

BEYOND THE RESUME

Crafting Your Next Chapter After 40



*Reclaim Your Story, Redefine Your
Success, and Embrace New Possibilities*

BY BIANCA PRADE



Introduction

Welcome to a journey that's all about you. If you're holding this playbook, it means you're ready to explore a new chapter in your life, one that reflects not only where you've been but, more importantly, where you're excited to go. This isn't just about pivoting careers or switching roles. It's about crafting a life and work path that's meaningful, aligned with your true self, and designed to grow with you. Here, you'll find a guide to break away from conventional definitions of success and embrace possibilities that feel right, not just familiar. No matter where you've been or how many hats you've worn, this next chapter is yours to shape.

“Now, it's time to take those pieces and create something that reflects who you truly are. Let's move beyond the resume and design a journey that's entirely yours.”

About Me



At 45, I found myself questioning what success really looked like and whether the traditional career path still fit. I'd been through the highs and lows, experienced pivots and plateaus, and realized that the formula I'd followed no longer held the same spark. So I embarked on a journey of reinvention, driven not by titles or achievements but by purpose, joy, and the desire for a life that genuinely felt like mine.

This playbook is built from that journey—a path of discovery, growth, and sometimes, necessary courage to step into the unknown. Beyond the Resume is more than a guide to job changes or career adjustments; it's a roadmap to redefine your narrative, make meaningful choices, and build a life that embraces all of who you are.

Through each step, you'll find exercises, reflections, and practical advice designed to help you explore new avenues and embrace opportunities that feel fulfilling and exciting.

On your terms,

Bianca



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01 Vision Beyond Boundaries

Imagine a life where your work and values align, where each day brings a sense of purpose and joy. This chapter is about redefining success, not by the roles or titles you've held but by what truly matters to you. It's about exploring a vision for your future that feels exciting, authentic, and free from past limitations. Here, you'll discover ways to shape a fulfilling career and life that reflect your unique dreams and aspirations.

Success is no longer a single path or an unchanging goal. It's a flexible, evolving journey. This chapter invites you to let go of outdated definitions and start imagining what fulfillment looks like on your terms. Through exercises and reflections, you'll begin to clarify your vision and identify markers of success that resonate deeply with who you are today.



Exercise: Rethinking Success

Imagine your “perfect day”—not a dream vacation, but a regular day where you feel genuinely fulfilled. Picture every detail: Where are you? What activities fill your time? Who are you surrounded by? This exercise is about breaking away from traditional expectations and reconnecting with what feels meaningful and joyful for you. Let your imagination flow as you paint a vivid picture of the life you want to create.

Once you’ve written down your perfect day, look at the elements you described and consider how they might shape your future decisions. This vision becomes a compass, helping you recognize and pursue goals that align with the life you truly want. It’s your guide to building a career and life that support your values, passions, and well-being.



Vision Beyond Boundaries - Key Reminders

- 1 Success is Personal:**
Your journey is yours to define; embrace what feels right over what looks right to others.
- 2 Let Values Lead:**
Focus on goals that align with what you value most.
- 3 Stay Open:** Your definition of success can change; allow yourself the flexibility to grow and adapt as you go.

02

Discover Non-Traditional Opportunities

When we follow our curiosities instead of conventional paths, we open doors to opportunities that feel like home.



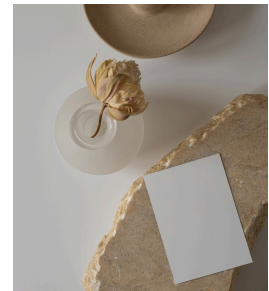
Today, there are more ways than ever to create a meaningful, flexible career outside traditional roles. Non-traditional paths allow you to build a life where work aligns with who you are—offering freedom, creativity, and fulfillment. This chapter invites you to step away from the expected and explore work that supports the life you truly want.

Non-traditional opportunities come in many forms, from freelancing and project-based work to creative entrepreneurship and consulting. The goal is to redefine “work” as a reflection of your values and strengths. Imagine a career where you choose projects, set your own schedule, and engage in work that feels both sustainable and satisfying.

Exercise: Finding Your Non-Traditional Path

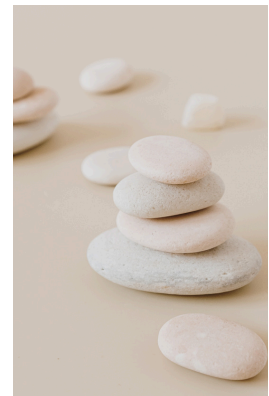
Try this exercise to start identifying non-traditional roles that could bring your skills to life:

- 1. List Energizing Skills:** Write down five skills you love using. These will guide you toward roles that feel both engaging and rewarding.
- 2. Brainstorm New Roles:** For each skill, jot down one or two non-traditional roles, like freelance consulting, teaching, or launching a side project.
- 3. Take a Small Step:** Choose one role from your list and identify a small action, like reaching out to someone for advice or volunteering a skill. This first step lets you test the waters.



Embrace the Journey

This is your time to explore and experiment with the work that excites you. By following your passions and taking these small steps, you'll begin building a career path that's meaningful, flexible, and entirely your own.



The journey to fulfilling work begins with small steps toward the roles that excite you.



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Embracing Your Unique --- Brand

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As women over 40, we possess a wealth of experiences, insights, and resilience that shape our personal brands. This chapter invites you to embrace those qualities, using them to define a brand that is authentic and powerful.

The Foundations of Your Personal Brand

Building a personal brand begins with understanding your core values. These guiding principles shape your brand's direction and influence every decision. Reflect on what truly matters to you—what beliefs do you want your brand to embody? Your values will serve as the foundation for your identity.

Next, consider the experiences that have shaped your journey. Every challenge and triumph contributes to your narrative. Use these life experiences to stand out in a crowded marketplace.

As you develop your brand, highlight the strengths that make you unique. What skills do you offer? Don't hesitate to showcase your achievements and expertise, as they build your credibility and confidence in your narrative.

Finally, authenticity is your superpower. Allow your true self to shine through in every aspect of your brand. When you present an authentic version of yourself, you foster genuine connections and trust with your audience, making your brand relatable and impactful.

How to Build Your Personal Brand

- ✓ **Identify Your Values:** Take time to reflect on what matters most to you. Write down your top three values and consider how they can guide your branding efforts.
- ✓ **Leverage Your Experiences:** Journal about significant challenges and successes in your life. Think about how these experiences can inform your brand narrative and set you apart.
- ✓ **Showcase Your Strengths:** Create a list of your unique skills and achievements. Use this list to confidently highlight your expertise in your messaging and visual identity.



As you continue to build your personal brand, remember that it's an ongoing process. Your brand should evolve alongside you, reflecting changes in your values, experiences, and aspirations. Regularly revisit your brand identity and make adjustments to ensure it remains aligned with your authentic self.

Don't underestimate the power of community. Surround yourself with like-minded individuals who can offer support, feedback, and collaboration. Building relationships within your industry can amplify your influence and provide valuable opportunities for growth.

Engagement is key to a successful personal brand. Connect with your audience by sharing your journey, insights, and lessons learned. Authentic storytelling fosters trust and encourages others to engage with your brand on a deeper level. When people see the real you, they're more likely to resonate with your message and support your mission.

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Building a personal brand is about embracing your unique journey and sharing it authentically. It's not just about what you do; it's about who you are and the impact you want to make.

- BIANCA PRADE



Additional Resources



eBooks

Build Your Influence and Impact: A practical guide offering strategies to navigate challenges and build an authentic narrative.

Scorecards and Tools

Empower your journey with our user-friendly scorecards and tools that simplify growth and enhance your personal brand!

Connect with Me

Let's connect and explore how we can support each other bianca@bstrategies.co.

Upcoming Newsletter

Stay tuned for my newsletter, where you'll receive candid insights to empower your journey toward influence and success.

Conclusion and Next Steps

As you wrap up your journey through Beyond the Resume, remember that building your personal brand is an ongoing process. Embrace the insights you've gained and take actionable steps toward crafting a life and career that truly reflect who you are. Each decision you make is a step toward your next chapter.



Ready to take action?

Explore my resources, subscribe to my upcoming newsletter for continued support, and connect with a community dedicated to growth and empowerment.

[EXPLORE](#)

*Your story is your power—own it, share it, and let it guide you
toward your next chapter.*

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