

# LIBERATE YOURSELF

*Sarah D. Carlson*

## MODULES FOR PROFESSIONAL TRANSFORMATION AND GROWTH

MODULE 1: Professional Foundation Setting

MODULE 2: Self-Assessment

MODULE 3: Clarify Your Goals

MODULE 4: Building a Badass Network

MODULE 5: The Art of Professional Self-Advocacy

MODULE 6: The Art of the Badass Resume

MODULE 7: The Art of the Badass Resume, Part 2

MODULE 8: The Art of the Badass Cover Letter

MODULE 9: The Art of the Badass Cover Letter, Part 2

MODULE 10: The Art of the Badass Job Search

MODULE 11: The Art of the Badass Interview

MODULE 12: Owning Your Power and Stepping Into Professional Badassness

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### 1. MODULE 1: Professional Foundation Setting

In week 1, Liberate Yourself participants take the Career Mastery Quiz and assess their strengths and weaknesses on each of the professional badass factors, including their level of self-knowledge, their ability to advocate for themselves, their level of self-confidence, and more. Through this process, participants clarify their goals for the Liberate Yourself process and identify what they can capitalize on as they move forward.

### 2. MODULE 2: Self-Assessment

Week 2 focuses on helping participants really understand who they are as professionals and why this knowledge is critical for their professional futures. Through various written activities and assessments, participants clarify their professional strengths, they review their professional experience from a different lens, and they start to learn how to speak about their strengths with confidence and clarity.

### 3. MODULE 3: Clarify Your Goals

Week 3 focuses on helping participants clarify professional values and create clear statements around what they really want. Participants are guided through activities to move them out of choice paralysis, and each participant is shown how to select fields they can explore that align with who they are and what they want. By the end of this module, each participant has clarified career goals and will be ready to move forward.

### 4. MODULE 4: Building a Badass Network

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In Week 4, participants are guided in forming an Inner Circle that will support them in their journey, and they are taught how to start talking to people about their new career goals. Each participant will be given tools and assignments for having conversations with people about their new potential professional neighborhoods, so they can become informed and enthusiastic candidates in their new selected fields.

## 5. MODULE 5: The Art of Professional Self-Advocacy

Week 5 teaches participants how to become the most effective counsel for themselves as professionals. Participants learn the methods taught in Sarah's credited coursework, including how to select and implement themes that will be persuasive to employers in their new selected fields. This is the secret sauce for professional badassery and is the foundation for getting participants exactly where they want to go.

## 6. MODULE 6: The Art of the Badass Resume

Participants continue to learn the art of self-advocacy as applied to their resumes. Specifically, they learn how resumes work, and what it means to create the most effective resume for the employers they have decided to explore and pursue. They also learn the secrets to getting their resumes noticed and selected!

## 7. MODULE 7: The Art of the Badass Resume, Part 2

In Week 7, participants use the methods of self-advocacy to update their resumes to attract their top employers. Each resume is reviewed by fellow participants (or Sarah) for its level of badass effectiveness and each participant is given feedback to ensure that the resume will help them get interviews at their top employers.

## 8. MODULE 8: The Art of the Badass Cover Letter

Participants continue to learn the art of self-advocacy as it applies to cover letters. Specifically, they learn how cover letters work and they create the foundation for a badass cover letter using Sarah's special roadmap technique.

## 9. MODULE 9: The Art of the Badass Cover Letter, Part 2

In Week 9, participants are given the complete formula for a badass cover letter and are challenged to prepare a draft cover letter for a specific posting that will be reviewed by fellow participants (or Sarah) for its level of badass effectiveness (i.e. is it telling the best story to ensure they get that interview?).

## 10. MODULE 10: The Art of the Badass Job Search

In Week 10, participants are taught how to run a job search like a guerrilla warfare fighter to ensure they get the interviews (and ultimately the jobs) they really want. This includes techniques for

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selecting and using posting sites effectively, how to create lists of target employers, how to use online resources, and how to really engage and use their badass network.

## **11. MODULE 11: The Art of the Badass Interview**

In Week 11, participants learn how to apply the secret sauce of self-advocacy to rock interviews in their new selected fields. This includes preparation for industry-specific questions, behavioral interviewing questions, and the biggest and most difficult interview questions that are likely to arise.

## **12. MODULE 12: Owning Your Power and Stepping into Badassness**

In the final week, participants create additional goals for the next three to six months and they go over their professional badass checklist. Participants also revisit their goals for the program, evaluate their progress, celebrate their success . . . and are awarded their Certificate of Professional Badassness to remind them of their power to transform their professional lives.