



# Welcome to the 'Be Ready' Programme





# Introducing the Be Ready programme

## Welcome to 'Be Ready'

We're delighted you're here and know that as a result of going through this programme you'll put yourself in a great position to respond to any eventuality as the future unfolds in respect to your career.

In this introduction I'd like to give you a quick background to Be Ready, introduce the content and share what I hope you'll get from working your way through the modules.

## Why we've developed this programme

We wrote this as a result of meeting and working with lots of people who've lost their job in recent months. The starkest reality we found is how unprepared people are. We're spending weeks helping people get on their feet, focused and properly prepared to be out selling themselves in the employment markets. With over 400M jobs gone so far, people are finding it takes much longer to find a job than they expected. This causes personal and financial stress.

We wanted to give a group of people a chance to be ahead of the curve, to put themselves in a calmer, clearer and more confident position both in their current role and also in the market (should they find themselves in it). That's why Be Ready was created.

## What's in the content?

### Coaching:

For those of you who have coaching included in your package, you'll have the confidential and personal attention of an experienced coach to discuss your situation, to guide you through the content and to challenge you to get where you'd like. These coaching sessions will help you to focus on where to spend your time and attention and will also give you space to stop and think. Our coaches are all 25+ years' experienced in corporates and many of them have been through significant challenge in their own careers.

### Online Programme:

Each module has been born out of research into what's happening in the market. We've created a short journey. You can take that journey in any order you'd like. Each module will stand alone so you can download it and work through it at your own pace.

To keep you focused we've identified what we believe are the key areas you'll need to get to work on to get ahead of the curve:

- Exploring your options
- Understanding your strengths
- Building your personal brand
- Identifying your network
- Developing your cv/resume
- Developing your online presence
- Accessing the job market
- Managing your stress and wellbeing

These modules will connect you to the market, allow you to maintain relevance and keep you actively thinking about your future.

In addition, much of what we'll discuss also relates to you being present and adding value in your current role. During tough times continual conversations percolate – leadership is constantly flexing to figure out tactics and strategies to survive. Costs always come under scrutiny and for most companies, staff are the greatest cost. As much as it's possible (and in the Covid-19 climate this is unpredictable) we want all of our clients to stay as relevant and 'value-add' as is possible, to avoid being part of any redundancy conversation.

## Who are we?

The Career Business was first developed in 2010 after the global financial crisis, at a time when many people were losing their jobs. At the time I had set up an executive coaching and leadership development business and yet I was meeting people who'd been made redundant. I quickly saw how I could help. That was the genesis of an online programme to make the content accessible and affordable for everyone – to

ensure a go-to place for the information and support people needed to move forward after a significant event. Everyone, regardless of how they work with us has access to one of our online programmes. Today we are a team of experienced researchers and coaches who work alongside our clients to help them develop careers, regardless of their circumstance.

We believe that **change, adaptability and resilience** are at the heart of thinking about and working on our careers, so our inspiration across The Career Business comes from nature. No better place to see evidence of these traits in the seemingly calm and graceful way nature adapts to even the most extreme situations.

**Change** is everywhere, some of us are good at embracing change, some of us loathe it. Typically, humans don't do change well. During significant life events, such as Covid-19 it's important to understand what goes on internally when we are processing what happening around us. Nature is the model of change. When we work with client our goal is to help our clients embrace change by understanding how it impacts them and finding the benefits for them in their future.

The need for **Adaptability** is no more evident than today. We live in a 'VUCA' world - Volatile, Uncertain, Complex and Ambiguous (and at the moment I'd add an S on the end – Scary). A lot's going on that we often don't understand yet need to embrace to move forward. Being adaptable, open minded and curious about the possibilities will help us to navigate this VUCA(S) world. Adaptability is all about being able to change your ideas or behaviours to deal with new situations, a vital skill when we're trying to find a new job or carve a new path in our career.

**Resilience** is our final core value. To be resilient we need to be able to navigate bumps both large and small without any devastating impact on ourselves and others. Throughout a typical job search there can be many knock-backs, whether lack of response or rejections following interviews. Dusting ourselves down and putting these events in context is vital. In the event we might get made redundant we hit a significant event that really tests our resilience.

We're a team of coaches based around the world who love what we do. We coach or counsel our clients whether in business or around their careers. We're all active not only as career coaches but we also have executive coaches, leadership facilitators, authors and counsellors on our team. My bio is on the following page.

If you do have questions or suggestions we can be contacted at [info@thecareerbusiness.com](mailto:info@thecareerbusiness.com). We're based all around the world so you can expect to receive a response pretty quickly.

We hope you enjoy exploring the programme, find it helpful and supportive and get as much out of the individual modules as we did in writing them.

With best wishes



Liz Luya  
Founder, The Career Business

## Liz Luya



Liz is a seasoned executive with more than 20 years' experience working in Corporate. She has lived and worked in Asia since 1997, where she had her last role as a Director for the Economist Group. Since 2008 Liz has run her own practice Luya Associates working as an executive coach, leadership consultant and facilitator, with a wide portfolio of clients. Liz founded The Career Business in 2010, providing outplacement support, career development and executive coaching services to corporations and individuals.

Today Liz spends around half her time coaching executives at various stages of their leadership or career journey, across many cultures, and in multiple industries. She has more than 3000 hours of coaching experience. Liz designs and delivers leadership programmes to engage people in real and productive conversations about their work, develop practical skills and to transfer knowledge that can be put straight into practice. Liz has a particular passion around career development and linked to that developing personal impact and personal brand. She works with clients across Asia Pacific, in Australia and the UK and currently lives in Hong Kong.