

### ### Career Coaching Materials for Marie Seshat Landry

#### **\*\*Career Assessment:\*\***

- Marie, as an entrepreneur and CEO, your strengths likely include strategic thinking, leadership, and innovation.
- Your skills in AI, digital marketing, and scientific research are valuable assets in a variety of industries.
- Consider your passion for organic living and sustainability as a potential focus for your career goals.
- Evaluate your current level of job satisfaction and identify areas for growth and development.

#### **\*\*Goal Setting:\*\***

- Set short-term goals, such as expanding your companies' reach or launching a new project, to keep your momentum.
- Long-term goals could include becoming a leading voice in sustainability or expanding your influence globally.
- Align your goals with your values, such as promoting organic solutions and ethical business practices.
- Consider the impact you want to make and how you can leave a legacy in your field.

#### **\*\*Action Plans:\*\***

- Break down your goals into smaller, achievable steps to maintain focus and track progress.
- Consider networking with other leaders in sustainability and organic living to gain insights and opportunities.
- Look for speaking engagements or writing opportunities to share your expertise and expand your influence.
- Continuously seek learning and growth opportunities to stay at the forefront of your industry.

#### **\*\*Example Action Plan:\*\***

**\*\*Goal:\*\*** Become a leading advocate for sustainability in business by 2030.

#### **\*\*Action Steps:\*\***

##### 1. **\*\*Expand Your Network:\*\***

- Attend sustainability conferences and events to connect with other leaders.
- Join sustainability-focused organizations or forums to stay informed and engaged.

##### 2. **\*\*Develop Your Brand:\*\***

- Create a platform to share your insights and promote sustainable practices.
- Collaborate with other influencers and organizations to amplify your message.

3. **\*\*Lead by Example:\*\***

- Implement sustainable practices in your own companies and share your successes and challenges.
- Advocate for policy changes and industry standards that promote sustainability.

4. **\*\*Stay Informed:\*\***

- Continuously educate yourself on the latest trends and developments in sustainability.
- Engage with experts and thought leaders to gain new perspectives and ideas.

5. **\*\*Measure Your Impact:\*\***

- Track the impact of your advocacy efforts on your companies and the industry.
- Celebrate milestones and use them to inspire others to join the sustainability movement.

**\*\*Review and Adjust:\*\***

- Regularly review your progress towards your goals and adjust your action plans as needed.
- Seek feedback from mentors, colleagues, and stakeholders to ensure you're on the right track.
- Stay flexible and open to new opportunities that align with your long-term vision.

These career coaching materials are tailored to Marie Seshat Landry's unique strengths, skills, and passions, helping her set and achieve meaningful career goals in the field of sustainability and organic living.