



**ASTRA**  
mentoring

# CAREER CRASH COURSE:

## Successfully Transitioning Into the Job Market



# OVERVIEW

**“What should my next step be, and how do I get there?” is a question we always hear as career counselors. At the core of the problem is knowing what options are out there, but then how do you know which one is the right choice for you?**



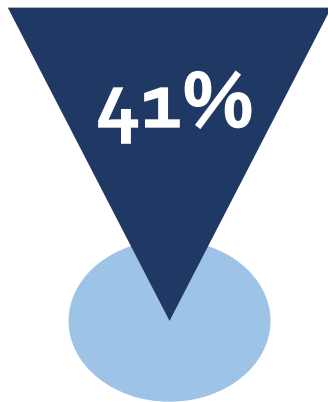
Transitioning to the job market can be a daunting experience if you do not have the right education and information, especially in times of COVID-19. You may have an idea of what kind of job you would like to do, but you may lack the knowledge and skills to help you attain it.

In this course, you’ll gain valuable insights from experienced career counselors about how to navigate your transition to the job market, how to think about your career choices, and what these mean for you in the long run. Ideally, we’d like to prevent the dreaded “I wish I knew this sooner” that we hear a lot from individuals.

**The answers that you will find in the Career Crash Course:**

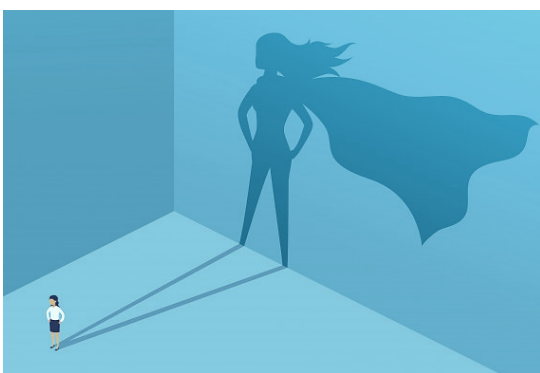
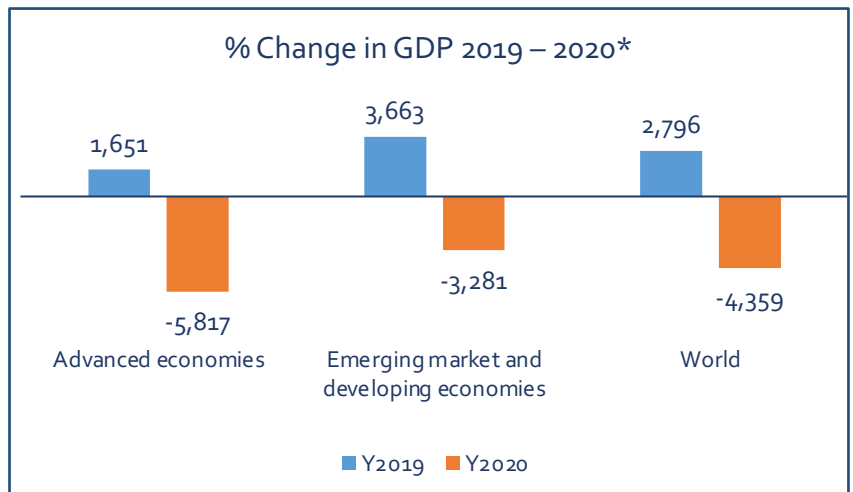


# RELEVANCE OF THE COURSE



Is the average increase in **unemployment** in 2020 across Advanced Economies according to the International Monetary Fund\*.

With most economies of the world on the brink of recession, the job market has become increasingly **smaller** and more **competitive** due to more people looking for work.



Being aware of the **value** that you bring to the job market, and gaining the right **skills** to show it, will set you apart in recruitment processes.

It is paramount to start taking steps **now** to be prepared to face the challenges of the current economy.

\*International Monetary Fund, World Economic Outlook Database, October 2020

# COURSE HIGHLIGHTS

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You'll walk away with:

- **Knowledge of the different career paths** and how different sectors operate.
- Tools and frameworks to **refine your approach to self-discovery and build an action plan for your career hypothesis**, in alignment with your personal values.
- **Networking strategies** to test your career hypothesis, know how to communicate your personal brand effectively, and discover opportunities in your targeted companies.
- **A robust understanding** of how to write compelling CVs and Cover Letters.
- **Interviewing methods** for succeeding at answering questions, and for how to ask insightful questions to interviewers.
- **Astra Mentoring resources.** We will give you access to our templates, content, exposure to Industry Experts, etc...



# COURSE METHODOLOGY

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## Discovery Approach

We provide you with the tools to explore and learn your interests to choose a career.



## Career Hypothesis

We help you develop a career hypothesis and use it as a compass with which to guide your exploration efforts.



## Networking Focus

We believe in learning the fundamentals of networking early and teach it to you as a priority.



## Industry Experts

We bring Industry Experts to explain what careers are like in different sectors.



## Job Applications

We teach you skills in researching, applying, and interviewing for recruitment processes.



# PROGRAM OUTLINE

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**Module 1: Identity.** Discovering the different career paths in the main sectors of the economy and leveraging self-discovery to develop your career hypothesis.



**Module 2: Focus.** Once you know what you want to do and where you'd like to be, it's time to create the vehicles that will help you get there: your CV and Cover Letter.



**Module 3: Networking.** Armed with self-awareness and the right vehicles, we will focus on how to communicate your personal brand to the world, set up and use LinkedIn, and how to form networking strategies for career exploration and opportunities.



**Module 4: Recruitment Processes.** Applying to jobs is just one step. You still have to stand out from other applicants and succeed in screenings and interviews. In this module you will learn everything related to recruitment screenings and interviews.

## PROGRAM SESSIONS\*



**Session 1 (March 6, 2021)**  
Career Discovery  
– Introducing the Sectors

**Session 2 (March 13, 2021)**  
Career Hypothesis & North Star Goal



**Session 3 (March 20, 2021)**  
CV Building for Impact

**Session 7 (April 10, 2021)**  
Writing a Compelling Cover Letter



**Session 3 (April 17, 2021)**  
Crafting your Elevator Pitch

**Session 4 (April 24, 2021)**  
Setting Up & Leveraging LinkedIn

**Session 5 (May 8, 2021)**  
Networking as a Skill



**Session 8 (May 15, 2021)**  
Interviewing (I)

**Session 9 (May 22, 2021)**  
Interviewing (II)

**Session 10 (May 29, 2021)**  
Interviewing (III)



**FREE Bonus Session (June 5, 2021)**  
Transitioning to Your New Job

In this session we will help you produce a plan to seamlessly transition to your new job and plant seeds of success early and enjoy a rewarding career in your new company.

\*Prior to each session we will be sending you homework to help prime yourself and get the most out of each session's content.

## PROGRAM INSTRUCTORS

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### MIKE MASCARENHAS

Astra Mentoring Co-Founder, Mentor

- Hometown: Poughkeepsie, NY, USA
- Undergrad: Cornell University, USA
- MBA IESE Business School, Spain
- Strategy Consultant - 5 years
- Career Counselor for - 4 years

After working for 5 years in Management Consulting in New York, Mike graduated from IESE Business School with an MBA. He has spent the last 4 years as a Career Coach guiding students towards their goals.

He focuses on self-discovery and networking and takes a structured approach to career planning involving insights and effective frameworks.

With 7 years of corporate experience in 5 countries and holding an MBA from IESE Business School, Carlos knows the world of careers and recruitment. He now works as a Career Counselor for his alma mater.

In addition to his empathetic approach when helping students find their inner confidence in selling their unique personal brand, Carlos uses strong organizational skills to design structured interview frameworks to help students answer any question.



### CARLOS AMELA

Astra Mentoring Co-Founder, Mentor

- Hometown: Managua, Nicaragua
- Undergrad: Clark University, USA
- MBA IESE Business School, Spain
- Sales & Business Development - 7 years
- Career Counselor - 2 years



# WHY ASTRA MENTORING?

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- We are a team of experienced career counselors with 2000+ hours of counseling under our belts.
- We come from a wide range of business functions including sales, HR, business development, strategy, and product management in the Consulting, Industry, and Finance sectors.
- We are trained in teaching and helping individuals achieve their career goals at a world-renown business school.
- We help with:
  1. Self-discovery and career exploration
  2. Acquiring the critical skills to tackle the job market
  3. Preparing application materials and succeeding in job interviews
  4. Transitioning into the job with success

## Our Mission:

To provide you with expert advice and teach you the tools to **empower** you to own your decisions and make **smart career choices**.

## Our Values:

Guide our clients with a **spirit of service**.

Have a **positive and lasting professional impact** on our clients.

Be **excellent** at what we do, because our client's **success is our priority**.

## REVIEWS

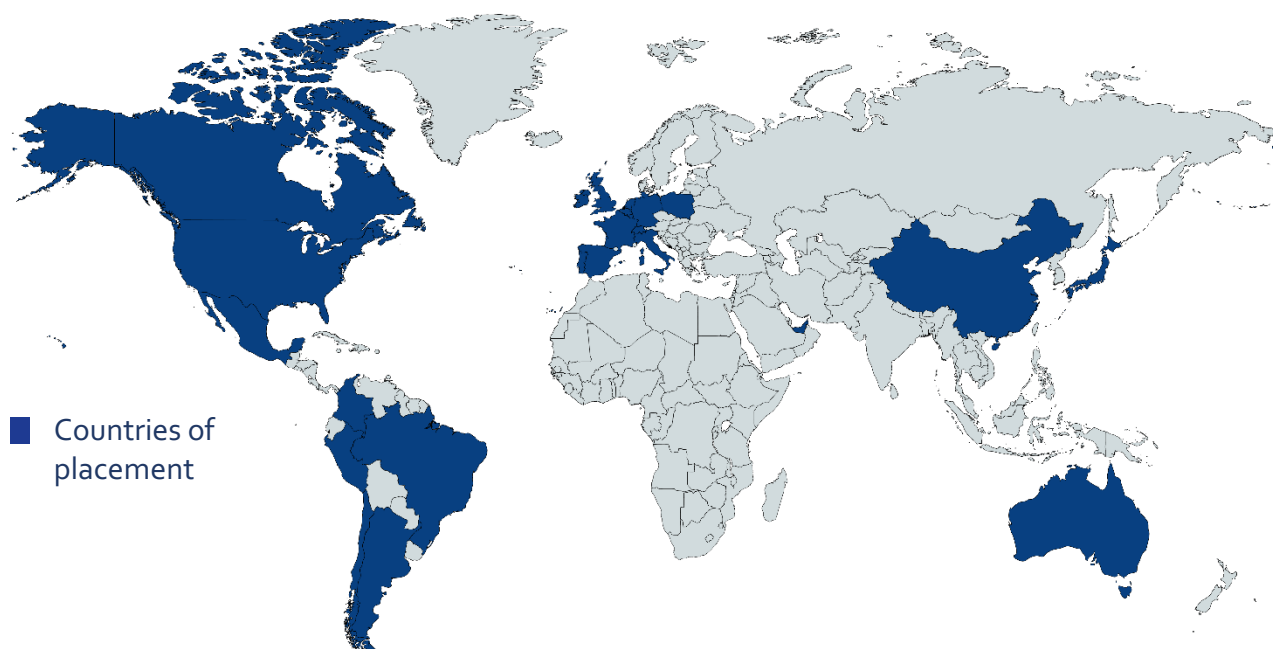


"No matter what I needed, whether it was supporting on my cover letter, brainstorming for interview answers, or even spell checks, Carlos & Mike went out of their way to help me. One of the most valuable skills they taught me was how to network and connect with people for referrals and career advancement. They are experts in their field, so I highly recommend their services!" – Carolin S., Consultant at EY Parthenon

"Carlos assisted me through the full recruitment process: from the search, to CV review to preparing interviews, all the way to getting and negotiating the offer. His coaching in interview preparation was essential; we dove deep into understanding myself so I could later present myself to employers. His support reinforced not only my determination, but also my confidence." – Yuyan L., Relationship Manager at Twincapital



"Mike has an excellent way of creating open and honest dialogue and provides informed advice to help individuals reach their career goals. He's approachable, dependable, and pragmatic in his approach to coaching and I don't think I would be where I am in my career without his guidance!" – Kristen R., Associate at a Venture Capital firm



We have helped more than **2000 individuals** achieve their career goals in more than 25 countries.

## COURSE DURATION AND FEE

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**Duration:** March 6th, 2021 - June 5th, 2021\*



**Format:** Online, sections of small groups of no more than 20 participants, 1 session per week



**Sessions:** 11 sessions (1.5 hrs each) and about 2 hrs of weekly homework assignments



**Course Fees:** US \$1000 (see exclusive discounts for ASFM and payment plans in next page)

### What you will get as a participant of this course:

- A free PDF on "How to Manage Stress & Anxiety from COVID-19"
- 10 sessions on the 4 modules
- Exposure to Industry Experts
- 1 bonus session on "How to Transition to Your New Job and Plant Seeds of Success"
- Astra Mentoring resources (e.g. templates, samples, presentation slides...)
- Exclusive ASFM Discount for one-to-one feedback session

**\*Note:** This program includes a scheduled break for Easter Break (Semana Santa) and Labor Day. There are no assignments, submissions, or sessions held between March 27, 2021 - April 3, 2021, and also on May 1, 2021.

# PRICING AND PAYMENT OPTIONS

Concept	Price
Regular Price	US\$ 1,000 / student
ASFM Exclusive discount	US\$ 200 / student
Early Bird discount or Pay In Full discount	US\$ 50 / student
<b>Early Bird (with installments) or Pay In Full TOTAL:</b>	<b>US\$ 750 / student</b>
<b>Non-Early Bird (with installments) TOTAL:</b>	<b>US\$ 800 / student</b>

Optional one-to-one feedback session:

- Regular Price: US\$ 85 / hour
- **ASFM Exclusive Price: US\$ 65 / hour**

You can choose your most convenient payment option\* below:

Option	Discounts	Non-Refundable Commitment Fee	1st Installment	2nd Installment
1	Early Bird (-\$50) + ASFM (-\$200)	US\$ 150 - due between Jan. 15 and Jan. 22, 2021	US\$ 350 - due by Feb. 28, 2021	US\$ 250 - due by March 30, 2021

Option	Discounts	Non-Refundable Commitment Fee	1st Installment	2nd Installment
2	ASFM (-\$200)	US\$ 200 - due between Jan. 23 and Feb. 15, 2021	US\$ 350 - due by Feb. 28, 2021	US\$ 250 - due by March 30, 2021

Option	Discounts	Pay In Full*
3	Pay In Full (-\$50) + ASFM (-\$200)	US\$ 750 - due between Jan. 15 and Feb. 28, 2021

\*Please read our Terms & Conditions on the registration form for more information on our policies.

## REGISTRATION & LINK TO WEBINAR

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Click on the button to register and save a seat for the Career Crash Course



**CAREER CRASH  
COURSE**

Click on the button to access the contents of the webinar from January 09, 2021.



**WEBINAR  
CONTENTS**



# ASTRA

**m e n t o r i n g**

If you have any questions about the Career Crash Course, or about our other services, please send us an email to the following address:

[info@astramentoring.com](mailto:info@astramentoring.com)

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