

## PROGRAM OVERVIEW

# Corporate Escapee Accelerator Program

This program creates a supportive environment for like-hearted professionals to explore the realities of gig life and set themselves up for a successful portfolio career. It provides a practical blend of the insights, tools and resources that are needed to thrive as on-demand talent. By the end of the program, you will be gig-ready!

### WHO IS IT FOR?

This program is for any professional who:

- STILL DECIDING** Is weighing up their options and considering if a portfolio career is for them
- READY TO JUMP** Is plotting their corporate escape and is wanting to transition to a portfolio career
- EARLY DAYS** Has already taken the leap and is new to working as on-demand talent with a portfolio career
- IN THE GAME** Has established themselves as on-demand talent but feel like they could sharpen their practice

### HOW IT IS DELIVERED?

The Corporate Escapee Accelerator Program is a six week learning program that can be taken as Self-paced modules or a Live cohort program.

	SELF PACED OPTION	LIVE COHORT OPTION
Gig-ready assessments	✓	✓
Weekly video & podcasts	✓	✓
Downloadable resources & tools	✓	✓
Live virtual workshops		✓
Peer mentoring & peer forum		✓
Access to advisors (optional)	✓	✓

## WHAT DOES IT COVER?

### WEEK 1 EXPLORING THE GIG ECONOMY

- ✓ Gain clarity on the challenges, benefits & risks of a portfolio career
- ✓ Understand the reality of gig life & the profile of those who thrive
- ✓ Answer the big question... “Is gig life for me?”

### WEEK 2 PREPARING FOR YOUR PORTFOLIO CAREER

- ✓ Define what success looks like for you & what you need from gig life
- ✓ Get to know your customer, the market & the broader landscape
- ✓ Sort out the ‘business basics’ like accounting, insurance and legal

### WEEK 3 NAILING YOUR VALUE PROPOSITION

- ✓ Turn your market insights into a strong proposition
- ✓ Lock in that crisp, confident, must-have elevator pitch
- ✓ Get clear on your brand & positioning

### WEEK 4 BUILDING YOUR PIPELINE

- ✓ Build your B2B marketing know-how & create an actionable plan
- ✓ Know your options across social media, CRMs, website & other enablers
- ✓ Identify channels to get connected & reconnected with your network

### WEEK 5 REFINING YOUR CONSULTING SKILLS

- ✓ Understand the must-have consulting skills for a portfolio career
- ✓ Identify your consulting strong points and gaps
- ✓ Build your consulting muscle

### WEEK 6 THRIVING AS ON-DEMAND TALENT

- ✓ Access tools to help scope & size new opportunities
- ✓ Access tools to help you create great proposals & strong cost models
- ✓ Gain insight from those who have thriving portfolio careers