

LEAD Shift Career Repositioning

For experienced technical professionals moving toward management and senior leadership

Strong experience is often described too tactically. LEAD Shift makes the level of responsibility visible without inflating the facts - translating execution into credible evidence of leadership readiness.

L**LEVERAGE**

Impact created through people, systems, priorities, process, or scale.

E**EXECUTIVE JUDGMENT**

How ambiguity, risk, tradeoffs, and competing priorities were evaluated.

A**AUTHORITY SIGNALING**

How trust and responsibility are made visible through briefing, advising, aligning, approving, or influencing.

D**DECISION OWNERSHIP**

What the professional personally decided, changed, protected, delivered, or recovered.

THE PRINCIPLE

Reframe the meaning of the experience, not the facts. The goal is not to make the work sound bigger; it is to make its real value visible.

From Task Language to Leadership Evidence

Illustrative example - fictional candidate

A technically strong professional can be qualified for the next level while still presenting experience as activity. The repositioning below changes the signal, not the underlying facts.

BEFORE: ACCURATE, BUT TACTICAL

Managed the integrated schedule and coordinated stakeholder inputs.

What a hiring manager may infer:

- Execution-focused
- Coordination support
- Limited visibility into judgment or authority

AFTER: SAME FACTS, STRONGER SIGNAL

Directed cross-functional planning, reconciled competing requirements and schedule risk, aligned stakeholders on priorities, and provided decision-ready recommendations that improved delivery predictability.

What becomes visible:

- Cross-functional leadership
- Judgment under competing constraints
- Authority to align and recommend
- Business / mission consequence

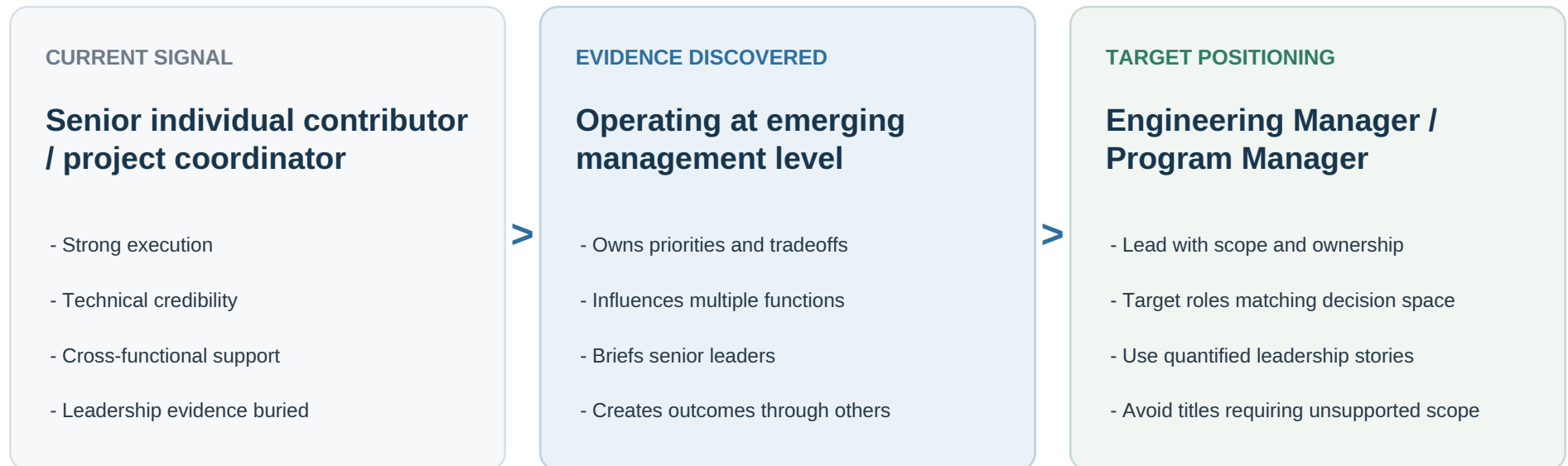
WHY THIS MATTERS

For experienced professionals, the problem is often not a lack of accomplishment. It is that the resume describes what they were assigned to do instead of what they were trusted to own, decide, influence, and deliver.

Position the Career for the Level Being Targeted

Illustrative example - Senior Project Engineer seeking management roles

Resume transformation is only part of the engagement. The same evidence is used to determine credible target roles, strongest proof, and remaining gaps.



ROLE STRATEGY OUTPUT

The client receives a practical target map: strong-fit roles, selective stretch roles, roles to avoid, the evidence to lead with, and the positioning changes needed for each target category.

What a LEAD Shift Engagement Includes

A defined, asynchronous repositioning service with a final strategy review

Built for experienced professionals who need more than generic resume advice: clarify the value already being created, reposition the evidence, and target roles where that evidence is credible.

1 POSITIONING ASSESSMENT

What the current materials signal, what the experience actually supports, and where the gap sits.

2 RESUME TRANSFORMATION

A rebuilt resume that makes scope, judgment, authority, ownership, and consequence easier to see.

3 TARGET-ROLE STRATEGY

Strong-fit and stretch roles, search direction, and the evidence to emphasize for each target.

4 INTERVIEW POSITIONING

Leadership stories shaped around responsibility, tradeoffs, decisions, influence, and consequence.

5 FINAL STRATEGY REVIEW

A focused discussion of the new positioning, how to use it, and what to pursue next.

6 EVIDENCE INTEGRITY

No invented scope, fake metrics, or inflated authority. Better communication of real experience only.

LEAD SHIFT

Execution proves capability. Judgment + ownership make leadership readiness visible.