THE EITA CAREER PLAYBOOK

Career Reinvention • Strategic Positioning • Opportunity • Execution

A practical, action-oriented guide for experienced women 45+ who want to pivot, compete, negotiate, lead, and build a career on their own terms.

EXPERIENCE IS THE ADVANTAGE FOUNDATION
Empowering Women. Transforming Futures. Together.

Welcome: Your Experience Is Not an Expiration Date

This playbook is built around a simple premise: experience has value, but employers and clients need to see that value translated into current, measurable outcomes. You do not need to start over. You need a clear direction, compelling evidence, an intentional network, and a repeatable execution system.

How to use: Work through one section per week, complete the worksheets, and review your 30/60/90-day plan every Friday. This guide is educational, not a guarantee of employment or financial outcomes.

Your Career Operating System

Define	Demonstrate	Connect	Convert
Choose a specific destination and value proposition.	Document proof of results and modern skills.	Build relationships with decision-makers.	Turn conversations into interviews, offers, and opportunities.

Baseline Scorecard

Dimension	Rate 1–5	One improvement
Career direction	_____	_____
Market-ready résumé	_____	_____
LinkedIn visibility	_____	_____
Professional network	_____	_____
Interview readiness	_____	_____
Negotiation confidence	_____	_____

My career outcome in 90 days

_____

_____

_____

1 | Career Clarity and Pivot Mapping

Choose your next chapter

Identify 2–3 target roles or business models. Compare each on compensation potential, demand, energy fit, location flexibility, and time to qualify.

Transferable skills audit

Write down ten skills that travel across industries, such as change leadership, training, operations, stakeholder engagement, budget oversight, process improvement, or coaching.

Pivot decision rule

Select one primary path and one backup path. Avoid applying broadly to unrelated roles without a coherent narrative.

Action worksheet

My target role or venture:

_____

_____

Three problems I solve better because of my experience:

_____

_____

Evidence that buyers or employers value these skills:

_____

_____

2 | Build a Results-Based Career Story

Use the outcome formula

Situation + action + measurable result + relevance to the target opportunity. Replace task descriptions with proof of business impact.

Translate your experience

For each prior role, identify scope, complexity, stakeholders, tools, and outcomes. Use truthful estimates only when clearly labeled as estimates.

Your 30-second introduction

“I help [audience] solve [problem] through [strengths]. Recently I [proof]. I am exploring [target opportunity].”

Action worksheet

My headline:

_____

_____

My strongest quantified accomplishment:

_____

_____

My 30-second introduction:

_____

_____

3 | Résumé, LinkedIn, and Digital Visibility

Tailor strategically

Use a master résumé and tailor a targeted version for each role family. Match genuine skills and keywords from the posting without copying or inflating qualifications.

Modern résumé checklist

Use a clear headline, concise summary, relevant accomplishments, dates, education, and skills. Avoid tables, graphics, and text boxes when an applicant tracking system may parse the document.

LinkedIn as evidence

Align headline and About section with your target; feature a project, presentation, case study, article, or recommendation. Comment thoughtfully on industry discussions each week.

Addressing age bias

Lead with current capability and recent outcomes. You may choose to shorten early-career detail, but do not misrepresent dates, degrees, or work history.

Action worksheet

My LinkedIn headline:

_____

_____

Three keywords from my target job descriptions:

_____

_____

One portfolio asset I will publish:

_____

_____

4 | Networking That Produces Opportunities

Map your network

Create four circles: advocates, former colleagues, decision-makers, and peers. Aim for specific conversations, not mass connection requests.

The informational conversation

Ask: What is changing in your function? What problems are urgent? Which skills stand out? Who else should I speak with? Close with a clear, respectful next step.

Follow-up cadence

After a conversation, send thanks within 48 hours, share one relevant resource, and follow up only when there is a substantive update or a reasonable interval.

Action worksheet

Five people I can reconnect with:

_____

_____

My specific ask:

_____

_____

My follow-up date:

_____

_____

5 | Targeted Job Search and Application Strategy

Build a target list

Select 15–25 organizations aligned with your skills, values, and compensation needs. Review their official careers pages and verify openings before applying.

Use a weekly funnel

Track roles researched, tailored applications, referrals requested, conversations held, interviews, and offers. Quality and conversion matter more than application volume.

Diagnose bottlenecks

Few interviews may signal targeting or résumé positioning issues; interviews without offers may signal story, examples, or role-fit gaps. Market conditions and hiring practices also affect outcomes.

Action worksheet

My top five target employers:

_____

_____

My weekly application and outreach targets:

_____

_____

One bottleneck to test this month:

_____

_____

6 | Interviews, Confidence, and Executive Presence

Prepare six stories

Develop examples of leadership, conflict, change, failure and recovery, influence without authority, and measurable improvement. Practice with the STAR structure.

Show current fluency

Explain how you use contemporary tools and methods with specific examples. Avoid unsupported claims about AI, analytics, or technology.

Ask strong questions

What results define success in the first six months? What obstacles have prevented progress? How does the team make decisions? What support is available?

Action worksheet

My strongest leadership STAR story:

_____

_____

A difficult question I will rehearse:

_____

_____

Three questions for the interviewer:

_____

_____

7 | Compensation and Offer Negotiation

Know your floor

Calculate minimum acceptable compensation using household needs, benefits, commute, risk, and total rewards. Research current market pay for comparable scope and location.

Negotiate the full package

Consider salary or rate, bonus, retirement, health coverage, flexibility, professional development, title, decision authority, and review timing.

Use an evidence-based script

“Based on the role scope and my record delivering [results], I was targeting [range]. Is there flexibility to bring the package closer to that level?”

Action worksheet

My minimum acceptable package:

_____

_____

My target compensation range and source:

_____

_____

My two most important non-salary terms:

_____

_____

8 | Alternatives: Consulting, Fractional, and Entrepreneurship

Package your expertise

Identify a narrow problem, a specific buyer, a deliverable, timeline, and measurable value. Example: a 30-day change-readiness assessment for a mid-sized organization.

Validate before investing

Interview prospective buyers, test a small offer, price for time and expenses, and confirm payment terms. Do not build an expensive brand or website before confirming demand.

Protect your runway

Separate business and personal funds, document agreements, track taxes and expenses, and consider professional legal or accounting advice.

Action worksheet

My service offer in one sentence:

_____

_____

Who would buy it and why now?

_____

_____

My first validation conversation:

_____

_____

9 | Board Readiness, Mentorship, and Legacy

Choose a contribution lane

Explore nonprofit boards, advisory councils, committees, professional associations, and corporate governance pathways. Match the opportunity to your governance and industry expertise.

Build your board profile

Prepare a one-page board bio highlighting strategy, risk, financial oversight, stakeholder leadership, and community impact, where supported by actual experience.

Turn wisdom into legacy

Mentor an emerging professional, document a repeatable process, sponsor talent, or lead a cross-generational project. Set a measurable outcome rather than only a title.

Action worksheet

My board or leadership contribution area:

_____

_____

One person I can sponsor or mentor:

_____

_____

My legacy outcome for the next 12 months:

_____

_____

10 | Your 30 / 60 / 90-Day Execution Map

Timeframe	Priority actions	Proof of progress
Days 1–30	Choose target path; audit achievements; refresh résumé and LinkedIn; map 20 relationships.	Target statement, master résumé, profile, outreach list.
Days 31–60	Hold 8–12 focused conversations; tailor applications; rehearse six stories; test a consulting offer if relevant.	Conversations, interviews, portfolio sample, client feedback.
Days 61–90	Refine based on conversion data; negotiate opportunities; build mentor/board connections; plan next quarter.	Offers or qualified leads, lessons learned, next 90-day plan.

Weekly Accountability Dashboard

Metric	Target	Actual
High-fit roles researched	_____	_____
Tailored applications submitted	_____	_____
Warm outreach messages	_____	_____
Meaningful conversations	_____	_____
Interviews or client discovery calls	_____	_____
Follow-ups completed	_____	_____

Friday Review

What created traction this week?

_____

_____

What will I stop, start, and continue next week?

_____

11 | Templates You Can Use

Warm reconnect message

Hello [Name], I hope you are doing well. I am exploring opportunities in [field] where I can apply my experience in [specific strength]. I would value 15 minutes to hear what you are seeing in the market. Would you be open to a brief conversation next week?

Referral request

I noticed the [role] opening at [organization]. My background in [relevant accomplishment] appears aligned with [business need]. If you are comfortable, would you consider referring me or suggesting the best person to contact? I can send a tailored résumé.

Interview follow-up

Thank you for discussing the [role]. Our conversation reinforced my interest in [specific priority]. My experience delivering [outcome] would help me contribute to [team objective]. I appreciate your consideration and look forward to next steps.

Consulting discovery question set

What is the cost of the current problem? Who owns the decision? What would success look like in 90 days? What budget or resources are available? What has already been tried?

Final Commitment

By [date], I will take [specific action] to advance [career outcome]. I will measure success by [observable result].

_____

_____

_____

EITA Foundation | Experience Is The Advantage | Educational resource. Career, financial, and legal decisions should be evaluated for your circumstances.