



FREE TASTER

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Career Transition Hub

A sample from the hub: a values and direction check that turns what matters to you into three possible next moves

About 40 minutes on your own. You will need a quiet space, a pen and an honest look at the last year or two of your working life.

Name

Date

STARBUCK & ASSOCIATES

COACHING & LEADERSHIP DEVELOPMENT

WHAT THIS IS

Support for every stage of a career change

The Career Transition Hub is for professionals who are thinking about a change, going through one, or starting again after one. It takes you from reflection to relaunch, one practical step at a time.

It helps with the questions people tend to carry around quietly: What do I actually want next? What am I good at that is worth something elsewhere? How do I explain my move on a CV or in an interview? How do I get back out there after years in one organisation, or after running my own business?

The hub is online and self-paced. You work through the areas in whatever order fits where you are, and come back to the tools as your plans change.

What is inside

AREA	WHAT YOU GET
Career reflection and values mapping	Tools to understand what matters to you and what you want more and less of
Personal SWOT and vision planning	A clear view of your strengths, gaps and the direction you want to head in
CV, LinkedIn and interview resources	Practical guides and templates for presenting your experience well
Confidence, mindset and resilience	Toolkits for the wobbles that come with any career change
Networking, outreach and visibility	Templates for reaching out, following up and being seen
Branding and positioning	How to describe what you offer so it lands with the right people
Modern career tools	Approaches for portfolio, flexible and non-linear careers
Former business owners	A dedicated guide for moving from running a business into a role, or the reverse

HOW TO USE THIS TASTER

Page 3 explains one tool from the reflection stage of the hub. Page 4 is yours to fill in. Page 5 shows where the full hub takes you next.

The values and direction check

Most career decisions go wrong in the same way. People choose the next job by title, salary or what is available, and only later notice that it drains them in the same way the last one did. The values and direction check starts somewhere else: with what matters to you and what gives you energy.

STEP	WHAT YOU DO	WHY IT MATTERS
1. Values sort	Choose your top five working values from a list and put them in order	Values are the filter for every option you look at later
2. Energy audit	Note what energises you and what drains you in your current or last role	Energy is often a more honest guide than what you think you should enjoy
3. Personal SWOT	A short, honest look at strengths, weaknesses, opportunities and threats	It grounds your hopes in what you bring and what is happening around you
4. Three directions	Sketch three possible next moves and test each against steps 1 to 3	Three options stop you fixing on the first idea or the safest one

EXAMPLE

Priya has worked in operations for fifteen years. Her top values turn out to be autonomy, learning and making things work better. Her energy audit shows that she comes alive fixing a broken process and is drained by budget meetings.

Her three directions are an operations lead in a smaller business, a move into process improvement consultancy, and a part-time portfolio mixing both. The second and third score best against her values. She now has something specific to research, rather than a vague sense of wanting out.

WORTH KNOWING

There are no right answers here. The value comes from being specific. "I like people" tells you very little. "I am at my best helping one person work through a problem" tells you a lot.

Find your three directions

Exercise 1: Your top five values

Choose five and number them 1 to 5. Add your own if something is missing: autonomy, security, learning, recognition, creativity, helping others, status, variety, balance, leadership, purpose, expertise, belonging, challenge.

Exercise 2: Energy audit and short SWOT

WHAT ENERGISES ME	WHAT DRAINS ME

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS

Exercise 3: Three possible directions

DIRECTION	WHICH VALUES DOES IT SERVE?	ONE STEP TO TEST IT THIS MONTH
1.		
2.		
3.		

From reflection to relaunch

This taster covers the first stage: getting clear on what matters and where you might go. The full hub carries on from there, so you are not left with good intentions and a blank page.

- 1 Reflect.**
Deeper values mapping, and a vision plan for the kind of working life you want.
- 2 Position.**
Branding and positioning tools to describe what you offer in plain, confident words.
- 3 Prepare.**
CV, LinkedIn and interview resources that turn your experience into evidence.
- 4 Reach out.**
Networking, outreach and visibility templates, so opportunities can find you.
- 5 Stay steady.**
Confidence, mindset and resilience toolkits for the knock-backs and the waiting.
- 6 Relaunch.**
Modern career tools and, if you have run your own business, a guide written for that move.

Who gets most from it

- Experienced professionals facing redundancy or restructure
- People who feel stuck and want to work out what is next
- Former business owners moving into a role
- Anyone planning a portfolio or more flexible career

HOW PEOPLE USE IT

Most people start with the reflection tools, then move to the CV and interview resources once they have a direction. Many keep the confidence toolkits open throughout, and come back to the networking templates each time they widen their search.

What I am going to do

Two or three small changes that you actually make will do more than a long list you never start.

My three actions

WHAT I WILL DO	WHEN	WHO I WILL TELL

Coming back to this

Put a date in your diary about a month from now and answer these three questions.

What has changed since I did this taster?

What did I not get to, and what got in the way?

What am I carrying forward?

READY FOR THE FULL HUB?

Career Transition Hub

Nine topic areas of practical tools, templates and guides to take you from reflection to relaunch, at your own pace.

£149 per person, per year, inc. VAT

Enrol at academy.starbuckassociates.com/courses/career-transition-hub

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