

CULT of MONDAY



Career Coaching

Helping you thrive by doing what you do best



AU+61 4 0421 2242 | NZ +64 21 562 907



www.cultofmonday.com





Helping you thrive by doing what you do best

At **Cult of Monday**, we believe that work should be more than just a job – it should be a place where you can **thrive, grow, and unlock your full potential.**

We know that career journeys don't follow a straight line. Whether you're exploring new directions, building confidence in your current role, or preparing for the next big step, our focus is on helping you create clarity and momentum in your career.

This **Career Coaching Pack** has been designed to support you in doing just that. Inside, you'll find tools, exercises, and insights that will help you:

- Define what truly matters to you in your career
- Build and strengthen your personal brand
- Connect your strengths with opportunities
- Make confident, purposeful decisions about your future

At **Cult of Monday**, we take a long-term view. We're not about quick fixes – we're about meaningful progress and building the skills, confidence, and mindset that set you up for long-lasting success.

We hope you find this pack valuable and that it helps you uncover what makes you unique, what energises you, and what will **help you thrive – not just on Mondays, but every day.**



Table of Contents

- Unlocking Your Strengths
- Crafting Your Career Story
- Building Meaningful Connections
- Showcasing Your Experience
- Finding the Right Words
- Thriving in Conversations
- Choosing Your Advocates
- Navigating Offers & Opportunities
- Making Confident Career Choices
- Closing Well & Moving Forward

Unlocking Your Strengths



Your strengths are more than just what you're good at – they're the **things that energise you, give you confidence, and allow you to create your best work.** When you understand and use your strengths with intention, you can unlock new opportunities, increase your impact, and find greater satisfaction in your career.

At **Cult of Monday**, we believe that thriving at work begins with knowing yourself. This section is designed to help you uncover and reflect on your unique strengths.

Step 1: Spot Your Strengths

Think about moments when you felt “in the flow” at work – times when you were fully engaged, energised, and proud of what you achieved.

- What were you doing?
- What skills or qualities were you using?
- How did others respond to your work?



Write down at least three strengths that show up often in these moments.



Step 2: Strengths in Action

Now, consider how you're currently applying these strengths.

- How do your strengths show up in your daily role?
- Are there opportunities where you could use them more?
- Do any of your strengths feel underused?



Highlight areas where you can lean into your strengths more often.

Step 3: Stretch Your Strengths

Strengths grow when we put them into practice in new ways.

- Which strengths could you develop further?
- How could you challenge yourself to apply them in bigger or different contexts?
- What opportunities (projects, tasks, collaborations) could help you stretch?



Choose one strength you'd like to grow and set a small actionable step for the next month.

Step 4: Spot Strengths in Others

Thriving isn't just about your own strengths – it's also about recognising and valuing what others bring.

- Who do you admire at work and why?
- What strengths do you notice in your colleagues, manager, or peers?
- How might you collaborate more effectively by leaning on each other's strengths?



List two people you work with and write down a key strength you've noticed in them.

Want to go deeper? You can take the **Gallup CliftonStrengths Assessment** to discover your *Top 5* or *Full 34* strengths.

You can also book a **one-on-one session** with our *Gallup Certified Coach*, who will help you unpack your results and apply them to your career journey.

Crafting Your Career Story



Your career story is more than just a list of roles on your CV. It's the **thread that connects your experiences, your strengths, and your aspirations into a clear and authentic narrative.** When told well, it not only helps others understand who you are and what you bring – it also gives you confidence in your own journey.

At **Cult of Monday**, we believe that your story is one of your most powerful tools. By crafting it intentionally, you can open doors to new opportunities, connect with others more meaningfully, and align your next steps with what matters most to you.



Reflect on Your Journey

Think back over your career so far.

- What experiences have shaped you the most?
- What challenges have you overcome and what did you learn from them?
- Which achievements are you most proud of?

Write down 2–3 pivotal moments that stand out in your journey.



Connect the Dots

Your story should highlight how your strengths and experiences link together.

- How have your strengths shown up across different roles?
- What themes or patterns do you notice?
- How does your past connect to where you want to go next?

Identify one common thread that runs through your career so far.





Shape Your Narrative

A strong career story is clear, authentic, and future-focused. Try structuring it like this:

1. **Past** – Where you’ve been: key roles, experiences, and lessons.
2. **Present** – Where you are now: your current focus and strengths in action.
3. **Future** – Where you’re going: your aspirations and what excites you about the road ahead.

Draft a short version (2–3 sentences) you could use in networking, interviews, or introductions.

Bring It to Life

- Practice telling your story out loud – notice how it feels.
- Share it with a trusted colleague, friend, or coach for feedback.
- Refine it until it feels natural and true to you.

Your career story is always evolving. The more you practice it, the more confidence you’ll have in communicating your value – and the clearer others will be about how to support and connect with you.

Building Meaningful Connections



Success in your career isn’t just about what you know, it’s also about who you connect with along the way.

Meaningful connections open doors, create opportunities, and help you grow both personally and professionally. At **Cult of Monday**, we believe networking isn’t about collecting business cards – it’s about building genuine relationships that are grounded in trust, respect, and mutual value.





Redefine Networking

Networking can often feel transactional, but when you approach it with curiosity and authenticity, it becomes about connection, not obligation.

- Who are the people that inspire you?
- Who could you learn from?
- Who might benefit from what you have to offer?

List 3 people you'd like to build or strengthen connections within the next month.



Add Value First

Relationships grow when you focus on what you can give, not just what you can get.

- Can you share an article, resource, or insight that might help them?
- Can you make an introduction that would be valuable?
- Can you simply offer encouragement or recognition?

Think of one way you can add value to each of the 3 people you listed.

Building meaningful connections isn't about being strategic – it's about being human. When you connect with authenticity, generosity, and purpose, your network becomes a powerful source of support, growth, and opportunity.



Share Your Story

Once you've crafted your career story, use it to connect with others.

- How can you introduce yourself in a way that feels authentic?
- What part of your story might resonate most with them?
- How can you invite conversation rather than just talk about yourself?

Practice a short introduction you could use when meeting someone new.



Nurture Your Connections

Strong networks are built over time. Small, consistent actions create lasting relationships.

- Check in periodically with updates or congratulations.
- Show genuine interest in their work and achievements.
- Be open to collaboration opportunities when they arise.

Set a reminder to reach out to one connection this week – even just to say hello.

Showcasing Your Experience



Your experience is the evidence of your journey – the roles you've held, the challenges you've overcome, and the results you've delivered. **Showcasing it effectively allows others to see the value you bring and helps you stand out in a competitive environment.** At **Cult of Monday**, we believe it's not just about listing what you've done – it's about highlighting the impact you've made.



Highlight Your Achievements

Think beyond responsibilities – focus on outcomes.

- What problems did you solve?
- What results did you deliver?
- How did your work make a difference for your team, organisation, or clients?

List 3 achievements you're most proud of and describe the impact you created.



Frame Your Experience with STAR

A simple way to showcase achievements is using the **STAR method**:

- **Situation** – What was the context or challenge?
- **Task** – What was your role or responsibility?
- **Action** – What did you do?
- **Result** – What was the outcome or impact?

Pick one achievement and write it out using STAR.





Tailor Your Story

Different opportunities may require different emphasis.

- Which experiences are most relevant to where you want to go next?
- How can you align your achievements to the role, project, or organisation?
- What strengths show up across your experiences that reinforce your personal brand?

Choose 2 achievements and adapt them to highlight strengths that matter for your next career step.

Choose Your Platforms

Showcasing your experience isn't limited to your CV.

- **CV/Resume** – Focus on clear, results-driven bullet points.
- **LinkedIn** – Tell your story in a more engaging, narrative way.
- **Conversations** – Share achievements naturally when networking or in interviews.

Review one platform (CV or LinkedIn) and update it with a recent achievement.

When you showcase your experience with clarity and impact, you help others see not only what you've done — but the unique value you can bring to what comes next.



Finding the Right Words



Even when you know your strengths, story, and achievements, it can sometimes be hard to express them in the right way. Whether it's during an interview, networking conversation, or even when updating your LinkedIn profile, **the words you choose can shape how others see you – and how confident you feel about yourself.**

At **Cult of Monday**, we believe the right words don't mean "perfect words." It's about finding language that feels natural, authentic, and aligned with who you are.



Own Your Language

Think about how you usually describe your work.

- Do you focus more on tasks or outcomes?
- Do you highlight your strengths and impact, or just responsibilities?
- Do you feel confident in how you present yourself?

Write down 2–3 sentences of how you usually introduce yourself. Then reflect: does it sound like the real you?



Power Up Your Words

The words you use should highlight your strengths and achievements. Instead of generic phrases (*"I helped with projects"*), choose action-oriented, specific language (*"I led a cross-functional team to deliver X, resulting in Y"*).

Take one of your listed achievements from the previous section and rewrite it with stronger, more action-focused words.





Prepare for Different Moments

The way you showcase yourself will vary depending on the setting:

- **Networking** – Keep it short, engaging, and authentic.
- **Interview** – Use structured answers (e.g., STAR method) to highlight results.
- **LinkedIn/Profile** – Balance professionalism with a personal touch.

Draft one version of your introduction for networking and one for interviews.



Practice Out Loud

Confidence grows with practice. Saying your words out loud helps you refine them and feel more comfortable.

- Record yourself and listen back.
- Practice with a friend, colleague, or coach.
- Notice which words feel natural, and adjust the ones that don't.

Commit to practicing your “career introduction” three times this week.

Finding the right words helps you communicate with clarity and confidence. When your language reflects who you truly are, you create stronger connections and make a lasting impression.





Thriving in Conversations

Conversations are where your career story comes to life. Whether it's an interview, a networking chat, or a casual catch-up with a colleague, **the way you show up and engage can shape the opportunities that follow.** At **Cult of Monday**, we believe thriving in conversations isn't about having all the answers – it's about being present, authentic, and curious.

➔ Set Your Intention

Before entering a conversation, ask yourself:

- What do I want to learn?
- What do I want the other person to take away about me?
- How do I want them to feel after speaking with me?

➔ Handle Nerves with Presence

It's natural to feel nervous, especially in high-stakes conversations.

- Take a pause and breathe before responding.
- Focus on connection, not perfection.

➔ Balance Talking and Listening

Thriving in conversations means creating space for both voices.

- Share your story with clarity and confidence.
- Ask thoughtful questions to show genuine interest.
- Listen actively – not just to respond, but to understand.

➔ Keep the Conversation Going

The real value often happens after the first meeting.

- Follow up with a thank-you or quick note of appreciation.
- Share a resource or insight related to your discussion.

When you thrive in conversations, you do more than share information – you build trust, spark connection, and open doors to opportunities you might not have imagined.

Choosing Your Advocates



No one builds a career alone. **Behind every success story, there are people who encourage, challenge, and open doors.** Advocates are those who believe in you, speak for you when you're not in the room, and help you navigate the twists and turns of your career. At **Cult of Monday**, we believe choosing the right advocates is about being intentional with the relationships you invest in – and giving as much as you receive.

→ Identify Your Advocates

Think about the people in your network who already support you.

- Who notices and values your strengths?
- Who encourages your growth and pushes you to do more?
- Who might recommend or endorse you to others?

→ Diversify Your Support

Different advocates can play different roles. Consider building a mix of:

- Mentors – Share wisdom and advice from their experience.
- Sponsors – Use their influence to advocate for you in opportunities.
- Peers – Support and collaborate with you at the same stage.
- Coaches – Provide reflection, challenge, and accountability.

→ Nurture the Relationship

Advocacy is built on trust and reciprocity.

- Show up consistently and deliver on your commitments.
- Share your goals and aspirations so your advocates know how to help.
- Look for ways to support and add value back to them.

The right advocates don't just cheer you on – they help you grow, amplify your voice, and open doors you might not reach on your own. By choosing your advocates intentionally, you build a powerful support system for your career.



Navigating Offers & Opportunities

Every opportunity is a step forward, but not every opportunity is the right one for you. The key is **learning how to evaluate offers through the lens of your values, strengths, and long-term career vision.**

At **Cult of Monday**, we help you navigate these important crossroads by:

- **Clarifying your priorities** – Salary, growth, culture, flexibility, or impact – what matters most to you?
- **Weighing the trade-offs** – Understanding both the short- and long-term implications of accepting or declining an offer.
- **Negotiating with confidence** – Equipping you with strategies to communicate your worth while building positive employer relationships.
- **Making values-aligned decisions** – Ensuring that every step you take leads you closer to the career and life you're aiming for.

Our career coaches can walk you through real-life scenarios, giving you both perspective and practical tools so you can make confident, informed decisions that honor your goals.





Making Confident Career Choices



Your career is a journey of intentional steps – not just a series of jobs. The **choices you make today shape the opportunities that come tomorrow**. Making confident decisions means knowing yourself, trusting your process, and aligning your path with what truly matters to you.

At Cult of Monday, we support you in:

- **Clarifying your direction** – Identifying what success looks like for you at this stage of your career.
- **Building decision-making frameworks** – Tools and strategies to weigh options effectively, beyond gut feel or external pressure.
- **Managing uncertainty** – Developing resilience and confidence even when the next step isn't 100% clear.
- **Owning your choices** – Learning how to move forward with commitment and purpose, whatever decision you make.

Through coaching, you'll gain the clarity and courage to take steps that feel right, not just safe, so you can move forward in your career with confidence.



Closing Well & Moving Forward

Your career journey is uniquely yours. Along the way, you've reflected on your strengths, shaped your story, built meaningful connections, and explored tools to make confident choices. Now, it's about putting it into practice.

At **Cult of Monday**, we believe growth doesn't stop at the end of a program – it continues with every conversation you have, every opportunity you embrace, and every decision you make.

As you move forward:

- **Reflect often** – Revisit your strengths, values, and goals as your career evolves.
- **Stay connected** – Seek out mentors, peers, and advocates who can walk the path with you.
- **Keep learning** – Each step forward is a chance to refine your skills and deepen your impact.
- **Act with intention** – Trust your process and move boldly toward what matters most to you.

This is not the end, but a launching point. Wherever your career takes you next, you have the tools, insights, and support to navigate it with clarity and confidence.

Your Career Journey Roadmap



- **Unlocking Your Strengths** – Know what makes you thrive.
- **Crafting Your Career Story** – Share your journey with clarity.
- **Building Meaningful Connections** – Grow your network with intention.
- **Showcasing Your Experience** – Highlight your value with confidence.
- **Finding the Right Words** – Communicate with impact.
- **Thriving in Conversations** – Navigate interviews and dialogues with ease.
- **Choosing Your Advocates** – Surround yourself with champions.
- **Navigating Offers & Opportunities** – Evaluate with clarity.
- **Making Confident Career Choices** – Align decisions with your values.
- **Closing Well & Moving Forward** – Reflect, connect, and keep growing.



Remember:

- You already have the strengths to succeed.
- Your story is worth telling.
- The right people and opportunities are out there.
- Every decision is a chance to move closer to the career you want.

This is your career journey – own it, shape it, and move forward with confidence.

CULT MONDAY

