



"If you are considering a career transition I highly recommend Mina. Not only did Mina help me choose a future career but also develop an execution strategy to make a successful transition. Mina's caring attitude and insight is a great asset to anyone needing coaching."

Brad Struck

VP, Brokerage Services at Transwestern

"Mina Brown is an insightful and gifted professional coach. Her powers of observation are uncanny and she can cut to the heart of a complex issue in moments. I recommend Mina to anyone seeking career advice, coaching or mentoring."

Scott Bell, CFE

National Account Manager at Siemens, Building Technology

Mina Brown has been an executive coach, career management consultant, and entrepreneur for sixteen years. As a former senior operations executive and CFO, she brings together a successful leadership track record, business savvy, unusual intuition, compassion, and unflinching candor. She works with professionals at all levels who are changing jobs or changing careers as well as leaders in large global companies such as Microsoft, Xerox, Dell, HP, Nissan, and PepsiCo. Mina was CFO of Aviall and SVP & General Manager of its Aerospace Division. Earlier, she held management positions with Ryder System, Amax, and Price Waterhouse. Mina holds an MBA from Vanderbilt University and is a CPA, Certified NLP Coach (NLPC), and Board Certified Coach (BCC).

Mina and Paula have a longstanding partnership working with clients on a wide variety of career challenges. Each brings their unique talents and gifts to engagements for the maximum value to the client. Their practical and popular book, *BE SHARP: "Tell Me About Yourself" in Great Introductions and Professional Bios*, continues to receive rave reviews.

Are you frustrated, confused, lost or discouraged about your career direction or job search?

Imagine instead being confident, focused, and energized with a plan for what to do next.

If you are sending out resumes, applying for jobs on the Internet, or becoming a regular at career support networking groups, but so far you aren't getting the results you want, we are here for you.

We can help you create (or validate) your career vision, devise a career plan, and execute your job search at the highest level of professionalism and *effectiveness*. You might even want to start your own business, and we can assist there too.

Career or Job Search Jump Start

A one-on-one coaching session to get focused, have a reality check, and articulate clearly your target job.

Career Vision, Strategy & Action Plan

(4 Sessions over 4 – 8 weeks)

1. Define, as clearly and fully as possible, the future "dream job". Identify potential unknowns, critical assumptions, and fit with personal priorities. (2 hours)
2. Refine and confirm the future "dream job", clarify specific requirements and critical success factors. Assess current capabilities/credentials and inventory missing ingredients. (1.5 to 2 hours)
3. Create broad plan for closing the career development gap and perform reality check. (1 to 1.5 hours)
4. Complete a detailed action plan for immediate next steps and the "perfect" NEXT job that will align with career intentions. (1 to 1.5 hours)

Executive Career Coaching Program

(3 – 6 month engagement)

These days successful professionals who want to step up their performance, get noticed, get promotions, or make major career shifts use executive coaches. Working with Mina can make a huge difference in your career success and pay dividends for the rest of your life.

What's Next

Resume, Cover Letter, Bio with Paula Asinof

Now Paula will guide you in creating high-impact career marketing documents that stand out from all others. You are fully engaged in the writing process at her office or over the phone. From this dialogue, you also develop the knowledge and confidence to present yourself well.