

A New Year, A New Chapter—For You and For Us

We understand career transitions because we're navigating one ourselves. This January, we expanded CareerVantage Connections, from solo practice to a comprehensive career transition firm with a team of specialized experts.

Why share this? Because we practice what we preach. Just as we guide our clients through the Inside Job Method™, we've applied the same principles to our own growth: gaining clarity on our mission, building our brand, and creating a strategic roadmap for expansion.

Over the years, I've had the honor of coaching thousands of talented professionals. From Secret Service agents, FBI professionals, astronauts, military personnel transitioning to civilian careers, mid-level leaders navigating layoffs, rising professionals determining their next moves, and seasoned executives seeking purposeful encore work. Each journey has reinforced what I know to be true: career transitions aren't just about tactics. They require inside work to identify direction, contacts, and aligned opportunities to reach next chapter aspirations.

Now, with an expanded team of career coaches and personal branding experts, we're positioned to serve more professionals at every career stage. Welcome to CareerVantage Connections, where your transition starts from within. We look forward to bring your vision to life. *Dr. Carla Rutley*



Building your roadmap to an offer

At CareerVantage Connections, we believe that successful career transitions don't start with polishing your resume or networking tactics—they start with you. Our proprietary Inside Job Method™ guides you through three essential phases: gaining clarity about who you are at your best, building your authentic personal brand, and then creating a strategic roadmap to your next opportunity.

What makes us different? We don't just help you find any job—we help you find the right role that aligns with your values, leverages your strengths, and positions you for meaningful impact.

[Download free 7 Step Roadmap](#)

💡 Tip of the month

LinkedIn Insider Search Strategy: Find Hidden Jobs & Decision-Makers

Your Quick Win: This simple search reveals opportunities that never make it to job boards—and connects you directly with the people doing the hiring.

How it works:

Go to LinkedIn's homepage (your feed, NOT your profile page)

In the main search bar, type: "hiring [your target role: EX: Digital Marketer]"

What you'll discover:

✓ **Hidden opportunities** – Jobs posted by recruiters and hiring managers that bypass traditional job boards and don't trigger your job alerts

✓ **Direct access to decision-makers** – The person posting "We're hiring!" is often the talent acquisition specialist or the actual hiring manager. You're seeing their announcement in real-time, before it becomes a flooded applicant pool.

Why this matters: You're not just finding jobs—you're identifying WHO is hiring and WHO to message. This transforms your search from reactive applications to strategic, direct outreach.



Rising Professionals: Build Credibility- Gain Visibility

The Challenge: You're talented and ambitious, now you're navigating and needing to understand how to stand out in a competitive landscape while still establishing your professional identity.

[Learn More](#)



Reset Navigators: Transition Before or After Change

The Challenge: You're facing an unexpected transition, layoff, restructuring, or organizational change, and managing both the practical job search and the emotional weight of uncertainty.

[Learn More](#)



Redirect: Design Purposeful Encore Career

The Challenge: You've built a successful career, now you're ready for something different— Perhaps consulting, board work, advisory roles, or meaningful part-time engagement. The question is: how do you translate decades of experience into your next contribution?

[Learn More](#)

Ready to Start?

Your next career move is too important to leave to chance. Whether you're rising, resetting, or redirecting, we're here to guide you from clarity to strategy to success.

Visit us at www.careervantageconnections.com to learn more and take our free assessment or book your free- 10-minute consultation call to see how we can service your needs and propel you toward your transition aspiration.