
THE CORPORATE ADVANTAGE SYSTEM™

The Complete Career Positioning Playbook

Ledger & Compass

7 Weeks. One System That Compounds Forever.

WHAT YOU'RE HOLDING

Not advice. Not tips. A precision-engineered system.

THE PROBLEM

- 87% of qualified professionals get ignored — not because they lack skills, but because they lack positioning.
- 200 applications. 1-2% response rate. Months of silence.
- *The market isn't broken. Your strategy is.*

THE SYSTEM

- 7 weeks of structured execution
- 15+ proprietary frameworks
- 40+ fillable workbook exercises
- Proven: 5-10x higher response rates
- Average outcome: 7-15% salary improvement above initial offers

This playbook has generated \$2.4M+ in collective salary improvements across early users.

WHO THIS IS FOR

0
1

THE QUALIFIED INVISIBLE

\$80K–\$300K+ professionals who get interviews but not offers. Or don't get interviews at all. You have the resume — you lack the positioning.

0
2

THE STRATEGIC MOVER

You're not desperate. You're deliberate. Ready for the next level — but want to approach it like the executive decision it is, not a Hail Mary.

0
3

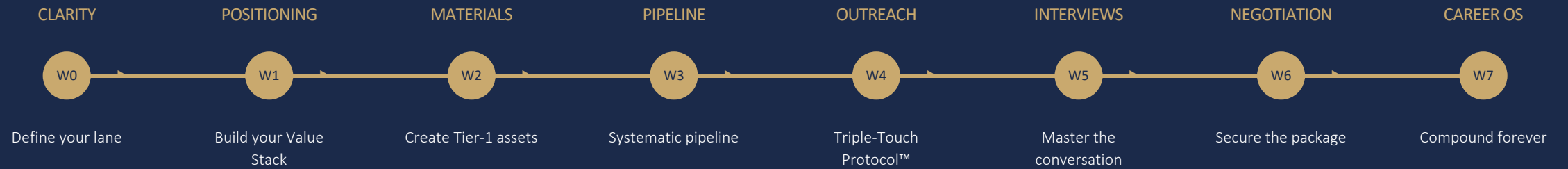
THE CAREER CHANGER

Proven track record in one domain. Ready to bridge into another. Need a framework to translate your value so the new market recognizes it immediately.

NOT FOR: People looking for shortcuts. Entry-level seekers. Anyone unwilling to invest 25–35 hours in their career trajectory.

THE 7-WEEK ARCHITECTURE

Each week builds on the last. Skip nothing.



INVESTMENT

25–35 hours total

EXPECTED

5–15 conversations, 1–3 offers,
7–15% salary increase

FORMAT

Teaching + Fillable Workbook

HOW TO USE THIS PLAYBOOK

This is a workbook. Reading without doing = zero results.

01

COMPLETE IN ORDER

Frameworks build sequentially. Week 3's pipeline uses Week 0's targeting. Week 4's outreach uses Week 2's materials. Skipping = breaking the compound effect.

02

FILL EVERY EXERCISE

Every "YOUR TURN" slide is designed to produce a specific output you'll use later. Blank exercises = an incomplete system. Budget 3–5 hours per week.

03

PASS THE CHECKLIST

Each week ends with a completion checklist. All items must be checked before advancing. Incomplete work dilutes everything downstream.

04

RUN THE SYSTEM

This isn't a one-read playbook. It's a Career Operating System. After Week 7, the monthly/weekly/quarterly rhythms keep you positioned permanently.

First time through: 7 weeks. Future transitions: 3–4 weeks (because you've maintained the system between moves).

THE CORPORATE ADVANTAGE SYSTEM™



CLARITY & TARGETING

Where precision begins.

Decision Rules • Qualification Strategy • Role Decoding • Clarity Compass • Strategic Position Analyzer



You're Not Broken. You're Unpositioned.

Most candidates have qualifications but haven't defined their value with precision.

The market can't recognize what you can't articulate.

This is a **strategy gap**, not a character flaw.

You likely have 80% of what you need. What's missing isn't more experience—it's a framework for communicating the experience you already have in a way that makes you the obvious choice.

THE TARGETING PARADOX

Why fewer applications produce dramatically better results

GENERIC APPROACH

200 applications → 1–2% response rate
No positioning signal sent
Hiring managers can't differentiate you

TARGETED APPROACH

25 applications → 20–32% response rate
Specific value for a specific problem
Communicates domain expertise + fit

WHY: Generic applications send no positioning signal. Targeted applications communicate specific value for a specific problem. Same candidate, radically different outcomes.

5–10X

improvement in response rate

The variable isn't effort — it's clarity.

Clarity is the highest-leverage activity in job search. Everything else is downstream.

CASE STUDY: Marcus Chen

Operations Management
8 years experience

Same person.
Different strategy.
Radically different outcome.

BEFORE

Strategy: *"Apply to anything reasonable"*

- 4 months active search
- 100+ applications submitted
- 3 phone screens
- 0 offers

Positioning: *"Experienced operations professional seeking growth"*

AFTER

Defined ONE target lane:

Director of Operations at Series B–D logistics tech (50–200 employees)

- 22 applications (not 200)
- 18% response rate
- 4 interviews
- 2 offers in 6 weeks
- **28% salary increase**

Power Tool: The Clarity Compass

5-part strategic diagnostic

Not a personality quiz —
a positioning tool that
produces decision rules

A

Where Am I Now?

Honest self-assessment of current position

B

Where Do I Want To Be?

12-month success definition with specificity

C

Non-Negotiables

3–5 absolute deal-breakers (not preferences)

D

What Am I Willing To Trade?

Ranked flexibles that become your strategy

E

Energy Audit

What energizes vs. drains — role fit filter

OUTPUT: One-page targeting brief to evaluate any opportunity in under 60 seconds