



LAYOFF TO LEGACY

The Ultimate Mid-Career
Renewal Program

REDISCOVER YOUR PURPOSE.
REDEFINE YOUR PATH.
RECLAIM YOUR LEGACY.

ABOUT US



About Career Balance Coaching

At Career Balance Coaching, we specialize in guiding high-achieving professionals through transformative career changes—especially after unexpected transitions like layoffs. Our mission is to help mid-career professionals rediscover their purpose, reclaim their confidence, and step into roles that align with who they are now. With a blend of deep coaching expertise, real-world business insight, and proven tools, we empower our clients to turn disruption into a defining moment of growth.

With nearly a decade of experience, we've earned a reputation for excellence, having helped hundreds of clients navigate career transitions. Recognized as one of the top 10 career coaching companies in Canada and accredited as a Professional Certified Coach by the International Coach Federation (ICF), we bring unparalleled expertise and credibility to every coaching journey.



WHY CLIENTS TRUST US



Named one of Canada's
Top 10 Career Coaches



Certified in Real World
Resume Strategy



Coached hundreds of
professionals globally through
successful career pivots



MBA + HR Degree —
real-world business
and people insight



Professional Certified Coach
(PCC) with the International
Coaching Federation (ICF)



Former CPA —
strategic insight meets
human potential

FEATURED ON

FAST COMPANY

MONSTER

CBC  Radio-Canada

TORONTO
SUN

NEWSTALK
1010

Learn from Industry Experts Who've Walked the Path Before You

Our **Layoff to Legacy** program isn't just built on theory—it's powered by real-world experience. We've brought together a group of exceptional experts who specialize in everything from leadership and career transition to image strategy and mindfulness. Together, they lead our masterclasses, offering support that goes far beyond job search tactics.

Each expert brings lived experience—many have faced layoffs or reinvention themselves—and their wisdom helps you transform this chapter into a foundation for your next, better one.

While the program was created by our founder, Lisa Plain, a recognized voice in mid-career renewal featured in Fast Company and a 1:1 coach to hundreds of professionals, Layoff to Legacy is strengthened by the collective brilliance of our community of coaches and contributors. Their combined support ensures you're not just getting one perspective—you're getting a full spectrum of guidance from people who've helped thousands rebuild with intention.

Laid Off... Now What?

We help you move from unraveling to rebuilding.

A layoff shakes more than your job title—it shakes your sense of identity, purpose, and value. If you're 15–20 years into your career, it's not just about finding any next step. It's about figuring out what this moment really means. That's where we come in.



01 Loss of Identity and Confidence

You suddenly feel like a stranger to yourself. Without your title, team, or role, you wonder, “Who am I now?” For years, your career defined your worth. When that's taken away, it leaves a silence that's hard to fill. Self-doubt creeps in. Your confidence drops. You start questioning your skills, your decisions—and even your future.

The consequence of inaction? You shrink your goals, lower your standards, and may take the first job that comes your way—regardless of fit.

02 Paralyzing Uncertainty About What's Next

You're spinning in circles—one day you're fired up with ideas, the next you're stuck in analysis paralysis. It seems like there's no roadmap for reinvention, especially when the stakes feel this high. Time slips by while you try to figure it out alone. Your momentum fades. That “fresh start” starts to feel more like failure.

The consequence of inaction? You stay stuck, making no progress—or worse, you re-enter the same kind of role that burned you out in the first place.



03 Fear of Rejection and Failure

The thought of networking, interviewing, or putting yourself out there makes your stomach turn. After a layoff, your ego is bruised. Every “no” feels personal. You're scared of being seen as irrelevant or not good enough. You avoid visibility. You delay your search. You retreat from opportunities that could actually change everything.

The consequence of inaction? You miss your window. While others move forward, you're left watching from the sidelines.

The Deeper Risk

If these problems persist, you don't just lose time—you lose money, momentum, identity, and the chance to build something truly meaningful. You risk waking up years from now still wondering,

**“What if I had
done things
differently?”**

From Setback to Legacy

Reclaim your story. Redefine success.
Rise into what's next.

What it Means to Create a Career Legacy

Your career legacy isn't just about what you've done—it's about what you stand for, who you've become, and the impact you leave behind. When you take control after a layoff and realign your path, you're not just landing another job. You're building a future that reflects your growth, your values, and your worth.



01 Clarity: Know What You Want—and Why

You'll stop second-guessing yourself and start making aligned decisions. Instead of chasing roles out of fear, you'll pursue opportunities that fit your vision, values, and strengths. Clarity turns the job search from overwhelming to intentional.



02 Confidence: Show Up With Power and Purpose

You'll rebuild your self-trust and learn how to articulate your value—on paper, in conversations, and in interviews. No more shrinking or settling. You'll walk into every room knowing you belong there.



03 Control: Take the Driver's Seat in Your Career

No more waiting for permission or relying on luck. You'll have the tools, support, and strategy to take charge of your path—now and in the future. That's how you build a career that lasts and a legacy that matters.

Studies show people who align their work with their values are 3x more likely to feel fulfilled and 4x more likely to succeed long-term.

Forget bouncing back. It's time to level up.

How It Works

A proven path. A powerful process.
A career built on purpose.

At Career Balance Coaching, we don't believe in throwing advice at the wall and hoping it sticks. We guide you through a structured, supportive system that blends strategy, coaching, and community—so you can rebuild with clarity and confidence.

At the core of our approach is our **5R Methodology**, designed specifically for mid-career professionals navigating a layoff or career crossroads. Every stage is intentional. Every tool has a purpose.

The 5Rs Framework

RESET

Pause the panic. Reclaim your energy. In this phase, we help you stabilize, gain perspective, and create space to think clearly about what's next.

REDEFINE

Discover who you are now—and who you want to become. You'll clarify your values, strengths, non-negotiables, and vision for a meaningful career.

REFOCUS

Get strategic. We translate your insights into a compelling story, aligned career targets, and a step-by-step action plan that feels doable.

REENGAGE

Build traction. Through outreach, networking, and visibility, you'll start showing up with renewed purpose—and getting noticed by the right people.

RE-ENTER

Step into the role that fits. Whether you land a new position, start consulting, or shift directions entirely—you'll do it on your terms.

What's Included



1:1 Coaching

Personalized support and feedback to work through mindset blocks, strategy, and decision-making



Group Coaching & Q&As

Connect, learn, and grow with like-minded peers navigating similar transitions guided by experts



Expert Masterclass

Real-world insights from recruiters, hiring managers, and industry pros



Online Tools & Resources

Practical templates, frameworks, and exercises to keep you focused and moving forward



Peer Accountability & Support

Because this journey is hard to do alone—and you don't have to

The 3 Big Mistakes We Help You Avoid



Wasting months chasing the wrong roles

We help you align your next move to your values and strengths—so you don't waste time applying to jobs that drain you.



Letting fear drive your decisions

You'll rebuild confidence and learn how to show up with power, not panic—especially in interviews and networking.



Trying to DIY a major life pivot

Career reinvention isn't a solo sport. We give you the structure, support, and strategy to make lasting progress.

With the right system, you're not guessing.
You're growing.

Our Proven Process

Who It's For:

Mid-career professionals (35–50) at manager levels and above who've been laid off and are ready to turn uncertainty into an opportunity for meaningful, aligned career growth.



Major payoffs



Career clarity and renewed confidence



Strategic action toward aligned roles



A future you're proud to build



CASE STUDY

Before

Lost in Transition

Dana had built a successful marketing career when she was unexpectedly laid off. Suddenly, the steady role that had become a large part of her life was gone.

What followed was a period marked by stress, restless nights, and a growing sense of embarrassment and doubt. She felt lost—unsure of what to do next or how to move forward. The pressure to quickly “bounce back” only intensified the weight of society’s expectations.

Dana knew she wanted something different but couldn’t see a clear path ahead.

**Name Changed to protect client’s identity*

Insight and Challenge

Facing the Inner Battle

When Dana joined our **Layoff to Legacy** program, the first breakthrough came with clarity.

Through our structured 5Rs methodology, she began to uncover what truly mattered to her—not just the next paycheck, but a career that fit her evolving values and lifestyle. Yet, the path wasn't smooth. Dana confronted deep-seated self-doubt and imposter syndrome, battling the voice that told her she wasn't "enough" or that freelancing was too risky.

She wrestled with societal beliefs about success and security, learning to redefine success on her own terms. It took grit, reflection, and coaching support, but she gradually rewired her mindset and built a strategic action plan.

**Name Changed to protect client's identity*

Victory

Building a New Path on Her Terms

Today, Dana has successfully transitioned into freelancing, creating a career that offers both freedom and fulfillment.

She credits the program's balance of personalized coaching and practical tools for helping her not only survive the layoff but turn it into an opportunity for reinvention. Dana now shows up with confidence and clarity, owning her unique value.

Her story is a powerful reminder that transformation is possible—even when the future feels uncertain.

**Name Changed to protect client's identity*

MEMBERSHIP FEATURES, BENEFITS & VALUE

Feature	Benefit to Customer	Standalone/ Substitute Value
AI Resume & Cover Letter Support + Job Search Tracker	Saves time and improves application success with tailored documents and organized tracking	\$1,500+ (professional resume writing + job tracking apps)
Weekly Masterclasses	Learn insider tips from experts to accelerate your job search and career pivot – 15+ sessions every 4 months	\$1,000+ (industry webinars or workshops)
Weekly Guided Meditations	Reduces stress, improves focus and mindset during career transition	\$500+ (meditation app subscriptions or coaching sessions)
Peer Groups and Accountability	Provides motivation, connection, and shared learning to stay on track	\$1,000+ (group coaching or mastermind fees)
Group Coaching and Q&As	Personalized advice and answers to challenges in a supportive environment	\$1,000+ (group coaching programs)
6 Hours of 1:1 Coaching	Deep personalized support for mindset shifts, strategy, and accountability	\$1,200+ (private coaching sessions)
Online Videos, Guidebooks, Scripts, Templates	Access to proven tools and resources to simplify job search and career planning	\$1,000+ (course materials or resource bundles)
Total Estimated Value: \$7,200+		

At **\$2,600**, our program delivers more than double the value—all integrated into one proven system designed to fast-track your career renewal with expert guidance, peer support, and practical tools.

Package & Pricing

Standard Package — \$2,600

(\$1,000 join fee, \$400 per month – min. 4 months)



- Full 4-month program based on the proven 5Rs methodology
- Includes 6 hours of personalized 1:1 coaching for focused breakthroughs
- Access to weekly expert masterclasses and group Q&As
- Peer group support and accountability for motivation and connection
- Top AI-powered resume, cover letter support, and job search tracker for smarter applications
- Complete online library: videos, guidebooks, workflows, scripts, and templates for every step
- Results-driven structure to help you build clarity, confidence, and control

Benefit: Everything you need in one program to transform your career transition quickly and effectively—no guesswork or gaps.

Ongoing Membership — \$400 / month

after the first 4 months

Month-to-month • Cancel anytime



- Access to weekly expert masterclasses and group Q&As
- Peer group support and accountability for motivation and connection
- AI-powered resume, cover letter support, and job search tracker for smarter applications
- Complete online library: videos, guidebooks, scripts, and templates for every step

Benefit: Flexible, continued support to keep you accountable, confident, and evolving as long as you need it.

Suggested Program Flow

What to Expect

01 On sign-up

Welcome email and onboarding package with access details and program roadmap

02 Week 1

Initial 1:1 coaching session to set your goals and personalize your journey

03 Week 1

Join your peer group and attend your first group Q&A and guided meditation

04 Week 1 & 2

Access to first masterclasses and start working through RESET exercises

05 Week 3 - 5

Regular coaching check-ins, peer accountability, and guided exercises in the REDEFINE phase

06 Week 6

REFOCUS your resume & LinkedIn profile with a personalized review & feedback; continued coaching check-ins, masterclasses, peer accountability, and exercises

07 Week 7 - 16

REENGAGE - Start applying, preparing for interviews, and networking; Support from your coach, peers, and expert masterclasses.

08 Week 10 - 16

REENTER - Once you accept an offer, your coaching and support will shift to starting your new role and setting yourself up for success in the first 90 days.

**The coaching and self-directed parts of the program (including the video tutorials and online guidebooks and resources) are flexible and can go faster or slower based on your needs.*

Build Your Legacy. Empower Others.



By investing in yourself, you're also investing in someone else's opportunity for meaningful work.

Since joining Pledge 1%, we commit 1% of our profits and 1% of our time to career empowerment initiatives. This year, your membership fee supports Brands for Canada's Edge Program and their Suitable Impressions Workshop, offering essential job training and support for individuals facing employment barriers.

About the Programs (what they do):

The Edge Program



- Comprehensive employment and job retention training for Ontarians living with disabilities
- 80% of graduates secure interviews or job placements; 97% report higher self-confidence and clarity

Suitable Impressions Workshop



- One-day employability skills workshop for Ontario Works clients
- Covers interview-ready attire, body language, mindset, confidence, and financial literacy
- Includes professional clothing and personal care items to help make strong first impressions

Why It Matters:

- Your decision to say yes supports proven programs that change lives
- You help people—especially those facing systemic barriers—gain access to critical job readiness training
- Your membership becomes part of a greater mission: turning disruption into opportunity for marginalized job seekers

Together, we transform careers—and communities.

Your legacy begins here—by creating one for yourself and opening doors for others.

Frequently Asked Questions

1. Who is this program for?

Mid-career professionals (35–50) recently laid off, seeking clarity and a purposeful career reset.

2. How long is the program?

The core program lasts 4 months, with optional month-to-month support available after that.

3. What if I'm unsure about coaching?

We combine 1:1, group coaching, and tools to support different learning styles and needs.

4. How much time do I need to commit weekly?

Plan for 3–5 hours weekly, including coaching, masterclasses, and exercises.

5. What if I can't attend live sessions?

All sessions are recorded for you to watch anytime.

6. Is this program guaranteed to help me get a job?

While we can't guarantee a job, we provide proven strategies to build confidence and marketability.

7. What if I want support after the 4 months?

You can continue with our monthly ongoing support packages.

8. How soon after signing up does the program start?

We have 5 program start dates throughout the year: January, March, July, September & November. Check with our team to find out your closest start date.

9. What if I get a job before the 4 months is over?

You can still utilize the 1:1 coaching and group coaching to serve as a sounding board as you start your new job, build momentum in your new role and create a plan for your longer-term career. Your peer group may also end up becoming part of your personal board of directors.

10. How quickly can I expect to find a job?

The average time to land a job in the current market is 4 to 6 months. This can be impacted by a number of factors including your job application and networking activities, as well as the type of job and industry you're looking for.

Companies Our Clients Have Landed At



AIR MILES.

BMO



radio one



Royal Bank
of Canada



TELUS



What our clients are saying

"Before working with Lisa, I felt completely lost after my layoff. The 5Rs process gave me a clear path forward. I finally understood what I wanted from my career—and more importantly, what I didn't. I landed a role that aligns with my values and actually excites me."



"What surprised me most was how quickly my mindset shifted. I went from feeling rejected and uncertain to seeing this layoff as a turning point. The coaching helped me own my story and show up with confidence in interviews and conversations. But this wasn't just mindset work—it was action-oriented. The templates, scripts, and tools made networking and job searching feel less overwhelming. I wasn't spinning my wheels anymore—I had a plan that worked."

"The 1:1 coaching was a game-changer. Lisa asked the right questions, challenged me when I needed it, and helped me cut through the noise. I made faster decisions with way less second-guessing."



"Having access to a group of people going through the same thing was huge. I didn't feel so alone. The group Q&As and peer check-ins kept me motivated and moving forward."

"I didn't just get a new job—I got clear on who I am and what kind of legacy I want to build. That shift changed everything. I'm not settling anymore."



Your Next Chapter Starts Now

You've faced uncertainty and doubt—and now it's time to choose clarity, confidence, and control. The **Layoff to Legacy** program is a proven, all-in-one system designed to transform your career disruption into a launchpad for your best work yet. This isn't about "bouncing back." It's about leveling up—building a career and legacy you own, on your terms.

Whether you decide to move forward today or wait, the opportunity to redefine your path won't pause. The question is: will you be the one who steps up—or the one left wondering what if?

Next Steps



Schedule
a free
consultation.



Secure your spot in
this limited,
transformative
4-month journey.



Take control of
your story and
career future
today.

It's your move.

The future you want is waiting—are you ready to claim it?



REDISCOVER
YOUR PURPOSE

REDEFINE
YOUR PATH

RECLAIM
YOUR LEGACY



CAREER BALANCE
COACHING