

# Helping leaders get unstuck

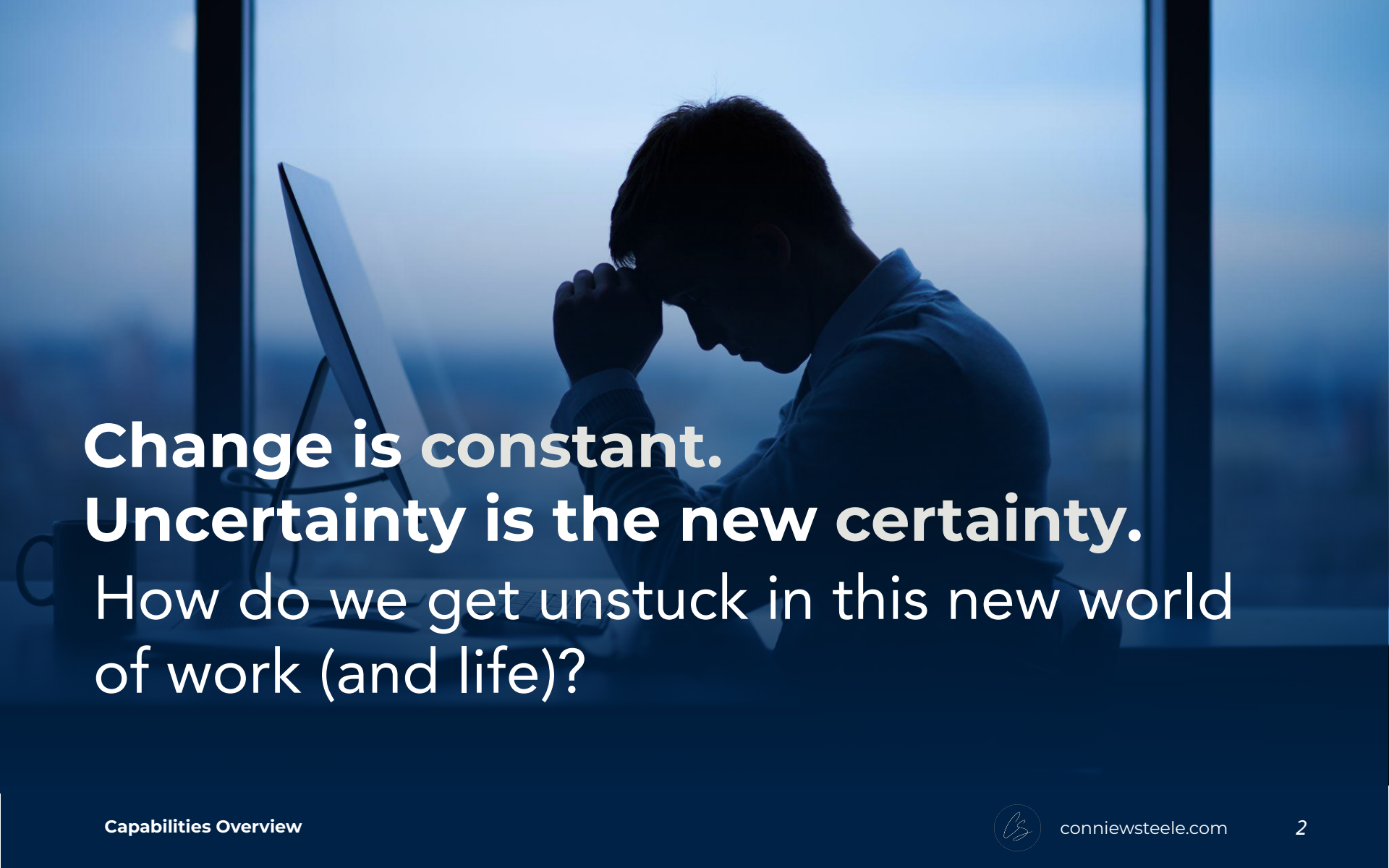


**Navigating the new world of work AND life**

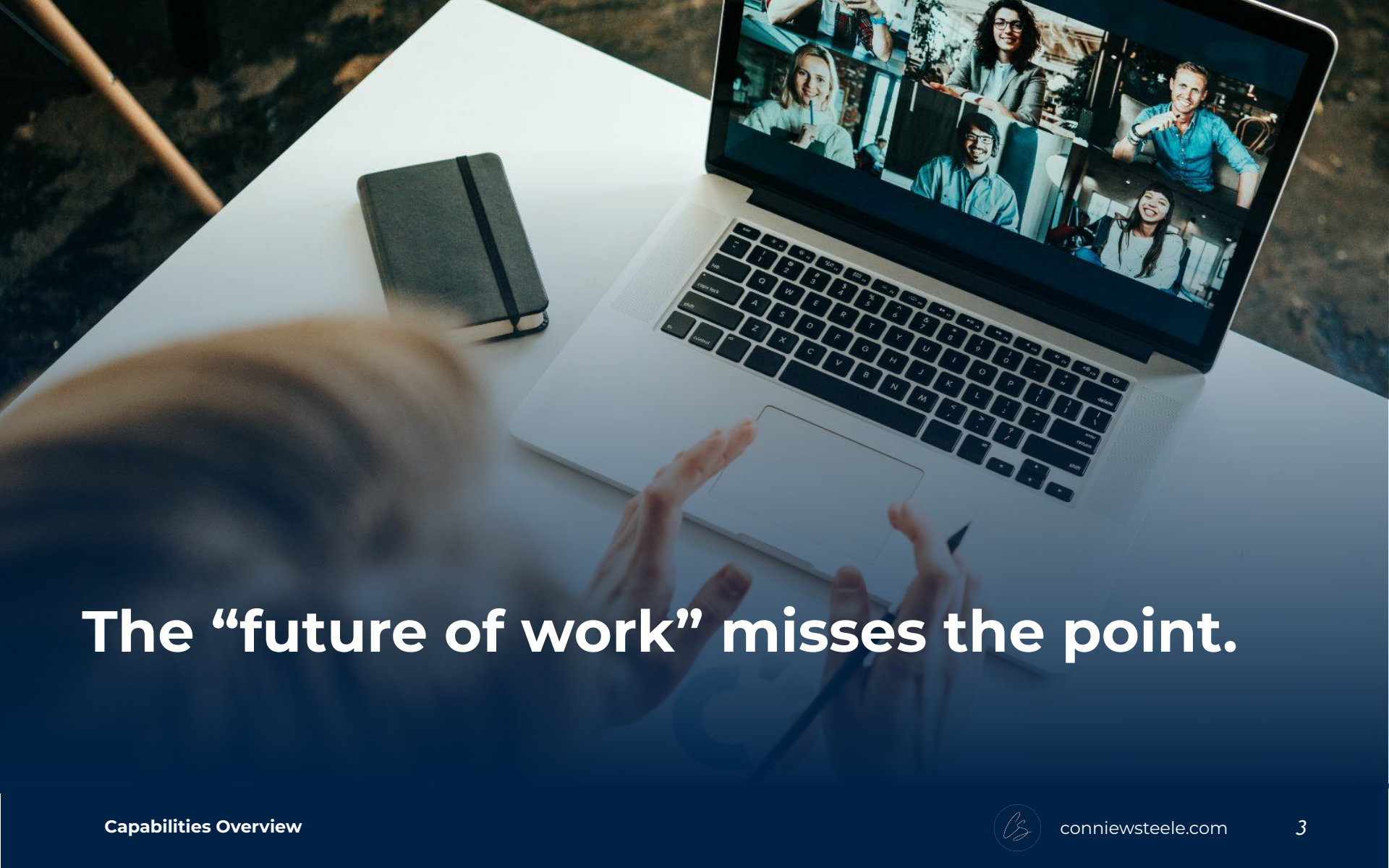
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**CAPABILITIES OVERVIEW**



**Change is constant.**  
**Uncertainty is the new certainty.**  
How do we get unstuck in this new world  
of work (and life)?



**The “future of work” misses the point.**



# 62%

**of U.S. workers agree that work  
and career are integrated in  
their personal life**

A photograph of two women in a professional setting. One woman with long brown hair is leaning over a tablet held by another woman with curly hair. Both are smiling and looking at the screen. The background shows a blurred office environment with a camera on a stand and some greenery.

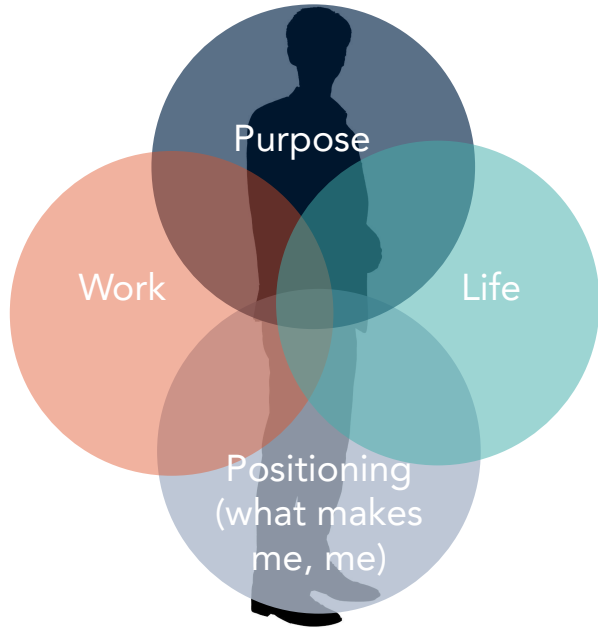
Envisioning, advising, and informing to help you  
create the future of work + the future of life.

# When leaders seek us out

Leaders at all stages of their career turn to us when facing 1 or more of these situations:

1. Desiring to pivot to a new role (or field) to achieve flexibility, upward mobility, or fresh challenges
2. Searching for greater fulfillment from work, and striving to uncover where their passions and interests lie to find the right fit
3. Struggling to build or define a path or plan to create greater career optionality
4. Grappling with how to define the path to get to the way they WANT to live in the 2nd half of their career and life

# The Goal is to Find Your Fit



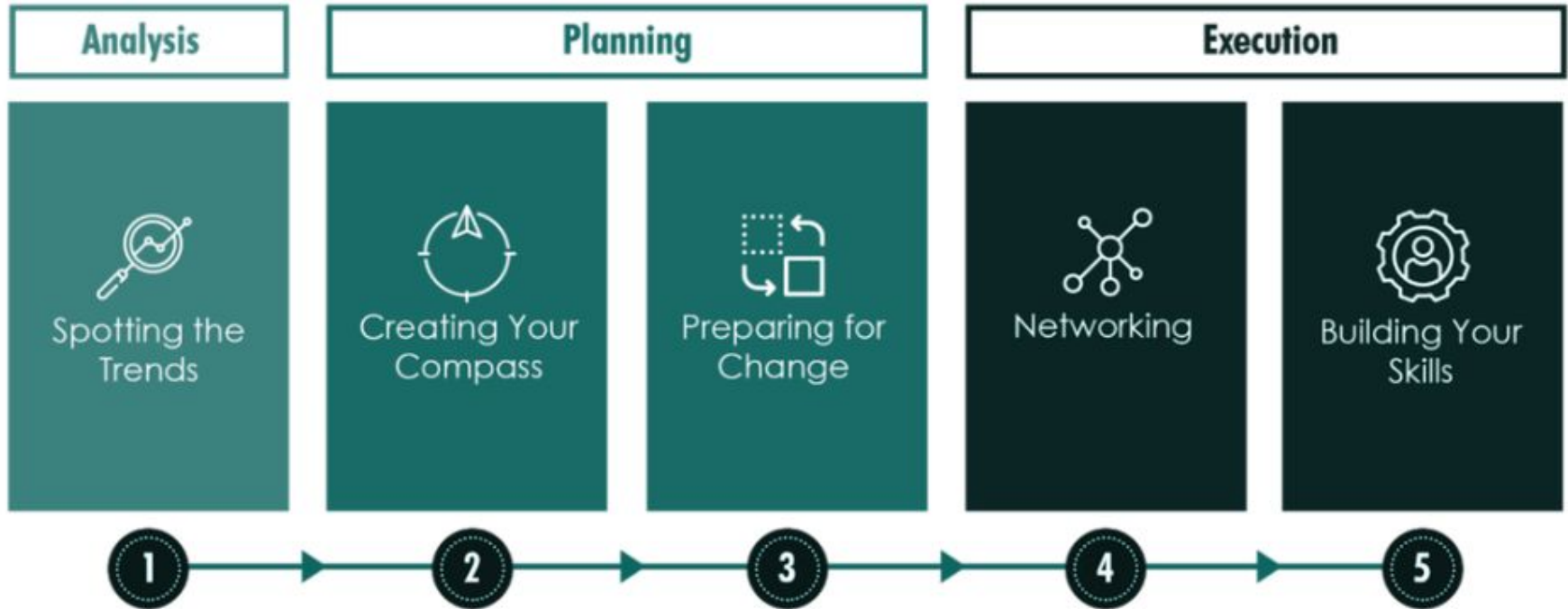
“With every client, my goal is to find the intersection of Work & Life + Purpose & Positioning.

This is the sweet spot that will lead to fulfillment at work, improved quality of life, and a deeper sense of meaning.”

*Connie Steele*

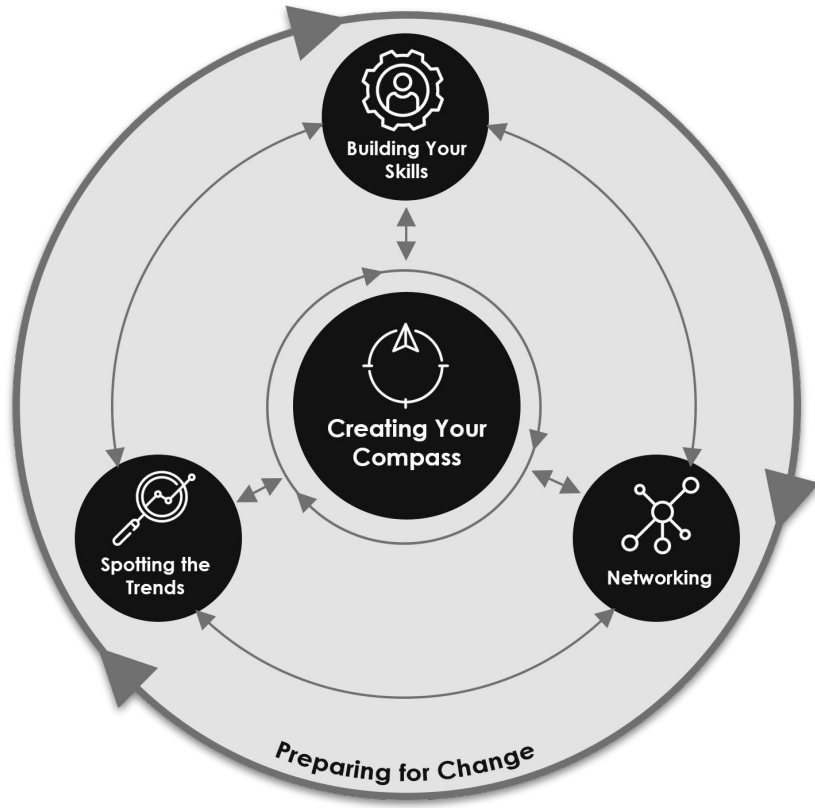
# The Approach: Build Your Own Strategic Plan...

For your career + your brand.





# Then Test, Iterate, and Adjust Over Time



Life, at the end of the day, is one big experiment. You'll never know what works best for you until you start putting these concepts and plans into practice, then rinse, wash, and repeat to find out what speaks to you.

# How We Work Together to Move You Forward



Career  
Strategy  
Development



Personal  
Brand  
Development

# Career Strategy Development

Defining what you want to achieve professionally AND personally



## Building an Initial Framework

- Working together to identify trends, clarify goals and objectives

## Diving Deep & Establishing a Detailed Plan

- Building an in-depth roadmap to define what you want and how to get there
  - I'll even be your guide along the way to implement your plan
- Series of working sessions to go in depth on each phase of the Fluid Career System

# Personal Brand Development

Expressing and sharing your unique expertise



## Establishing Your Brand Strategy

- Defining who you are, why you exist, what you do, how you do it, and why it's different

## Creating a Go-to-Market Strategy and Implementation Plan

- Building a content and communications strategy that fits the way you want to convey your knowledge and expertise so you can establish thought leadership, grow your audience and network in the process
- Developing a curated list of social media topics, blog post ideas, and recommendations on ways to get media exposure beyond your own networks

# What They Say

“Connie was invaluable in helping me clarify what my personal brand is. We discussed where I want to be in the future from a professional and personal standpoint. She clearly understands the integration of the two and how that is important to reflect in an authentic way and how I communicate my value verbally and visually. I highly recommend her and her strategic services.”  
— Maureen P., Tech Executive & Board Chair

“Connie was able to coalesce key themes in my personal and professional philosophies and experiences that highlight who I am but also how I work best to deliver impact to an organization. She listened, analyzed, and aligned all of my qualities to convey a clearer picture of who I am as a marketing executive from a holistic perspective.”  
— April K., SVP of Marketing

“ I personally worked with Connie Steele to gain clarity on my personal values, mission, goals, and branding for my company. Her service was invaluable and provided me with insights into how to position myself moving forward and build a platform where people would better understand my services and who I was as a person.

I highly recommend working with Connie to help get clarity and focus around how you want to be seen and heard by the world, and most importantly your prospective customers.  
— Greg V., Author/Podcaster/Entrepreneur  
Inside Personal Growth/eLuminate, Inc & Hacking the Gap

“ Connie is my executive coach and mentor. She brings her vast knowledge, experience, and passion for data and brilliantly distills it down to practical and actionable advice. Her positive energy, combined with cutting-edge research, goes beyond mere encouragement. I have brought her research and publications into my organization, bolstering my professional reputation and impact on company culture. I have particularly benefited from her research on Gen Z's desire to think about growing skills beyond their current core job function. She's helped me to become a better leader and proactively adapt to the future of work in real-time. I cannot recommend her enough!”— Sara C., Head of New Business



# Connie Steele



Connie Steele is a future of work & life expert and executive consultant that guides companies and professionals in finding purpose, gaining momentum, and thriving in today's constantly changing and hybrid world. With over twenty years of experience, she has observed firsthand how the rigid and conformist approach to business and careers has evolved. Workers are leaning into nonlinear paths and companies having to adapt to more fluid ways of working.

As a core researcher with an advanced degree in statistics, Connie began to identify attitudinal and behavioral shifts in the workforce by interviewing creatives, founders, and executives who shared valuable advice and stories on the business of work. Her passion led to sharing these insights on her podcast, Strategic Momentum.

As Connie has always been intrigued by the "why" behind companies and careers that thrive, it led her to write her book, *Building the Business of You: A System to Align Passion and Growth Potential Through Your Own Career Mash-Up*, the first book to help professionals and entrepreneurs navigate the new world of work while aligning personal purpose and professional advancement. Recognized by Forbes and Thrive Global, *Building the Business of You* landed as a top 10 Amazon Best Seller. She also is the creator of The Business of You Course, an online curriculum designed to help individuals find their passion and build an actionable career plan.

Her work illustrates how careers have changed and that your dream job is no longer something you get, it's something you create.

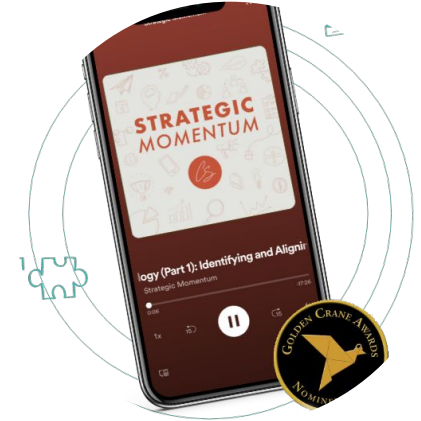
# Resources



Need help developing YOUR strategic career plan? In my book, [\*Building the Business of YOU\*](#), you'll learn the system to help chart a path to aligning your passion and growth potential.



Want to go deeper into how to build the right plan? In my [\*Building the Business of YOU course\*](#), you'll get instruction from me, as well as business, communication, and networking experts to help you on your journey.



Looking to make sure you're thriving in the new world of work? My [\*Strategic Momentum\*](#) podcast shares lessons and tips from forward-thinking leaders and creators on how they've redefined success.

**Thanks!  
Now let's get to  
work on your  
career plan!**

**BOOK A  
CONSULTATION**



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