Senior Military Leadership Transition
You have served your country. You made personal and financial sacrifices. As you achieved a senior military leadership role, you developed a set of executive skills that are transferable to the private sector.

Historically, military leaders leaving the service were confident their transition would be smooth. They assumed their background and skill sets would be recognized and accepted by the defense industry. However, the defense sector is dramatically changing, due to the current U.S. fiscal environment and extremely challenging domestic and international pressures.

The number and quality of “great” opportunities are no longer what they once were. Defense-related employment remains under intense scrutiny; the variety and choices that were once available continue to dwindle.

There are options beyond the defense-sector of the economy. In companies that are not dependent upon the Federal Government or defense spending, there are many executive employment opportunities open to senior military leaders.
It is time for you to move to another career. Just as you prepared yourself for each challenge in your military career, you will prepare yourself for transition to a civilian career.

To secure a financially rewarding and satisfying new career you must design a strategy and develop and market your personal brand in a new environment. If done properly, your future career and financial success are within your reach.

Your primary challenge now is to answer these critical questions.

• “What value do I bring to a non-defense sector position?”
• “How do I communicate that value-added proposition to potential employers?”
• “How do I bridge the gap between the unknown factors about myself and potential employers?”
• “How do I develop a brand that will be well received?”
• “How do I effectively negotiate the entire package?”

However, any non-defense sector company with whom you interview wants to know how your skills will adapt to their organization and how much you will contribute to their top or bottom line. These companies are unsure of what you can offer them and their hesitation is often based upon assumptions that may or may not be valid. Your mission, therefore, is to demonstrate your value.
We've outlined some of the crucial areas senior military leaders need to understand and act upon to achieve private sector transition success. These are subjects we address during our Executive Transition Assistance (ETAP) Program. We will assist you in making a smooth and financially rewarding career transition.
• **Defining Your Product**  
  Managing Your Transition  
  Defining Your Product  
  Defining Your Transferable Skills  
  Channels of Marketing

• **Resume Construction**  
  Resume Types & When to Use Each  
  Resume Submission Strategies  
  Key Word Development  
  Competency Transfer  
  Cover Letters

• **Securing Interviews**  
  Market Channel Management  
  Response To Ads  
  Search Engines  
  LinkedIn & Social Media Strategies  
  Job Fairs  
  Hidden Job Market  
  Event Research & Management

• **Interviewing For Value-Add**  
  Preparation For An Interview  
  Types of Interviews  
  Avoiding The Money Questions  
  Behavioral Interviews  
  Interview Models  
  Top "Killer" Questions  
  Mock Interviews  
  Closing & Follow-Up Techniques

• **Negotiation**  
  Definition & Criteria of Negotiation  
  Rules of Negotiation  
  Questions/Consideration/Risk  
  Personalities & Negotiation  
  Presenting Your Value-Add
The entire Stewart, Cooper & Coon team wishes to thank you and your family for dedication and service to our country. We can help you make a pleasant and easy transition to the next phase of your life and career. We have helped thousands make an executive transition. We are prepared to help you achieve your future employment goals. Please visit our website or contact us personally to discuss your career transition strategy.

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