

CAREER PLANNING COMPLETE GUIDE

key



Course Details

INSTRUCTOR: MEREHAN BAYOUMI

DURATION: 30 HOURS

NO PRIOR EXPERIENCE REQUIRED

E-CERTIFICATE UPON COMPLETION

About The Instructors: MEREHAN BAYOUMI

A certified trainer and Human Resources consultant with more than 12 years of experience. Throughout her career, she has helped thousands of individuals become job-market ready and has trained thousands more to advance professionally.

She has designed multiple training programs and workshops for companies and individuals to enhance their productivity and support the creation of healthy and effective work environments

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Course overview:

Your career doesn't grow by accident — it grows by strategy.

This Career Planning course is designed to help you confidently navigate your professional journey, whether you're just getting started, changing direction, or aiming for the next level. Through practical exercises, guided self-discovery, professional communication skills, and real-world simulations, you'll build the clarity, mindset, and tools needed to stand out and succeed in today's competitive job market.

From identifying your strengths and passions to mastering job applications, interviews, networking, and workplace professionalism — this course gives you everything you need to build a career with purpose and direction.

By the end of the program, you'll walk away with a complete and customized career development plan and the confidence to implement it.

What you'll learn:

By completing this course, you will be able to:

- Understand your strengths, skills, values, and interests and align them with the right career path
- Set SMART career goals and create short-term and long-term career action plans
- Build a strong professional identity through CV writing, LinkedIn optimization, and personal branding
- Write professional emails, reports, proposals, memos, and business documents with clarity and confidence
- Plan, participate in, and lead business meetings effectively
- Communicate professionally using emotional intelligence, assertiveness, and workplace etiquette
- Build networking skills and learn how to position yourself for promotions and leadership roles
- Prepare for job searching, interviews, and pitching yourself with strong interview techniques and the STAR method
- Complete a guided final assessment including a mock meeting, professional writing task, and personalized career development plan

Why Attend This Course ?

This course is for you if you want to:

- ✓ Gain clarity about your future career direction
- ✓ Stand out from other candidates in applications and interviews
- ✓ Develop strong workplace communication and professionalism
- ✓ Build confidence in presenting yourself and networking effectively
- ✓ Improve leadership skills and position yourself for promotions
- ✓ Learn skills that employers value — not just theory
- ✓ Create a sustainable and personalized action plan for long-term career growth

Whether you're a student, job seeker, early professional, or someone planning a career shift — this course gives you the competitive advantage and mindset needed to grow and succeed.

Course Content

►► **Module 1: Introduction to Career Planning - Understanding**

career development stages

- Identifying strengths, skills, values, and interests
- Setting SMART career goals
- Career mapping: short-term vs. long-term plans

Module 2: Personal Branding & Professional Identity

- Crafting a strong professional image
- Building a compelling CV and LinkedIn profile
- Communicating your value proposition
- Online presence and digital professionalism

Module 3: The Art of Professional Writing

A. Foundations of Professional Writing

- Tone, clarity, conciseness, structure
- Common mistakes and how to avoid them
- Adapting writing style based on audience

B. Email Writing - Subject lines that get attention

- Formal vs. semi-formal business emails
- Writing requests, complaints, follow-ups, confirmations
- Real-life email scenarios + guided practice

C. Business Writing Essentials - Reports, memos, proposals

- Internal vs. external communication
- Writing with purpose: persuasive, informative, action-focused
- Formatting for readability

Course Content

Module 4: The Art of Business Meetings

- ▷▶ A. Planning & Preparation
 - Setting agendas
 - Meeting objectives & outcomes
 - Pre-reading and briefing
- B. Running Effective Meetings - Communication skills
 - Managing time, discussions, and conflict
 - Speaking with impact
 - Body language & presence
- C. Participation Skills - Active listening
 - Asking smart questions
 - Giving concise updates
- D. Post-Meeting Excellence - Writing minutes
 - Action items & follow-up emails

Module 5: Communication & Interpersonal Skills

- Emotional intelligence
- Assertiveness vs. aggression
- Professional etiquette
- Handling difficult conversations

Module 6: Career Advancement Strategies

- Asking for promotions
- Navigating corporate politics
- Networking skills
- Skill development planning

Module 7: Job Search & Interview Mastery

- Job search strategies
- Personal pitch
- Behavioral interviews (STAR method)
- Model answers

Module 8: Final Assessment

- Professional email scenario
- Mock meeting simulation
- Career development plan