

A CAREER STRATEGY WORKBOOK

Design Your Next Move

Stop scrolling job boards. Start running a strategy.

The exact method I use with coaching clients and teach in the Career Revitalisation course at SSE Riga Executive Education:

- Define Plan A (ideal), Plan B (pivot) and Plan C (wildcard)
- Pressure-test all three against the real market
- Build a keyword bank from ten real job ads
- Turn your history into a master CV archive
- Run a 30-day plan with a built-in decision date

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Before you start

Most job searches fail the same way: reactively. An uncomfortable event happens — a restructuring, a boredom threshold, a birthday ending in zero — and the scrolling begins. Three months later: exhaustion, and no clearer direction than on day one.

This workbook replaces scrolling with strategy. The core idea is simple:

A good next move starts as a hypothesis — then you test it.

You'll work through five steps. Each produces something concrete: your criteria, three plans, a keyword bank, a master CV archive, and a 30-day action plan with a decision date. Handwriting is encouraged — print this, take a pen, and give it two focused hours. You can refine forever; you can only start once.

How to get the most out of it

- Be honest in Step 1 — the criteria you skip now become the job you regret in month two.
- Use real job ads, not imagined ones, in Step 3. The market votes with postings.
- Numbers beat adjectives everywhere: "grew usage 6x" outworks "passionate about results".
- Put the Step 5 decision date in your calendar before you close this document.

If you get stuck, that's normal — this is exactly the work I do with coaching clients. The first call is free:
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STEP 1

Set your criteria

Before looking at a single vacancy, define the filters. Every plan in Step 2 must pass all three.

Geography — where will you actually work? Office, hybrid, remote? If "fully remote", are you open to foreign employers, and under what contract? Answer honestly.

Industry — which industries attract you, and which are you not willing to serve, at any salary?

Working conditions — your non-negotiables: salary floor, travel, team culture, manager style, schedule. The things you'd otherwise discover in month two of a job you already accepted.

Tip: your salary floor should come from the market, not from modesty. Check what serious roles in your lane actually post — anchoring low costs you money before the first conversation starts.

STEP 2

Write three plans, not one wish

Three hypotheses about your next chapter. They are not three careers — they're one set of strengths, aimed three ways.

PLAN A — IDEAL The role that uses everything you have and stretches you where you want to grow.

Target role / title

Why it fits me (the through-line of my career)

Proof I already have (achievements, numbers)

The gap to close — and how

First test (one application, one conversation, one ad analysis)

PLAN B — PIVOT A strong, safer application of your existing strengths.

Target role / title

Why it fits me (the through-line of my career)

Proof I already have (achievements, numbers)

The gap to close — and how

First test (one application, one conversation, one ad analysis)

PLAN C — SAFETY / WILDCARD The option if timing forces your hand — or the long shot you'd regret not naming.
Target role / title
Why it fits me (the through-line of my career)
Proof I already have (achievements, numbers)
The gap to close — and how
First test (one application, one conversation, one ad analysis)

Pressure-test before you continue

Run each plan against your Step 1 criteria. A plan that fails your geography, salary floor or non-negotiables isn't a plan — it's a wish. Fix it now or drop it now: three half-committed identities in parallel is the most common failure mode. Three plans are healthy as *hypotheses with an expiry date*, not as permanent hedges.

STEP 3

Build a keyword bank from real ads

Collect ten real vacancies in your Plan A lane — posted this month, in your market. For each, note the 2–3 requirements that keep repeating. That list — not your job title — is what recruiters' filters and hiring managers' eyes scan for. Your CV and LinkedIn should speak it wherever it's honestly yours.

#	Company / role	Repeating requirements (the "bones" of the ad)

Bonus finding: if a requirement repeats and you don't have it, you've just found your development plan — while it's still cheap to fix.

STEP 4

Start your master CV archive

One structured record of every achievement you've ever delivered. It's not a document you send — it's the warehouse you pick from, so each targeted CV takes minutes instead of evenings. Write every achievement in the X–Y–Z formula:

Accomplished X, as measured by Y, by doing Z.

Example: "Grew BI report usage 6× (Y) across ~3,000 users (X) by agreeing adoption KPIs with the teams being measured and reviewing them weekly (Z)."

Achievement (X–Y–Z)	Scope / number	Plan A/B/C?

Keep going beyond this page — a spreadsheet works best long-term. Aim for 20+ entries covering every role you've held.

STEP 5

The 30-day plan — with a decision date

Optionality quietly becomes avoidance. Keeping all three plans open forever means three half-built stories and a network that can't describe you in one sentence. So the plan ends with a decision.

The third column is yours — adapt each week to your reality, then tick it off.

Week 1	Finish this workbook. Draft positioning. Collect the 10 ads (Step 3).	
Week 2	Master CV archive to 20+ entries. First targeted application per active plan.	
Week 3	Reach out to 5 people per plan — former colleagues first. Ask for conversations, not jobs.	
Week 4	Review: count real conversations per plan. Drop the quietest. Concentrate.	

My decision date (put it in your calendar now):

On that date: count first-round conversations per plan. The market has voted — your job is to listen, drop the quietest plan, and concentrate your effort where the signal is. Nothing is lost: the archive stays plan-agnostic.

What's next

The workbook gets you a strategy. If you want a sparring partner for the hard parts — positioning, the CV that gets read, interview preparation — that's exactly what my coaching programme does. The first conversation is free and genuinely exploratory.

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