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## TAG'S 1-ON-1 MENTORSHIP PROGRAM: OUTLINE

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### EXECUTIVE PACKAGE (MEETINGS #1 – #10)

#### Meeting #1: Igniting your Relationship

- In meeting #1, you will build the foundation for a positive, lasting relationship with your TAG Professional.
- You will be introduced to a new way of thinking about relationships.

#### Meeting #2: Company & Industry Overview

- In meeting #2, you will begin to form a clearer picture of how you can use your accomplishments as tools to better market yourself.
- You will perform a "deep dive" into your industry, acquiring knowledge that will make you more intelligent than 99% of your peers. This is the essence of an unfair career advantage.
- You will assess your targeted job position and begin to formulate a path to reach your career goals.

#### Meeting #3: Discussion, Review and the Extras

- You will learn a simple technique to win friends and build your own powerful relationships.
- You will expand upon meeting #2 and examine how well your strengths match up with the requirements of your desired job.
- You will begin your first personal branding assignment...your resume. You'll review your existing CV and discover the top two secrets for making it memorable.

#### Meeting #4: Building the Brand called YOU!

- In meeting #4, you will work on creating your own personal Memory Hook – the key to making an immediate impact on any contact you meet.
- You will discover the 6 steps necessary to build a positive online brand and increase your marketability. This could mean the difference between landing in the trash heap and landing your dream job!

#### Meeting #5: Article Discussion & the Key to it All

- During session #5, you will review the current dynamics of your chosen industry. This real-time intelligence will not only sharpen your research skills, but it will help you gain a competitive edge over your peers.
- You will be introduced to your TAG project. Through this exercise, you'll find out how your target company creates value, you'll uncover areas for operational improvement, and you'll discover where you would add value as an employee – this is crucial to success in any career field. Once completed, you'll be equipped to capture the interest of anyone at your target company – a necessity when pursuing your dream job.

- You will also secure a recommendation from your TAG Professional – an industry insider – which is invaluable in establishing your professional credentials.

#### Meeting #6: Systems, Organization & Efficiency

- You will review the idea of systems – the processes used to accomplish your goals. Most importantly, you’ll learn how to create your own career-enhancing system.
- You will find out how organization and efficiency separate the good employees from the great ones. And you’ll receive specific tips on how you – personally – can master these skills to gain a competitive edge.

#### Meeting #7: Project Review, Sell this Pen! & Brainteasers

- You will explore how to leverage TAG’s research process and apply it to different companies / industries.
- Building on meeting #6, you will learn a proven sales system to help you “close the deal” when networking or trying to land a job.
- You’ll cover the subject of brainteasers. Why do some interviewers ask candidates brainteasers? How can you give the right answer without knowing the “correct” answer? In meeting #7, you’ll discover how.

#### Meeting #8: Real World Reality Check

- Meeting #8 will focus on gaining as much experiential knowledge from your TAG Professional as possible. This is exactly the type of knowledge you need to distinguish yourself in the job-hunting marketplace.
- With your Professional’s assistance, you will set a specific career timeline and action plan. This will motivate you to take consistent actions each day to achieve your career dreams.

#### Meeting #9: The Mind Virus & Becoming Interesting

- You’ll learn how surrounding yourself with like-minded, motivated and optimistic people can lead to professional success.
- You’ll discover how to ramp up your productivity with a simple action management method.
- You’ll begin molding your real-life brand by learning the three best ways to impress others.

#### Meeting #10: Networking 101

- In meeting #10, you’ll find out all of the things that networking is NOT so that you can better master the art of one-on-one networking. Keep in mind: we network because the assistance of others is required to reach a higher level of career success. We network because it works.
- You’ll learn how to maximize the value of your existing contacts so you can begin to create a powerful network of your own.
- You’ll compose a personal Marketing Plan – a critical document in your networking arsenal. It will help contacts put your resume into action.

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## TAG PROGRAM OUTLINE

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### ELITE PACKAGE (INCLUDES MEETINGS #11 – #20)

#### Meeting #11: Networking v 2.0

- Building on meetings #6 and #7 (the importance of systems), you will learn all about TAG's Intelligent Networking System – a compass that will help you navigate towards social circle mastery.
- You will find out the best way to reach out to your network, examine the different ways to prepare for a meeting and review a basic outline for the first three minutes of any constructive networking meeting.

#### Meeting #12: Social Capital Investing

- In meeting #12, you will examine the difference between perception and reality...how the law of perception can affect every interview you ever go on...and how you can turn this obstacle into your advantage.
- You'll take inventory of your free time. By knowing how to better manage your time, you will achieve quantum leaps in your performance.
- You'll learn specific activities that will help you become a source of value – the key to building a strong professional network and a successful career.

#### Meeting #13: Social Circle Mastery (Part 1)

- In meeting #13, you'll understand why your reputation is so important and take specific steps to protect it.
- You'll learn the three basic principles used by successful networkers to master any social environment.
- You'll combine everything you've learned from TAG thus far to formulate the perfect introduction at a corporate event.

#### Meeting #14: Social Circle Mastery (Part 2)

- You will discover how to immediately demonstrate higher value to people – to instantly “win” their attention. This inside secret is practiced only by master networkers.
- You will learn the art of storytelling and how stories can convince other people of your viewpoint. You will also discover some simple shortcuts to telling a great story.

#### Meeting #15: The Art of Critical Assessment

- You and your TAG Professional will discuss the art of critical assessment and the importance of recognizing the “Halo Effect”.

- You'll explore how to become a more intellectually honest person by examining deeply held beliefs vs. facts. When you grasp this, you will be on your way to becoming an expert in your field.
- BONUS – You'll discover the wrong answer almost everybody gives during an interview and how TAG's uncommon wisdom can position you at the top of the candidate pool.

#### Meeting #16: Numbers that Make Cents

- By the end of meeting #16, you'll learn how navigating financial statements can lead you down the road to riches. If you want to be successful, this is essential!
- You'll become savvier than most finance professionals by understanding the most important metric to management teams – and how understanding this number can benefit you throughout your career.

#### Meeting #17: Interview Excellence

- Meeting #17 takes a closer look at the interview process and shows you how to stand out from the competition. Specifically, you'll learn five things you must do for every interview.
- Building upon your newfound organizational insights (meeting #16), you'll construct a spreadsheet that requires you to overlay your strengths with an employer's needs. Understanding this intersection – and being able to explain it clearly – is the key to making a lasting impression on any hiring manager.
- You'll also learn the strategies used by the world's top interviewers and discover what a hiring manager really wants.

#### Meeting #18: Presentation Profundity

- In meeting #18, you will become a power presenter. You'll learn a simple system that will help you communicate more effectively and persuasively.
- You'll review the components of every great presentation as well as the failure factors that prohibit most people from becoming highly regarded speakers.
- Can you excite your audience with a call to action? Yes! And meeting #18 will show you exactly how.

#### Meeting #19: Building Your Talent

- In meeting #19, you will build upon your talents. You'll learn the key factor that separates the geniuses from the merely accomplished...and how to make that factor work for you!
- You will be introduced to the concept of “deep practice,” a method that will literally alter the electrical circuits of your brain.
- You'll learn a management technique taught only at the Harvard Business School – a technique that has been used to persuade audiences as well as align organizations.

Meeting #20: What is Success? & The Secret to Life

- Congratulations! This is the final session of TAG's Mentorship Program. In your final meeting, you'll see how everything you've learned ties together to result in the final product – a better connected, more marketable you!
- You'll take a closer look at what it means to be successful and learn how to reach your maximum professional potential.
- And you'll review the single-most important concept of TAG's program – giving value. This is the key to a successful career...and life!