

BEFORE YOUR CALL

Everything you need to know about *us*

— *so you can stop wondering if you're missing something.*

For senior professionals tired of running a search that isn't working: You're about to spend 45 minutes with our team. Before you do — here's everything you'd want to know. The team. The system. The math. The receipts. The questions other people have asked.

Excellent



TrustScore **4.98** / 5 · Based on 40+ verified client reviews

AVG TIME TO HIRE

87 days




TARGET COMP

\$120K - \$400K+

OUR GUARANTEE

We don't stop until you're hired

WHERE OUR CLIENTS HAVE BEEN HIRED

| | | | | | |
|---|---|--------|---|-----------|-----------------|
|  |  | amazon |  | COMCAST | GILEAD |
| fiverr. | TWIN LABS | veeva | Deloitte. | Microsoft | + HUNDREDS MORE |

A world-class team running the system that works for *senior careers*.

A team that's helped *hundreds of thousands of professionals combined*.

CareerGrowth exists because senior hiring is broken. At \$120K–\$400K+, you don't get hired the way mid-level people do — and almost every career program is built for mid-level people. So they fail you. We built something different, for a different tier.



FOUNDER & CEO
Stefani Taylor

Stefani's background runs through marketing and C-suite operations — not career coaching. That's the point. Marketing is the science of getting noticed, getting remembered, and getting chosen — the same three things that have to happen for you to get hired. Your career isn't a coaching problem. **It's a marketing problem disguised as a job search.** Before CareerGrowth she ran C-suite marketing and generated \$10M+ in direct response. Her first career campaign got a client hired from a single email.

- MBA
- FORBES COACHES COUNCIL
- FORBES FEATURED
- YEC MEMBER



Melissa Beaudet

LEAD CAREER COACH · 32+ YEARS

Most experienced coach on our team. CPCC + CPRW certified. Former VP of Career Services at Career Coach Experts. Previously Director of Career Services & Outplacement at The Jonus Group, Senior Transition Coach at Randstad, and Field Career Management Consultant at Right Management. Specializes in mid-to C-level executives across Sales, Marketing, IT, HR, Engineering, Finance, Healthcare, and Operations. Her "Fast-Track to a New Job" methodology has placed clients at Dow 30 and Fortune 500 companies.

- CPCC · CPRW · 100,000+ COACHED ·
- EX-RANDSTAD



Amanda Fischer

SENIOR COACH · STANFORD-CERTIFIED · FORBES COUNCIL

Thought leader in the career coaching field. M.Ed from the University of Minnesota. Design Your Work Life Certified Coach from Stanford. Forbes Coaches Council. Marquis Who's Who in Business 2024 Honoree. Named one of Influence Digest's Top 15 Coaches in Minneapolis 2025. Her clients have landed at Google, Amazon, Airbnb, Deloitte — and the U.S. White House. Her gift is finding the thread in a messy, nonlinear career that makes someone undeniable.

- M.ED · STANFORD · FORBES COUNCIL ·
- FORBES · FORTUNE



Elysia Skye

MINDSET & LEADERSHIP · 20+ YEARS

Elysia leads our weekly Accountability Call — the live session where clients show up, get unstuck, and execute alongside the coaches and the community. She also handles the invisible part of the search nobody else addresses: rejection processing, confidence recalibration, decision fatigue. Two decades of mindfulness and leadership psychology, with corporate clients including GAP Inc., Paramount Global, and the Producers Guild of America.

- 20+ YEARS · GAP · PARAMOUNT ·
- LEADERSHIP PSYCH



Renée Smith

HEAD OF CLIENT SUCCESS

Renée leads our Client Success team — every onboarding, every deliverable, every coaching call that lands on your calendar. She built the systems that keep nothing falling through the cracks across hundreds of active clients. When you need someone to confirm you're on track, her team picks up — usually inside an hour.

- CS LEAD · OPERATIONS

THE RECEIPTS

The numbers *behind our work.*

Not marketing language. The math from our active client database — and the lifetime careers of our team.

150,000⁺

Professionals served across
our team's combined careers

Our coaches average 15+ years of senior-level career work each. The team's combined lifetime experience is what you actually get when you sign on.

87 days

From enrollment to hired. Some clients faster (Dave: 10 days to interviews). Some slower. We move quickly.

10,000⁺

Interviews generated for our clients

\$34K

Average salary increase vs. previous role

\$25–100K⁺

Typical negotiation lift above initial offer

94%

Response rate among committed clients running the system

Four channels. *Sixteen conversations a month.*

Most senior searches run on one channel — usually applications. We teach you to run four in parallel. You do the work. We coach you through every step.

Recruiters

We teach you how to identify and reach the recruiters who place people at your level — with positioning, not "I'm open to opportunities."

→ You build 4 active recruiter relationships a month

Referrals

We help you surface the 20–40 dormant relationships you already have — and show you how to turn them into warm intros to specific roles.

→ You generate 4 referral conversations a month

Reach Outs

We give you the scripts and the targeting to get in front of hiring managers and senior leaders directly. You send the messages. We coach you through every reply.

→ You get in front of 4 hiring managers a month

Rapid Alerts

Our software watches thousands of job boards for you. When the right role posts, you get alerted in minutes — and we coach you through the response.

→ You're applicant #1–10, not #220

Four channels × four conversations each = *sixteen conversations a month*

By the time you see it on LinkedIn, *you're already #220.*

Most senior roles get 200+ applicants in the first 24 hours. By the time the posting reaches your LinkedIn feed, the hiring manager has already seen the first 50 resumes. You're not competing on qualifications. You're competing on attention.

8× more likely to be hired when applicant #1–10 vs. #50+

Source: LinkedIn Talent Insights, 2024

Four reasons everything else failed you. *And four reasons this works.*

| | |
|---|--|
| <p>✗ <i>"Apply to more roles."</i></p> <p>Senior postings get 200+ applicants in the first 24 hours. You're #220 before you finish reading the description.</p> | <p>✓ <i>Rapid alerts in minutes.</i></p> <p>You're notified when there are 0–10 applicants. You're 8× more likely to be hired when you're in the first 10.</p> |
| <p>✗ <i>"Get a stronger resume."</i></p> <p>A better resume gets you read inside the stack. It doesn't get you out of the stack.</p> | <p>✓ <i>We rebuild how you appear in the market.</i></p> <p>We help you change who you are to recruiters and hiring managers — not just how your bullets read. Resumes are written by real humans on our team, never AI.</p> |
| <p>✗ <i>"Network more."</i></p> <p>Network more with no system is just drinking coffee with strangers.</p> | <p>✓ <i>Scripted outreach. 16 conversations a month.</i></p> <p>Specific messaging, specific targets, 25%+ response rates. The system runs four channels in parallel.</p> |
| <p>✗ <i>"Pay after the job."</i></p> <p>Without skin in the game, candidates respond 13% of the time. Programs running this model are betting against you.</p> | <p>✓ <i>Fit screen + guarantee with no expiration.</i></p> <p>We only take clients we can win for. And we don't stop until you're hired — no clock, no asterisk.</p> |

Here's what we know about *hiring at your stage.*

Half our clients are over 50. We're not going to tell you ageism doesn't exist — it does, especially in panel-stage interviews where unconscious filters can activate before you've even finished introducing yourself. **We're not going to fix the filter. We're going to bypass it.**

Ageism in senior hiring is largely a visibility problem, not a qualifications problem. When your file lands in a stack of 250 applications, an unconscious screen activates somewhere between the recruiter and the hiring panel, and you get cut for "culture fit" or "energy." The fix isn't a better resume. **The fix is getting in front of the right people before the panel has a chance to filter you out.**

Direct outreach

Puts you in front of the decision-maker before any panel sees you.

Engineered referrals

Gets you walked in by someone who already vouches for you.

Recruiter relationships

Gets you on shortlists where age isn't the screen — fit is.

Our clients in their late 50s and 60s land at the same rate as our clients in their 40s.

The system doesn't know how old you are. It knows how connected you are to the rooms where the decisions happen.

A community of senior professionals. *Winning every week.*

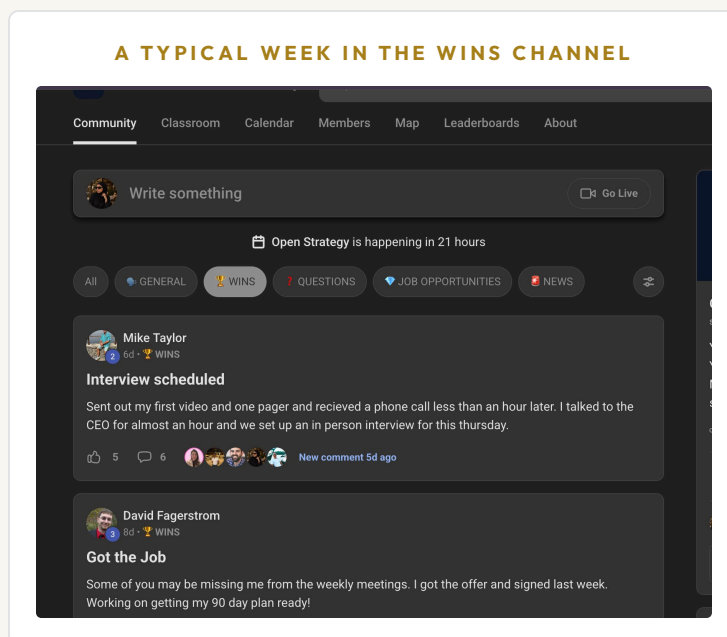
Most senior career searches happen in isolation. We built a private community where senior professionals share opportunities, intros, market intel, and weekly wins. You stop searching alone.

•01 *Weekly accountability calls*
Led by Elysia. Show up, do your search work in the room, get live coaching when you hit a wall.

•02 *Job opportunities channel*
Members share roles they've heard about, intros they can make, and recruiters they trust.

•03 *Wins channel*
Every offer, every interview, every breakthrough. The community you want when you're discouraged.

•04 *Market intelligence*
Real-time intel on which companies are actually hiring, which recruiters are quiet, which industries are moving.



Client results, *in their words.*

Every testimonial here is a real client with a real name and a real outcome. Tap any card on your call to watch the full conversation on Wistia.



Dave's Story

Laid off with a newborn at home. Interviewing within 10 days. Hired by the company that called him.

[WATCH ON WISTIA →](#)



Debbie's Story

500 submissions. 0 replies. Then 5 interviews, 2 final rounds in 2 months.



Michael's Story

A year stuck. One outreach. Hired into a role his boss called "the best hire ever."



Lynn's Story

Different industry, different starting point. The system worked anyway — because it works on how senior hiring happens.



Mike's Story

Sent his pitch Tuesday morning. CEO called Tuesday afternoon. Interview Thursday.

The cost of waiting *vs. the upside.*

Most people walk into the call worrying what this will cost. The real math is what you're paying for waiting — and what you're missing on the other side.

THE COST OF WAITING

\$15–18K/month

Lost income every month you stay stuck.

Six months from now is **\$90–108K you'll never get back**. And that's before you count the compounding cost of staying on a trajectory that no longer fits — every month not on the right path is permanent damage to your top-line career math.

THE UPSIDE

\$50–150K/year

Salary lift + negotiation gain.

\$34K average base increase + \$25–100K+ negotiation lift above the initial offer. Year one alone usually covers the program 5–10× before compounding.

Multiple offers on the table.

Comp that beat your target.

*And someone in your corner for **the negotiation that actually wins it.***

The honest math: every week you wait costs more than enrolling does.
And we don't stop working with you until you're hired.

FAQ.

Organized by the three things on your mind: **is this for me, what am I actually buying, what about money.** Bring anything else to your consultant on the call.

IS THIS FOR ME?

What if I've been unemployed for 9+ months?

You're not the outlier you think you are. A long gap is one of the most common patterns we see. We help you rewrite your narrative so the gap reads as deliberate, then we coach you through running the system across all four channels. Most long-gap clients are in interviews within 4–6 weeks. The one prerequisite: you need the runway to put real work into this. If you have that, we can help.

What if I was fired or laid off from my last role?

This describes the majority of our incoming clients. Layoffs are a market condition, not a personal failure, and recruiters know it. We help you script the "tell me about your last role" conversation until it sounds clean. You stop apologizing. They stop pressing. Most laid-off clients are in conversations within their first month.

What if I have a career gap – medical, caregiving, sabbatical?

We've worked with all three. A gap with a story is a non-issue. A gap without one is a red flag. We build the story with you and embed it into your positioning.

What if my industry is shrinking or I want to pivot?

Then we widen. Most senior professionals are more portable than they think. We've moved people from media to tech, banking to fintech, retail to SaaS, federal to private, academia to industry – not by lying, by reframing. The system is built for exactly this.

What if I'm in my 50s, 60s, or beyond?

Half our clients are over 50. We're not going to tell you ageism doesn't exist – it does. The system we teach bypasses the panel stage by getting you in front of hiring managers and executive recruiters directly, before any unconscious filter has a chance to activate. Our clients in their late 50s and 60s land at the same rate as our clients in their 40s.

What if I'm currently employed and don't want anyone to know I'm looking?

We work with people in this exact situation constantly. Everything is confidential. Your LinkedIn changes are designed to be invisible to your current employer. Outreach is targeted, not broadcast. You can run a full active search for six months and your boss will never know – until you decide to tell them.

What if I've been ghosted by recruiters for months?

Welcome to the most common pattern we see. Within the first month, most clients are getting responses from the same recruiters who were ghosting them – same people, different positioning.

What if my situation is genuinely the worst one you've seen?

Bring it to the call. If we can't win with you, we'll tell you and we won't take your money. If we've solved your pattern before, we'll tell you that too. Either way, you get a real answer.

WHAT AM I ACTUALLY BUYING?

What's the time commitment per week?

3–5 hours per week. People who can't commit a minimum of 3 hours probably aren't ready — and we'll tell you that on the call.

What does a typical month in the program look like?

You'll have access to scheduled 1:1 sessions for the major moments (positioning, interviews, negotiation), 3× weekly group coaching, weekly accountability calls, and asynchronous WhatsApp support throughout. You use what your search needs.

How is your resume work different from a standard resume writer?

We don't write resumes in isolation. Yours is built downstream of your positioning, your target roles, and your story — all of which we work on together first. A real writer (human, not AI) on our team does the actual drafting using our playbooks. Then we revise it against real recruiter feedback.

Will you help me negotiate the offer?

Yes. Negotiation is one of the most valuable phases. We give you live WhatsApp support during the back-and-forth, scripts for hard moments, and benchmarking data on actual comp at your target companies. Average negotiation lift across our clients is \$25–100K+ above the initial offer.

What if I don't want to do outreach?

Outreach is the channel that produces the most senior placements. We make it as scripted and as low-friction as possible — but if you refuse to do any direct outreach, we're probably not the right fit for you, and we'll tell you that on the call.

What makes you different from other career programs I've researched?

We were built for senior — not entry-level — and almost everything else on the market was built for mid-level. That shows up everywhere: **Resume writers** rewrite a document. We rebuild your entire search system. **AI auto-apply tools** fire your resume at higher volume into the same broken channels. **Outplacement services** are generic group programs paid by your former employer. **Other senior career programs** — we can't speak to their model. What we can tell you: 4.98/5 across 40+ verified Trustpilot reviews, named coaches with public credentials, no-expiration guarantee.

What happens after I enroll?

You're onboarded immediately. First strategy call with your coach within the week. The system is up and running within 10 days.

WHAT ABOUT MONEY AND COMMITMENT?

What payment options exist?

We offer split payment plans, and depending on your circumstances, there may be financing options as well. Your consultant will walk through what fits your situation on the call.

Are there upfront fees?

Yes — and we'll be honest about why. We tried *pay after the job* and the data was unambiguous: clients without skin in the game don't execute. We want people who are ready. Payment plans and financing are available.

What's your actual success rate?

Clients who complete the program and run the system: high 80s% get hired within 6 months at the right level and right comp. Clients who enroll and don't execute: much lower. We can only deliver for people who do the work.

How long does this actually take?

Average time from enrollment to hired: 87 days. Some clients faster (Dave: 10 days to interviews). Some slower depending on market and industry. We commit to working with you until you're hired — no expiration.

What if I don't get hired in 120 days?

We keep working with you at no additional cost until you are. No expiration. That's what the guarantee actually means. The 120 days is when our work intensifies if needed — not when it stops.

Do you promise I'll be hired in a specific number of days?

No. "Hired in 60 days" is a sales line. Our actual commitment is stronger: we don't stop working with you until you're hired. Most clients land in under 90. Some faster. Some slower. We commit to the outcome, not the timeline.

Are there refunds?

There's a guarantee — we work with you until you're hired, no expiration. That's stronger than a refund, because it means the program doesn't end until the outcome lands. If the fit is wrong at enrollment, we'll have already told you on the call.

What if I need to step away from the program?

Talk to us. The guarantee is built around the work continuing until you're hired, which means we'd rather solve whatever's interrupting your progress than have you leave. If you genuinely need to step away — medical, family, life — we can pause your enrollment. We've done it before.

Can I talk to a current or former client before I decide?

Yes. If you want to verify outcomes with someone in your industry or situation, we can connect you to a current or recent client before you decide. Tell your consultant on the call. Not a sales call — an honest conversation.

Can my spouse or partner be on the call with me?

Yes — many of our clients bring their spouse. Your career decision often affects them too. We welcome it.

Still have questions we didn't answer?

Bring them to the call.

*The 45 minutes is exactly for the questions on your mind. The next page tells you
what else you can expect.*

What to expect *on the call.*

This is a 45-minute working call — not a pitch. By the end, you'll have answers to questions you've been carrying around for months. Whether or not we work together, the call itself is the deliverable.

·01 *A live look at your positioning.*

Your consultant will look at your current LinkedIn, resume, and search strategy in real time and tell you specifically what's blocking you. Most people leave the call having spotted the gap that's been costing them months.

·02 *An honest market read.*

Where you actually stand for your target roles. What gap exists between where you are and where you want to be. Whether the comp range you're aiming at is realistic right now — and what range you should be aiming at instead.

·03 *The exact plan if you ran our system.*

Not a generic pitch. A specific path for your situation — the system adapted to your industry, your tier, your timeline. You'll know exactly what working with us would look like.

·04 *A real fit answer.*

If we can win with you, we'll tell you exactly how. If we can't, we'll tell you that too — and point you somewhere useful. You leave with a clearer picture either way.

The only question that matters to us is:

Can we win with this person?

Bring your situation, your numbers, your hesitations, your spouse. We'll bring 45 minutes of senior-level thinking applied to your specific career.

Either way, you leave with more clarity than you walked in with.