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CAREER NETWORK

THE ONRAMP CAREER RESET



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Today's growth leaders feel increasingly overwhelmed as they are expected to be brand stewards, AI experts, tech mavens, customer experience hubs, and mental health advocates.

When faced with overwhelm and isolation, we have two options:

1. *We can design and pursue the life and career that we love; or*
2. *Wait for things to happen TO us.*

In our communities, our clients believe that finding their next career move is a choice, not a matter of chance.

After advising over 100 high performing leaders, I have discovered that those who land on their "happy feet" share five common traits:

- They treat the career transition process as a learning journey (versus random circumstances).
- They maintain great health rituals.
- They embrace a *Growth Mindset*. (Credit goes to author Carol Dweck!)
- They build a clear brand identity.
- They create a strong, supportive peer community that holds them accountable.

Below you will find the five stages of Career Reset that successful marketing leaders follow. You will also notice that we added timelines. These remain flexible—*your journey is uniquely yours*.

The same success principles and tools can apply to any professional who is facing transition or a promotion. No matter what career you choose, our intention is to make your new journey a smoother one.

We have also included links to dozens of tools and resources. I have successfully used these with my clients for decades—and update them regularly.

Let me know how the journey goes!

LISA NIRELL



The Five Stages of Career Reset

- I. **Letting Go of the Past.** This is the time to reflect and forgive. Take stock on your achievements, keep what worked, double down on what you care about, and release any sense of resentment, blame or frustration.
- II. **Rediscovery.** You now have the clear mind to design what's next—and start telling others what you want.
- III. **Touring.** Every new journey invites you to experiment with new people, places, and palates. Plan to test, learn, and adjust for a month or three! Some exploratory meetings may not initially make sense. Be patient and open. You have evolved into a different identity than in Stage 1.
- IV. **Make Inroads.** This stage happens when you see the future you want to create, and your career options begin to take hold. People refer opportunities that land in your “sweet spot.”
- V. **Set a New Course.** You have found the road to new opportunities within your sweet spot. Interviews that land directly in your sweet spot increase in volume. You follow and regularly update your written Search GPS, and it's bearing fruit.

I. Letting Go (6 - 10 Weeks)

- [Clean Sweep](#)
- Track how you are using your time for one week. Measure in 15-minute increments.
- One week later, review the time tracker results. What percentage of your time is focused on advancing your career goals? What percentage of activities are time wasters? What commitments are high value versus old routines?
- Based on your answers, cancel at least one “old routine” commitment per week. Make room for setting your new career vision. Block your calendar for the NEW, HIGH VALUE routines, starting with 15 minutes per week.
- Schedule 3 awe walks, swims, runs or dances per week. Start with 10 minutes.
- [Letting Go of Your Past Role](#) (questionnaire)
- Positive Intelligence [Saboteur Survey](#). Know where you will get stuck!
- Make 10 new LinkedIn connections to peers who have strong profiles and engagement on the platform.
- Hair, skin, clothing refresh (Is it time to clean out your closet, upgrade your office studio, and modernize your look?)
- Join a career search group or peer group (local and virtual!).
- Block out 10 minutes per week for thinking, boredom, or meditation (NO meetings!)
- Book time every 8 weeks to review/revise your Clean Sweep scores. Aim for 80 points or higher!



▶ II. Rediscovery (8-10 weeks)

- Setting a vision: [Design Your Life](#).
- Stakeholder Interviews ([capturing themes and momentum](#))
- [Clarify Your Values](#)
- [Career Design Questions](#)
- Daily awe walks (digital-free).
- Add new LinkedIn headshot. Resources: [headshots.com](#) or [shoott.com](#).
- Add new linkedIn “About” section (first tense)
- Revise LinkedIn “Skills” section. (Follow Jessica Hernandez [here](#) to learn how)
- Revise descriptions/summaries of your past jobs (1 revision per week)
- [Signature Story](#) exercise.
- Order thank you notes (customized).
- Request LinkedIn endorsements (minimum 3)
- Executive recruiter outreach (write 1 customized email message per week).
- Board and committee research (volunteer or paid). Visit PDA or your local NACD chapter.
- Book 30 minutes per week to study or use generative AI tools (ChatGPT, Jasper, Otter.ai, etc.)
- Finish “skills” list for resume and LinkedIn profile (find process/tips in this post, tip #3).
- Update resume. Need a resume expert writer? Contact [Sarah Johnston](#) or [Donna Serdula](#). (Please tell them I sent you).
- Update studio: Camera, microphone, background. Book consultation with [Bill Connolly](#) (referral partner). Hybrid is here to stay!
- Time block: 20 minutes per week for thinking, boredom, or meditation (NO meetings!)

▶ III. Touring (8+ weeks)

- Find an accountability buddy (10 minutes per week)
- Resume final edits (does it pass this 6 second test?)
- Research and build top 25 contact list. This includes stakeholders.
- Research and build top 25 employer list.
- Research and build top 10 executive recruiter list.
- (optional): Schedule nonprofit community or company board interviews.
- Test and practice [Signature Story](#) with 5+ people



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- Create a social media calendar (for YOU) – visit/comment/post 10 minutes, three times per week.
- Select “top 10 newsfeed” list (podcasts, YouTube, LinkedIn Lives)
- Post at least twice per week on LinkedIn. Practice the four types of posts: Personal, promoting others, promote employer, and POV.
- Comment on at least 3 posts per week. Make them meaningful, versus “good post!”
- Schedule one virtual/in person “coffee date” per week.
- Awe walks/rides/runs/swims.
- Send thank you notes (mail, not text or email!)
- Clean Sweep Round 2! Schedule celebration/reward for your progress.
- Increase block to 1 hour per week for thinking, boredom, or meditation (NO meetings!)

▶ IV. Make Inroads (2-4 months)

- Daily awe walks/runs/swims/dances.
- Build and share [Strategic Search Plan](#) (1 page “cheat sheet” for key referral sources). Share 1:1, not via mass email. See [example](#).
- Send 1 valuable post per month to the top 25 list of Search Plan contacts (1 hour).
- Send 1 valuable update per week to your top 10 Executive Recruiter list.
- Study 1 livestream/podcast/webinar per week (30-60 minutes). Favorite follows: [Charlene Li](#), [Kara Swisher/Scott Galloway](#), [Fixable with Anne + Frances](#), and [me](#).
- Continue weekly in person and virtual coffee dates.
- Continue Accountability Buddy sessions (10 minutes per week/Zoom or phone).
- Revise Strategic Search plan as lessons unfold (new employer contacts? New roles?)
- Monthly or weekly rewards for the progress you have made!

▶ V. Set A New Course

- Daily awe walks/runs/swims/dances.
- Revise Strategic Search Plan.
- Share your weekly successes with loved ones and in Slack channel.
- Send thank you notes.
- Offer to help someone else and pay it forward



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About Lisa Nirell

Lisa Nirell helps CEOs and market leaders **navigate high-stakes transitions and build resilient, engaged, high-performing teams.**

Drawing on three decades of advisory work across 21 countries, **she has helped clients generate more than \$180 million in new revenue** while launching breakthrough growth strategies.

Innovative brands such as **AARP, Adobe, CoStar Group, Google, and Hilton** turn to Lisa for fresh insight, critical thinking, and “connective tissue” across their executive teams and ecosystems.

She is the founder of the **Marketing Growth Leaders™** peer community, a two-time author, and the creator of hundreds of articles, podcasts, and e-courses on leadership, growth, and modern marketing.

Lisa is a member of **Marshall Goldsmith's 100 Coaches** community and was named one of the **Top 200 Biggest Voices in Leadership**. An expert contributor to **Harvard Business Review, Fast Company, CMO.com, and Forbes**, she also authored **[EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company](#)** and **[The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World](#)**.

A competitive open-water swimmer for more than 45 years, Lisa brings three core transition mindsets—**adopt experimentation, amplify for alignment, and embrace awe**—to help leaders move from fear to flow in the face of relentless change.

She credits her lifelong curiosity for innovation to her father, **inventor Edgar Lizotte**—and to the moment she “caught the innovation bug” at 40.

To book your strategy session or hire Lisa for your upcoming conference, contact lisa@lisanirell.com.

