did you learn?

DAY 28

Ask for Career Advice

TODAY'S CHALLENGE

Reach out to someone currently in your desired role and ask for one piece of career advice. Try: "I admire your career path and would love to hear one piece of advice you'd give someone working toward a similar role."

WHY IT MATTERS

Insights from someone already in your target role can save you years of trial and error. Real-world perspective helps you focus your energy on what actually moves the needle.

POTENTIAL CAREER OUTCOMES

Greater career clarity, mentorship opportunities, stronger direction, meaningful new relationships, and a clearer roadmap toward your next role.

NOTES & REFLECTIONS

What role do you want to grow into next, and who in your network is already doing it?

DAY 29

Create Your Promotion Plan

TODAY'S CHALLENGE

Answer four key questions to build your promotion roadmap: What is your desired next role? What skills are needed that you don't yet have? What experience are you missing? Who can advocate for or support you?

WHY IT MATTERS

Intentional preparation speeds promotion. Professionals who map their path get promoted faster than those who simply wait and hope.

POTENTIAL CAREER OUTCOMES

Faster promotions, accelerated skill growth, stronger leadership visibility, and a clear action plan that sets you apart from peers.

NOTES & REFLECTIONS

What is the next role you are targeting, and what is one concrete step you can take this week to move closer to it?

DAY 30

Commit to Ongoing Growth

TODAY'S CHALLENGE

Choose 3 habits to continue beyond this challenge — such as network weekly, learn something new daily, share one insight per week, or reconnect with one contact monthly. Write your three commitments below and revisit them regularly.

WHY IT MATTERS

Career growth is not a 30-day event — it is a lifelong system. The habits you build now will compound into visibility, opportunity, and advancement over time. Consistent small actions create extraordinary long-term results.

POTENTIAL CAREER OUTCOMES

Sustainable professional growth, an expanding and engaged network, increased visibility in your field, stronger personal brand, and a steady stream of new career opportunities.

Congratulations — You Did It!

You have completed the 30 Day Career Challenge. Every action you took over the past 30 days has strengthened your brand, expanded your network, and moved your career forward.

1.

2.

3.

NOTES & REFLECTIONS

What is the biggest lesson you learned during this challenge — and which one habit will you commit to for the next 90 days?

DAY 30 COMPLETE

Keep Your Career Momentum Going!

Congratulations on completing the 30 Day Pono Pilot Challenge! You've taken 30 consistent steps toward a stronger professional brand and a bigger career future. This is just the beginning — building a career is a lifelong system, not a one-time event.

Get Started for Free MyBizBrand App

- Personalized action plans
- Smart networking tools
- Skill-building resources
- AI powered coaching support

PONOPILOT.COM

Scan to sign up and continue your growth journey today!



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