

OUT OF OFFICE

(for now)
PLAYBOOK

"You're not starting from scratch. You're starting from experience."

"Your CV is not your story - it's your greatest hits album."



Welcome

You didn't ask for redundancy, but you do get to decide what happens next.

This workbook is your reset space.

Five days.

Five pages.

One small but mighty move each day to get you back on your feet, thinking clearly, and believing in your own brilliance again.

Use this however you like (pen and paper, messy notes, voice-to-text) whatever helps you process.

TIP

If you're listening to the episodes, pause when I say "Quick Move" and actually do it.

The magic is in the doing, not the downloading.

You're not starting over.

You're starting sharper.



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Day One

YOU'VE BEEN MADE REDUNDANT... NOW WHAT?

Why this matters

You've just been knocked sideways.
Before you sprint, breathe.
WE REBUILD FROM WHAT'S LEFT, NOT WHAT'S LOST.

Reflect

What emotions are you noticing right now e.g. shock, anger, relief?

What story are you telling yourself about what this means?

Quick Move: The NOT LOST list

Write down everything redundancy didn't take: your skills, courage, ideas, relationships, humour, resilience.

2mm Difference: What's one tiny reframe that helps you feel 1% lighter today?

Day Two

CONFIDENCE INTERRUPTED

Why this matters

Confidence isn't something you wait for; it's something you rebuild in motion.

Reflect

Where does self-doubt show up most right now?

When was the last time you felt properly competent? What were you doing?

Quick Move: The 5 MINUTE WIN

Choose one small, doable task today that proves you've still got it. Then do it. What was it and how did it make you feel?

2mm Difference: What shift happens when you've acted (even before you felt ready)?

Day Three

REPACKAGE YOUR GENIUS

Why this matters

Your job title was never the full story. You've got a whole portfolio of wins behind that CV.

Reflect

Where does self-What are you proudest of from your last role?

What problems did you solve that others avoided?

Quick Move: Your GENIUS SENTENCE

Craft one sentence that captures your value. Example: "I help teams turn half-baked ideas into campaigns that actually land."

2mm Difference: How does it feel to own your impact out loud?

Day Three

THE GENIUS FILTER

If you found the previous page difficult, maybe this will help you dig a bit deeper. Let's move you step by step from 'What You Do' → To 'What You're Known For'

You need to understand what always shows up when you do. That's your signature - the thing redundancy, titles, and trends can't take away from you.

Step 1: Spot the Clues

Ask yourself these three questions. Don't overthink – go with your gut.

1. What problems do you naturally solve?

We often overlook our genius because it comes easily. Think about what people hand over to you because "you're just good at that." It could be calming chaos, simplifying ideas, spotting patterns, or making awkward conversations easier.

Write three examples below - big or small. Don't filter them.

- 1.
- 2.
- 3.

2. What impact shows up when you're in the room?

Think about the before and after of you being involved in something - a meeting, project, or partnership. Do things get calmer? Sharper? More energised? Your impact is the ripple you leave behind, even when you're not trying.

Jot a few words or examples:

3. What do people thank you for that you barely notice doing?

This is your quiet gold - the stuff you brush off because it feels easy. Maybe it's how you listen, explain, cheer people on, or find humour in chaos. That invisible value is what others actually experience as your strength. Who's said what? Capture it:

Day Three

THE GENIUS FILTER cont'd

Step 2: Pull the Thread

Look back at what you've written and circle any words or themes that repeat. Those are your through-lines; your transferable magic.

That's what you build your next chapter on.

My through-lines:

Step 3: Name It

Now, give your genius a name - something cheeky, powerful, and you.
(Think: The Calm Under Pressure Effect or The Clarity Catalyst.)

My Genius Name: _____

Why This Matters

When you know your genius, you stop underselling yourself as "experienced" or "hardworking."

You start speaking in outcomes and energy the real currency of careers.

Your CV tells the story of your past results.

Your Genius Filter helps you own your future potential.

MAKE YOUR GENIUS WORK FOR YOU (NOT JUST SIT IN YOUR NOTES APP)

So, you've nailed your Genius Sentence - the one-liner that sums up who you help, what you make happen, and how you do it differently.

Now it's time to put it to work.

Your sentence isn't a slogan; it's a tool. Here's how to make it part of your everyday language, so opportunities start to find you.

1. USE IT IN YOUR LINKEDIN HEADLINE

Lead with it.

That headline follows you everywhere - comments, searches, recommendations.

QUICK TIP:

Pair your sentence with 2-3 searchable keywords underneath:

e.g. For someone in Customer Services it could be:

- CX Insights | Process Improvement | Service Quality
- Customer Support | Coaching & Development | Relationship Management
- Stakeholder Engagement | Service Delivery | Continuous Improvement

Or for someone in IT:

- IT Support | Systems Management | Technical Troubleshooting
- IT Projects | Change Delivery | Stakeholder Support
- Technical Support | User Experience | Problem Solving

2. USE IN YOUR LINKEDIN 'ABOUT' SECTION

Open with your Genius Sentence, then expand it into a short story: Why you care, what you've learned, and what changes when people work with you.

Formula:

Here's what I do → Here's why it matters → Here's what that means for you.

3. DROP IT IN INTROS OR INTERVIEWS

When someone asks, "So, what do you do?" - this is your no-faff answer.

Optional Add-on:

"Right now that means I'm focusing on x"

4. USE IT IN COVER LETTERS/ OUTREACH

Use it in cover letters and outreach messages. Your Genius Sentence makes a brilliant opening or closing line. It instantly shows clarity, confidence, and self-awareness - the holy trinity of hireability.

Example:

"I help organisations build trust with their customers through clear communication, fast problem-solving, and moments that feel personal. When I saw this role, I recognised a place where that approach would actually be valued."

REMEMBER

The more consistent your language, the stronger your personal brand becomes and the easier it is for others to describe you.

You don't have to shout to stand out, you just have to sound sure. Your Genius Sentence gives you that anchor. Use it often. Tweak it as you evolve.

Day Three

THE IMPACT TRANSLATOR

HOW TO TURN YOUR CV INTO A STORY OF CHANGE

Most CVs are crime scenes of wasted potential - full of duties, not difference. Recruiters don't want to know what you were responsible for. They want to know what changed because you showed up.

Your CV shouldn't read like a receipt. It should read like evidence.

Why this matters

Hiring managers and recruiters are scanning for patterns - moments where you've:

- Solved real problems
- Created measurable impact
- Changed systems, results, or thinking

When you write about impact, you trigger trust.

You show judgment, initiative, and credibility - things that separate the good from the obvious choice.

How to translate a task into IMPACT

Use the Impact Translator table to upgrade any dull bullet point.

Step	Ask Yourself	Example Transformation
1. Start with the task	What did I actually do?	Delivered a marketing campaign.
2. Add the why	What problem was I solving?	Delivered a campaign to rescue a struggling product relaunch.
3. Add the outcome	What changed because of me?	Delivered a campaign that tripled engagement in six weeks.
4. Add flavour	What was my unique insight or approach?	Spotted what customers actually cared about & created the campaign around that insight.

RESULT: YOU SOUND LIKE A STRATEGIST, NOT JUST A JOB DESCRIPTION.

Quick Practice

Take one line from your current CV and rewrite it using the Impact Translator. Then read it out loud. Does it sound like someone you'd want to hire?

REMEMBER

You're not saying "I did my job"; You're saying "I changed the game; even in small ways." Because anyone can tick boxes. You create impact.

Day Three

COMPARE THESE 2 CVS

FROM "CAPABLE" TO "COMPELLING" - SAME PERSON, DIFFERENT STORY

Version 1

Name: Alex Turner

Location: Manchester, UK

Email: alex.turner@email.com

Personal Statement:

A hardworking and reliable marketing professional with over 8 years' experience across different sectors. Responsible for managing campaigns, liaising with agencies, and ensuring projects are delivered on time and within budget. Looking for a new challenge where I can use my skills to add value and contribute to company success.

Key Skills:

- Campaign management
- Team leadership
- Stakeholder communication
- Digital marketing
- Reporting and analytics

Experience:

Marketing Manager: BrightStar Media (2019–Present)

- Responsible for planning and executing marketing campaigns.
- Managed digital and social media channels.
- Liaised with agencies and partners to deliver activity on time and within budget.
- Produced reports for senior management.
- Managed a team of four.

Marketing Executive: Skyline Events (2016–2019)

- Assisted in event campaigns.
- Coordinated logistics and materials.
- Supported social media promotions.

Education:

BA (Hons) Marketing, University of Leeds (2015)

Additional Info:

Proficient in Microsoft Office and Google Analytics.

Day Three

COMPARE THESE 2 CVS cont'd

FROM "CAPABLE" TO "COMPELLING" - SAME PERSON, DIFFERENT STORY

Version 2

Name: Alex Turner

Location: Manchester, UK

Email: alex.turner@email.com

LinkedIn: linkedin.com/in/alexturnermarketing

Profile - Marketing that Moves People:

Strategic, curious, and calm under pressure. I've spent 8+ years helping brands cut through noise and connect with what customers actually care about. I turn messy marketing problems into clear campaigns that drive action, and I build teams that love doing it. I'm looking to bring that energy and impact to a brand that values ideas with bite and execution with heart.

Key Strengths:

- Translating insights into action - storytelling rooted in data and emotion
- Leading and developing teams through change
- Building campaigns that increase engagement and loyalty
- Spotting what others miss: hidden patterns, untapped audiences, and small pivots that make big impact

Experience:

Marketing Manager: BrightStar Media (2019–Present)

Turning creative ideas into results people remember

- Delivered multi-channel campaigns that increased customer engagement by 38% in six months, turning a flatline launch into a brand success story.
- Pivoted brand strategy mid-campaign when data showed audience fatigue - reignited performance with new creative grounded in audience emotion.
- Led a team of four through a restructure; introduced mini-sprints and cross-skill coaching that boosted collaboration scores by 27%.
- Partnered with agencies to reduce ad spend waste by 22%, redirecting budget into higher-performing channels.
- Produced monthly insight reports that shaped the global brand refresh and new product naming strategy.

Marketing Executive – Skyline Events (2016–2019)

- Supported national event launches, handling everything from creative production to influencer partnerships.
- Introduced an internal content calendar process that improved campaign delivery times by 30%.

Education:

BA (Hons) Marketing, University of Leeds (2015)

Extras:

Guest speaker at CIM North West, 2024 - "How to Make Marketing Metrics Mean Something."
Certified Google Analytics Professional.

Day Three

COMPARE THESE 2 CVS cont'd

FROM "CAPABLE" TO "COMPELLING" - SAME PERSON, DIFFERENT STORY

WHAT DO YOU NOTICE?

Category	CV1	CV2	Why It Matters
Voice	Generic, polite, replaceable	Confident, human, purposeful	Hiring managers remember tone - not tasks.
Personal Statement.	Hardworking & reliable.	Strategic, curious, calm under pressure.	Shows self-awareness and energy; not clichés.
Evidence.	No numbers	Measurable outcomes.	Numbers = credibility. Proof always wins
Impact Focus	Responsible for managing...	Delivered... Increased by 38%....	You sound like the person who did it, not just someone there when it happened.
ATS* Keywords.	Scattered but present	Naturally woven in.	Keeps the bots happy & the human happy.
Human Feel	Task-based	Story-based	Storytelling makes you memorable - even in 6 seconds.

CHEAT SHEET: REPACK IN MINUTES

1. Swap every "Responsible for..." with a strong verb (Delivered, Created, Improved, Launched, Rescued).
2. Add a number, shift, or ripple to every bullet point.
3. Make your personal statement sound like something you'd actually say out loud.
4. Keep your keywords for software, but write for the conversation you want next.

Day Four

VISIBILITY WITHOUT THE CRINGE

Why this matters

You're not begging for a job; you're building connections. Visibility is how opportunity finds you.

Reflect

Who could you reconnect with this week just to talk ideas, not job titles?

What part of your story could inspire others right now?

Quick Move: Message of Curiosity

Message three people: one ex-colleague, one old manager, one person you admire. Ask something genuine (not "got any jobs?")

WHO?	WHAT ABOUT?	HOW?
1.		
2.		
3.		

2mm Difference: How does showing up differently shift your energy?

Day Five

THE BOUNCE-BACK PLAN

Why this matters

Momentum beats motivation. The comeback is built on small, consistent moves.

Reflect

What's one thing this whole experience (the redundancy, the reflection, the reset) has taught you about yourself?

What does "better than before" look like/ sound like/ feel like for you?

Quick Move: My Next 5 Little Moves

- 1.
- 2.
- 3.
- 4.
- 5.

2mm difference: What's one promise you'll honour for yourself going forward?

I'm still Bloody brilliant Pledge

I've been through a storm and I'm still standing.
I know my worth,
I know my next moves,
I'm ready for what's next, and I'm moving toward it with confidence."

Signed: _____

Date: _____

Progress Tracker

Why this matters

Progress deserves to be seen, celebrated, and kept moving.
It blends mindset, visibility, and action... the holy trinity of your Reset.

REGAIN YOUR GROUND

How did I feel this week?

- Flat
- Wobbly-but-trying
- Steadying
- Hopeful
- Coming back to life

One moment I'm proud of:

One thing I learned about myself:

One thing I want to carry forward:

REPACKAGE YOUR GENIUS

Did I update my CV or profile with my impact?

- Yes
- Partly
- Not yet

I clarified these strengths or wins:

What felt easier than expected?

What's one thing I shared (post, comment, message):

Progress Tracker

REBUILD YOUR CIRCLE

Number of meaningful conversations this week:

- 0
- 1-2
- 3-5
- 6+

People I reconnected with:

One moment of generosity I offered (value, insight, encouragement):

Something that surprised me:

INTENTIONAL ACTION

Applications sent (quality > quantity):

- 0
- 1-3
- 4-6
- 7+

Roles or companies I'm excited by:

Follow-ups or next steps I completed:

One bold move I made:

Month End Check In

How different do I feel compared to Week 1?

- Same
- Slightly stronger
- Noticeably more grounded
- Much clearer + more confident
- I'm actually excited about what's next

Three things I'm proud of:

One belief I'm taking into the next month:

My next small, bold move:

Ongoing Tracker

This tracker helps you capture the steps you're taking – big, tiny, messy, or magical. Use it daily or weekly. The point is simple: notice your movement, because noticing builds confidence, and confidence builds momentum.

1. THIS WEEK'S FOCUS

What's the one thing you're choosing to move forward this week?
(e.g. update CV, reach out to 3 people, rewrite LinkedIn About, practise story statements, apply for 2 roles...)

My Focus:

2. ACTIONS I TOOK

List anything you've done, even if it felt small or imperfect.
(You're rewiring your brain to recognise action.)

3. MOMENTS OF PROGRESS I NOTICED

Could be clarity, courage, connection, confidence, or simply showing up.

4. ONE WIN (HOWEVER SMALL)

Something you're proud of – no downplaying.

My Win:

5. WHAT ENERGISED ME?

A task, a conversation, a spark of possibility - jot it down so you can amplify it.

6. WHAT FELT HEAVY?

Not to judge yourself, just to adjust strategy.

7. ONE SUPPORTIVE ACTION FOR NEXT WEEK

A nudge, not a pressure.

Next Step:

8. HOW I'M TALKING TO MYSELF RIGHT NOW

Your self-talk matters more than any job board.

I'm reminding myself that:

9. MY ENERGY SCORE

How I'm feeling about things this week: (✓ tick one)

- 😞 Low + Lost
- 😐 Flat but Trying
- 😊 Steady
- 🙌 Hopeful
- 🔥 Ready + Rising

10. A SENTENCE FOR FUTURE ME

Something reassuring, bold, or true - a line to read when your confidence dips.

Final words

THE RESET ISN'T OVER; IT'S JUST STARTED

A final word before you go build the next chapter of your work life...

You've just spent five days doing the thing most people avoid for years:

- You stopped,
- You reflected,
- You told the truth, and
- You turned all that chaos into clarity.

But here's the real win...

Nothing in this workbook magically changed your focus.

YOU did. You paid attention. You showed up for yourself. You turned the volume back up on the parts of you that got dimmed, dismissed, or drowned out.

This reset isn't about redundancy.

It's about identity, agency, and momentum.

So here's what I want you to take with you:

★ **1. You're not starting again; you're starting smarter.**

Everything you've carried, learned, survived, and sharpened comes with you. You're walking into the next chapter with better instincts and a clearer voice.

★ **2. Visibility isn't bragging; it's clarity.**

People can't champion you if they don't know who you are or what you bring. Use your Genius Sentence. Use your stories. Use your spark. Let people SEE you again.

★ **3. Small moves still count.**

You don't need a grand plan. You need consistent, intentional nudges - the kind that build confidence, credibility, and momentum over time.

★ **4. You get to redesign things now.**

Hours, values, boundaries, pace, purpose - this is your moment to realign your career to the person you've become, not the job you had.

★ **5. The future is still huge.**

Not naïve. Not sugar-coated. Just true. You wouldn't be doing this work if some part of you didn't already know that something better is on its way. You're not "back at square one." You're back in the driving seat.

So close this workbook, breathe for a moment, and ask yourself: What's the first bold little move I'm making next? Because you've nailed this reset. Now it's time for the rebuild and trust me, you're more ready than you think.