



"Coaching professionals to live their best career story."

NAIL IT!®

A Career Story Project Online Program



Retain your top talent with NAIL IT!®—an On-Demand Career Pathing Program for Emerging Leaders. Keep your high-performers engaged and growing by giving them the tools they need to make a career plan that enhances their role within the organization and motivates them to stay.

This program, created by Career Story Project founder Karen Kelloway, offers unique perspectives and a proven methodology to help address your key career challenges. The program guides participants through five modules with videos, stories and exercises to allow participants to do the self-reflection necessary to come back to the conversation with their own career development ideas.



In the end your employees will walk away with a crystal-clear vision of who they are, what they stand for and how they can maximize their skills, talents and interests — for good!

"The NAIL IT!® online program prepared me for the next steps in my career development. The quality of the course is high. The on-line content delivery is logical and relevant. I recommend this program for those ready for that next step within their organization."

– Aaron, Director of Operations

The program consists of five modules plus a bonus one at the end. Each module contains an introduction and three exercises featuring instructional videos with examples and handouts for participants to complete. Participants should give themselves 1-2 hours to finish each module, and ideally complete the program over an eight-week period.

WHO BENEFITS

- A manager who is preparing for a promotion.
- A professional at a crossroads wondering how to find another path internally.
- An emerging leader who wants more meaningful work and is unsure where to start.
- An employee who wants to create a plan for advancement.

Here's An Overview of the Program:

[Watch the intro video here!](#)

MODULE

1

Name It: Reframe It - *"What are you going to do with all those imperfect apples?"*

Participants will:

- Learn to reframe what you aren't happy with in your role, allowing for more positive, forward-thinking role development conversations
- Start to take ownership of your career management progress

MODULE

2

Discover Your Alignment Detector - *"How can you start to make values-based decisions?"*

Participants will:

- Discover your top personal values to provide more meaning in your role
- Reflect on how your values impact your leadership behaviors
- Align your personal values with the organizations for greater job satisfaction and productivity

MODULE

3

Uncover Your Blindspots - *"Uncover Your Blind Spots; Play to Your Strengths"*

Participants will:

- Look at your strengths and strengths overdone
- Validate your strengths with feedback from your coworkers
- Gain ideas to add to your internal performance development plan

MODULE

4

Deal with the Difficult - *"How can you create positive outcomes, no matter what?"*

Participants will:

- Start to focus on what you can control
- Learn techniques for conflict and how to manage it
- Learn to bridge the communications gap

MODULE

5

Strategize for Success - *"Create a plan; Work the plan; Speak the plan"*

Participants will:

- Have a plan to bring forward as part of your career management process
- Have talking points to articulate what you want in your career progression
- Learn how to stay on track amid obstacles with the right attitude

MODULE

6

Bonus: "The Apple-logue" - *"What's your story?"*

Participants will:

- Be guided through a personal vision exercise to help create your own unique career story.

Options & Pricing

OPTION A: Work One-on-One with a GUIDE ON THE SIDE

Investment: \$3,500.00 - \$5,000 CAN per person (+HST)

Participant will have external support from a Career Story Project coach to debrief each module, master new skills and apply them in real time. Option to tailor the program with customized feedback/debrief and additional assessments.

INCLUDES

- Single license to the NAIL IT!® Online Coaching Program (valid for six months)
- Kick off call with coach to set up the online program access, review the participant's overall goals and further discuss the participant's role, responsibilities and expectations.
- Five Coaching Sessions (via Zoom) with a NAIL IT!® Guide on the Side certified coach
- Debrief session (via Zoom) with the participant, coach and direct leader to review outcomes and define next steps.

"Karen helped me gain perspective on my career in general instead of just focusing on my job. She helped me nail down my Billboard Statement in Module 5 to succinctly articulate what I like, what I've accomplished, and what I want to do in the future."

— Holly, HR Generalist

OPTION B: Experience the Program with Your Peers in a COHORT

Investment: \$1,100.00 CAN per person (+HST) *works best with 4 -10 participants*

The NAIL IT!® online cohort option allows your team to go through the program together with a certified facilitator. It combines the best of new and traditional learning models. Data shows that cohort-based courses not only have high completion rates—they also contribute significantly to participants' career development.

INCLUDES

- Single license per participant to the NAIL IT!® Online Coaching Program (valid for 6 months).
- Kick off call with Career Story Project coach to set up the online program access, review the participant's overall goals and expectations.
- Five Weekly Group Coaching Sessions (via Zoom) with a Career Story Project coach to debrief each module and share learnings.
- Sessions scheduled over a six week period, are one-hour in length and recorded in case a participant is absent.
- In the final sixth session, individuals share their 'billboard speeches'. Option for direct leader to attend.
- Wrap up survey to measure takeaways and outcomes.
- Debrief session (via Zoom) with the coach and direct leader to review outcomes from the survey feedback.

Your Guides on the Side

KAREN KELLOWAY

Founder & Head Coach

Karen Kelloway is an award-winning leadership coach. Her book NAIL IT! has been called 'insightful and utterly enjoyable' by The Globe And Mail and is now a trademarked career management program. Karen is certified as an executive coach through Royal Roads University and holds a Bachelor of Public Relations from Mount Saint Vincent University, Nova Scotia. In her 20+ years as a career strategist, she has learned that the more clear, concise and compelling a career story is, the greater the chances of success. She hopes NAIL IT!® helps you with yours.



ANNETTE SIEWERTSEN

Certified Coach, Guide on the Side

Annette is a certified Executive Coach through Royal Roads university and a NAIL IT!® Guide on the Side. With over 10 years of coaching experience, Annette specializes in using the NAIL IT!® program with emerging leaders (mid to upper middle level employees). In addition to her executive coaching certification, she is also an Accredited Certified Coach (ACC) with the International Coaching Federation and a Certified Small Business Coach with Systems Business Coach®.

"Thank you for the NAIL IT!® coaching program experience. I learned a lot about myself which has allowed me to become more efficient at my job. It surprised me that being more confident could save both myself and my co-workers time because I stopped second guessing, which allowed us to get the job done quicker. I look forward to what I can accomplish now with my new found confidence."

— Jennifer, Operations Engineer

"NAIL IT!® has been a game changer for me. The process follows a logical path towards identifying your strengths, your aspirations and what you need to do to show up to be your best for a fulfilling career. I recommend the program to any emerging leader who wants to up their game and become the best version of themselves."

— Nancy, Director, Communications

"I walked into a meeting and when asked about my work, I talked about it differently. That's because I went through the NAIL IT!® coaching program and applied what I learned. Now I'm aware of my skills, my values, what really makes me passionate about my work and how to project myself."

— Christie, Manager, Emerging Technology