



Reimagine User Guide

A plain-English guide to using Reimagine to build your career strategy.

May 2026 Edition

The Basics

Reimagine User Guide , TLDR

A short summary of the full guide.

What Reimagine is

A web-based career strategy tool for professionals navigating a transition. You bring your inputs. Reimagine produces a clear professional identity, a wider view of options, a story you can tell, a target company list with personalized outreach, refreshed LinkedIn and resume copy, and a playbook for every conversation ahead. Built on Bob Goodwin's *Making Your Own Weather* methodology.

Try the demo at reimagine2-two.vercel.app/?demo=true to see what it produces before starting your own session.

What you need

- Your resume (any format)
- An assessment from the last three years (Affintus, CliftonStrengths, MBTI, DiSC, Hogan, etc.) , Affintus is free and takes 15 minutes
- About 20 to 30 minutes for the intake. The full journey takes longer; most people do not finish in one sitting

The single most important idea

The quality of your inputs sets the ceiling on the quality of your outputs. The first 20 minutes of the journey , your resume, your assessment, your values, your passions, and four short reputation prompts , are where the leverage is. Put your best foot forward at the intake and Reimagine will do the same for you in everything that follows.

A few specifics: take an assessment if you do not have one (the difference is significant). When you describe your passions, do not filter for what feels professionally relevant , the unexpected combinations are what Reimagine looks for. For the reputation step, dig up old performance reviews, LinkedIn recommendations, and 360 feedback before you start.

The journey, at a glance

- 1 **Orientation** , your inputs. The only phase where you do the work.
- 2 **Know Your Value** , Reimagine translates your accomplishments and synthesizes a personal brand.

- 3 **Explore Options** , three paths, dozens of role options, then a Deep Dive on up to three you select.
- 4 **Tell Your Story** , your bridge story, structured around who you are as a human, how that played out in your career, and what you are looking for.
- 5 **Find Your Market** , a target company list with hiring decision-makers and personalized outreach drawing from the hidden job market, not job boards.
- 6 **Get Ready** , recommended LinkedIn and resume copy to apply yourself, plus a playbook of language, people, interview prep, and STAR stories.
- 7 **Income Now (bonus)** , a fractional and consulting income plan if you need revenue while you search.
- 8 **Upload a Live Opportunity (bonus)** , paste or upload any job description you find in the wild and Reimagine produces a tailored playbook for that specific role, drawing on everything you have built. The most natural reason to come back to Reimagine during a search.

Things worth knowing before you start

This is iterative. Every output has a "Tell us what we got wrong" feedback box. Use it for factual corrections or stylistic tuning. Factual corrections persist across the whole session, so the same correction does not need to be made twice.

You can speak instead of type. Most input fields have a microphone button. Tap it and talk.

Sign-in is by email. First visit, enter your email; a sign-in link arrives in your inbox. No password. Sign-in is what makes your work travel across devices.

You can come back. Once you commit to one direction at the Decision step, Reimagine builds your story, target list, LinkedIn, and resume around it. You can later come back to that Decision step, choose a different option, and run that one through the journey too. You only need one new job, but you can explore as many options as you want.

Reimagine generates copy. You apply it. The LinkedIn Remix and Resume Refresh outputs are recommendations you take into your own LinkedIn profile and resume document. The tool does not modify those for you.

The destination is the Complete screen. When you finish, every output is gathered there as a working library , copy any section, view any of them, download the one-page PDF or the full set of outputs as markdown. From there, the Upload a Live Opportunity module is one click away for any specific role you want to pursue.

Where to start

Open reimagine2-two.vercel.app. Click **Let's get started**. The first thing you see is the welcome screen. Read it, then click forward into the Orientation phase.

1. What Reimagine Is

In one paragraph

Reimagine is a web-based career strategy tool for senior professionals in transition. You bring your resume, an assessment, a few honest answers about your values and reputation, and your sense of what you want next. Reimagine walks you through a structured journey that turns those inputs into a personal brand, a map of options, a story you can tell, a list of target companies, an outreach plan, and the materials you need to walk into conversations ready. It is built on the methodology in Bob Goodwin's book *Making Your Own Weather*.

Who it is for

Reimagine is built for professionals who have been in the work world for a while and are asking the question, *what do I want next, and how do I get there?* Most of our users are executives, VPs, directors, or seasoned individual contributors. Some are between roles, some are still employed and thinking ahead, and some are reinventing after a long run in one industry.

If that is the question you are sitting with, Reimagine is for you.

If you are looking for a job board, a resume rewrite by template, or a generic career quiz, this is not that.

What you will end up with

By the time you finish the journey, you will have:

- A clear statement of your **personal brand** and the value you bring, with proof points from your own track record.
- A **map of options** across three paths, narrowed down to the direction you choose to pursue.
- A **bridge story**, your answer to "tell me about yourself", that connects who you are to where you are headed.
- A **target company list** with hiring decision-makers and personalized outreach you can send today.
- A **LinkedIn refresh**, a **resume refresh**, and a **playbook** of industry vocabulary, key people to follow, interview prep, and STAR stories.
- An optional **Income Now** plan if you need revenue while you search.
- A downloadable **one-page PDF** summarizing it all.

How long it takes

Plan for about 20 to 30 minutes for the intake (the questions Reimagine asks you), and then more time as you read each section, give feedback, and let it regenerate where you want adjustments. The tool generates each section in roughly one to two minutes. Most people do not finish in one sitting and they do not need to. Your work is saved automatically once you sign in (a one-time email link, no password). Pick it back up from any device.

How it actually works

Behind the scenes, Reimagine sends your inputs to Claude, a large language model from Anthropic, with carefully tuned instructions for each step. Claude returns the analysis. Reimagine formats it, presents it to you, and gives you a way to refine it.

You do not need to know any of that to use the tool. You do need to know two things:

- 1 What you put in shapes what comes out.** Chapter 3 explains why this is the most important idea in the whole guide.
- 2 You can always go back and update.** If you remember something later, or learn something new about yourself, or want to try a different direction, you can return to any earlier step, change your input, and regenerate from there. Chapter 12 explains how.

Your data and how it is stored

Once you sign in, Reimagine saves your work to a Career Club database keyed to your email. That is what makes your progress travel across devices. Your inputs travel to two places: Anthropic's Claude service (which generates each section of your strategy) and Career Club's own database (which holds your progress). No third parties beyond those.

Your inputs and outputs are not shared with anyone. There is no advertising, no marketing pipeline, no list of users sold or rented. If you decide to stop using Reimagine, your data can be removed on request.

What Reimagine will not do for you

It will not apply to jobs for you. It will not write your cover letters in bulk. It will not lie about your experience or invent accomplishments. It will not tell you what you want to hear if your resume tells a different story.

What it does instead is hold up a mirror, point at the patterns you may not see in yourself, and turn that into a strategy you can act on this week.

Next: [Before You Begin](#) ■■■■■■■■■■

2. Before You Begin

Try the demo first

Before you start your own session, look at the demo. It walks you through a complete journey using a fictional executive named Sarah Chen so you can see what every step produces before you commit your own time.

The demo is at: <https://reimagine2-two.vercel.app/?demo=true>

[Visual: the welcome screen with the "See a Demo Here" button in the top right]

Click **Next** at each step to advance through Sarah's journey. You will not be asked for any of your own information. The point is to see what Reimagine builds when it has good inputs, so you have a clear picture of the destination before you start packing.

When you are ready to start your own session, go to <https://reimagine2-two.vercel.app> and click **Let's get started**.

What to bring

You will get the most out of Reimagine if you have these three things ready before you start.

1. Your resume

Any format is fine: PDF, Word, or plain text. It does not have to be polished. Reimagine will work with whatever you give it. If you have not updated it in years, do not let that stop you. Part of what the tool does is find the value you may have undersold.

2. An assessment , highly recommended

This is the input that does the most to turn a generic career analysis into one that actually sounds like you. Reimagine is greatly limited in its ability to generate real human insights about your unique value if it does not have one. Your resume tells the tool what you have done. An assessment tells it *how* you do it , how you make decisions, what energizes you, the environments where you do your best work. That second layer is where personalized insight comes from.

If you do not already have one, take **Affintus**. It is free, it takes about 15 minutes, and it gives Reimagine the data layer that makes everything downstream feel personal. The link to it is on the welcome screen and again on the Assessment input screen.

Reimagine accepts any of the major professional assessments:

- **Affintus** (free , Reimagine recommends this if you do not already have one)
- **CliftonStrengths** (formerly StrengthsFinder)

- **Myers-Briggs (MBTI)**
- **DiSC**
- **Hogan**
- **Predictive Index**
- **Enneagram**
- Any other professional assessment you have on hand

Keep it recent. We recommend assessments be no more than three years old. People change, and old data may not reflect how you operate today.

You can combine more than one. The Assessment screen has one upload slot, but you can also paste results into the text field. If you have two or three assessments you want Reimagine to consider, paste them sequentially into the text field with a simple divider line between each (for example, `=== CliftonStrengths ===` then the results, then `=== Hogan ===` then those results). Reimagine will read all of it.

If you decide to skip the assessment entirely, Reimagine will still work, but the recommendations will be more abstract and less personal. Chapter 3 explains why this matters.

3. About 20 to 30 minutes for the intake

That covers entering your information and getting your first set of results. The full journey takes longer because each phase asks you to read what was generated and decide whether to refine it. Most people do not finish in one sitting. You do not need to.

You can speak instead of type

Most of the text fields in Reimagine have a small microphone button next to them. It looks like this:

[!Microphone button , a small white square with rounded corners and a gray microphone icon inside](#)

Tap it and talk , Reimagine listens and writes what you say into the field. Tap it again to stop. While it is listening, the button turns red. Use it for your values, your passions, your reputation answers, and any feedback you give later when you refine a result. You can always just speak to Reimagine.

Sign-in by email

Reimagine signs you in with a magic link. No password to remember.

The sign-in screen is a two-step form. First you enter your email and click Continue. If Reimagine already has an account for that email, it sends you a sign-in link right away. If you are new, Reimagine asks for your first and last name, then sends the link. Either way, you check your inbox, click the link, and you are in.

Your session lasts 30 days, but the clock resets every time you use the tool. Active users essentially never see the sign-in screen again after their first visit. The session only expires if you go a full 30 days without opening Reimagine, in which case you sign in once and you are back where you left off.

The reason for sign-in is simple: your work syncs across devices automatically once you are signed in. Start on your laptop, finish on your phone. Pick up on a different computer at home. Your progress travels with you.

If you were using Reimagine before this update and already have work saved in your browser, a one-time prompt asks if you want to save your work across devices. Accept, and your existing progress uploads to your new account. Decline, and Reimagine keeps using browser-local storage exactly as it did before.

Your work is saved automatically

Reimagine saves your progress to your account as you go. As long as you are signed in, you can close the tab, switch devices, or come back next week, and your work will be where you left it.

There are two things worth knowing:

- **Your inputs travel only to Anthropic's Claude service** to generate each section of your strategy, plus to Career Club's own database to save your progress against your email. No other parties receive your information.
- **You can still export a snapshot.** If you want to download a copy of everything for your own records, the Results screen has a download button (Chapter 13).

How we protect your data

All connections to Reimagine use HTTPS. Sign-in is passwordless: the link in your email expires after 15 minutes and works only once. Sessions are managed with HttpOnly cookies, which means JavaScript running on the page cannot read them. Your data is stored in a managed Postgres database (Neon, hosted on AWS) with encryption at rest. Inputs sent to Anthropic's Claude service for generation are governed by Anthropic's standard data handling.

Career Club is a small team and does not currently hold formal security certifications such as SOC 2. If you have specific security or compliance requirements before signing up, email bob@career.club.

If you want

3. The Quality of Your Inputs

This is the most important chapter in the guide. If you read only one chapter before starting, read this one.

The principle

Reimagine builds your career strategy on top of what you tell it about yourself. Five inputs go in, and everything that comes out, your personal brand, your options, your story, your target list, your outreach, your playbook, is built on those five. The first phase of the journey, **Orientation**, is where you provide them.

If your inputs are thin, the output will be thin in the same places. If your inputs are rich and honest, the output is sharp and personal. There is no shortcut around this. The rest of the tool is downstream of what you do in the first 20 minutes.

Put your best foot forward in the intake, and Reimagine will do the same for you in everything that follows.

The five inputs

In the order Reimagine asks for them:

- 1 **Location and work preference**, where you live and how you want to work
- 2 **Resume**, your professional track record
- 3 **Assessment**, how you are wired
- 4 **Values, passions, and causes**, what you actually care about
- 5 **Reputation**, what others say about you

Each one feeds something specific later in the journey. Understanding that connection is the fastest way to know what good input looks like.

Why each input matters

Location and work preference

This shapes every option Reimagine generates and every company it recommends. If you are open to relocation, the Wide View opens up. If you are remote-only in a specific country, the company list narrows accordingly.

Good input: specific country, optionally a city or metro, and a clear work arrangement. The tool offers fully remote, hybrid, on-site, open to relocation, and open to relocation with conditions.

What to watch for: if you select "open to relocation" but you are really only open to two specific cities, say so in a later refine step or list those cities in the City field. The more honest the constraint, the more useful the company list.

Resume

The resume is the source of every accomplishment Reimagine will translate into your value proposition. It is how the tool knows what you have actually done.

Good input: your most recent resume, even if you have not polished it. Bullet points with numbers are gold, revenue you drove, money you saved, teams you built, problems you solved with measurable outcomes. If your resume is light on numbers, that is fine; Reimagine will flag where you should add quantification when it analyzes you.

Watch out for: a resume that lists job titles and responsibilities but not outcomes. Reimagine can work with that, but the resulting Value Proposition will be more abstract than you want. If you have time, spend a few minutes adding the numbers you remember before you upload.

You can always update it later. If you remember a major project after the fact, go back to the Resume step, replace the file or paste in updated text, and regenerate from Phase 1. Chapter 12 explains how.

Assessment

This is the input that makes the biggest difference. Your resume tells Reimagine what you have done. Your assessment tells Reimagine *how* you do it, how you make decisions, what energizes you, the environments where you do your best work.

Without an assessment, Reimagine is greatly limited in its ability to generate real human insight about your unique value. Your output will lean on your track record alone, and that produces recommendations that feel more like a job-market summary than a personal strategy.

Take Affintus if you do not already have one. It is free, it takes 15 minutes, and it gives Reimagine the data layer that turns generic into personal. The link is on the welcome screen and on the Assessment input screen.

Good input: any professional assessment from the last three years. We recommend assessments be no older than that, people change, and old data may not reflect how you operate today. Affintus, CliftonStrengths, MBTI, DiSC, Hogan, PI, Enneagram, or anything else works. Upload the report, paste the results, or both.

You can use more than one. If you have two or three assessments and want Reimagine to consider all of them, paste their results sequentially into the text field with a simple divider line between each, for example:

```
``` === CliftonStrengths === Top 5: Strategic, Achiever, Learner, Maximizer, Input [full results]
=== Hogan === [full results] ```
```

Reimagine will read all of it. The dropdown lets you label only one type for now; that is a labeling limit, not a content limit.

**If you skip the assessment entirely**, Reimagine will warn you once and then proceed. The tool will still generate a strategy from your resume, values, and reputation. It will be useful. It will not be as personal as it could have been.

## Values, passions, and causes

These two fields are short, and they are the difference between a list of *plausible* options and a list of *right* options.

**Values** are your non-negotiables. The conditions under which you do your best work and feel most like yourself. Independence, family, justice, stability, faith, intellectual challenge, service, wealth creation, cooperation. Three to five is enough.

**Passions, interests, and causes** are what you read about for fun, volunteer your time for, or could talk about for 30 minutes with no preparation. Hobbies, industries that fascinate you, communities you belong to, causes close to your heart. Three to five is enough.

**Good input:** specific and honest. "Sustainability" is fine. "Sustainability, especially how cities adapt their infrastructure" is better. "Mentoring" is fine. "Mentoring first-generation college students through nonprofits in my city" is much better.

**A common slip:** filtering your answers for what feels professionally relevant. Try not to. The Wide View phase later in the journey looks for unexpected combinations between your professional life and the rest of you, and your real passions are exactly what it needs. The youth sports coaching, the side project, the cause you donate to, the industry you read about for fun, those are all worth including. Some of the most surprising connections in the whole journey come from inputs people almost left out.

## Reputation

This is one of the most valuable inputs you can give Reimagine. It is external data: what other people actually see in you, not what you see in yourself. Even one specific moment of professional feedback transforms what the tool can do with the rest of your inputs.

Reimagine asks four short questions. You can answer any combination of them, or skip and let the tool generate a hypothesis from your other data.

- 1 The Memory.** A specific moment when someone thanked you or praised you at work. What was the situation, and what did they say?
- 2 The Emergency Call.** If your former team had a critical problem right now, what kind of situation would they call you to handle?
- 3 The Two Words.** If your best former manager described your professional superpower in exactly two words, what would they be?

- 4 Additional Feedback.** Anything from performance reviews, LinkedIn recommendations, 360 feedback. Paste it in.

**Good input:** specific moments, not summaries. "Praised for being collaborative" is generic. "After the merger, the new CFO told me in front of the leadership team that I was the only one who got both sides talking to each other" is specific and useful.

**Worth a few minutes of digging before you start.** This is the input where the prep pays off the most. Sources to look through:

- Old performance reviews, especially the comments from your manager or skip-level
- LinkedIn recommendations you have received over the years
- Written 360 feedback or peer reviews if you have them
- Emails or notes from former bosses, colleagues, clients, or partners where they said something specific you remember
- Slack or chat messages where a teammate thanked you for something concrete

If you do not have anything in writing, sit with the four questions for a few minutes. Most people can recall at least one moment of professional praise if they give themselves the space. The more specific the moment, the more useful it is.

## You can speak instead of type

Every text field that asks you to describe yourself , values, passions, reputation, and the refine boxes you will see later , has a small microphone button next to it that looks like this:

[!Microphone button , a small white square with rounded corners and a gray microphone icon inside](#)

Tap it and talk. Reimagine listens and writes what you say into the field. Tap it again to stop, and the button turns red while it is listening so you know it is on. You can always just speak to Reimagine.

This matters most for the inputs that benefit from specific stories , the Reputation step in particular. Talking through a specific moment is usually easier than typing it, and the result tends to be richer.

## Your data stays on your device

What you enter into Reimagine stays on your device. It is not shared with Career Club. There is no account, no central profile we hold. Your inputs travel only to Anthropic's Claude service to generate each section of your strategy.

This may change in the future. For now, your work is yours, on your machine, and you control it.

## You can always go back and update

Every input is editable. If you remember a key accomplishment after Phase 1, or you realize the assessment did not capture something important, or your work preference changes mid-journey, you can return to that input step, change it, and regenerate the analysis from there.

Chapter 12 covers exactly how to do this without losing the work you have already done downstream. The short version: Reimagine is built to be revisited. Treat your first pass as a draft.

## A short checklist before you start

Use this as a quick gut check before you click "Let's get started."

- My resume is current within the last few months and includes my most recent role.
- My resume has numbers attached to my biggest accomplishments where I can.
- I have at least one assessment from the last three years, or I am going to take Affintus before I begin.
- I am ready to share my real values and passions, including the ones that feel "off-topic."
- I have at least one specific moment of professional praise or feedback in mind for the Reputation step.

If you can check four out of five, you are in good shape. Start.

# The Journey

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## 4. Phase 0 , Orientation: Telling Reimagine About You

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This is the only phase where you do the work. Everything that follows is generated for you. This chapter walks through each screen so you know what to expect and what good input looks like at each one.

If you have not read **Chapter 3: The Quality of Your Inputs** yet, do that first. This chapter assumes you have.

The Orientation phase has seven screens, in this order:

- 1 Welcome
- 2 Location & Work
- 3 Your Resume
- 4 Your LinkedIn (optional)
- 5 Assessments
- 6 Values, Passions & Causes
- 7 Reputation

You can navigate them with the **Continue** and **Back** buttons at the bottom of each screen, or jump to any completed step using the sidebar on the left.

*[Visual: the left sidebar showing the seven phases with the Orientation phase expanded]*

### Screen 1: Welcome

The welcome screen explains what Reimagine is, what to bring, and how the journey is structured. If this is your first visit, it also asks for your email so you can sign in.

Sign-in is a two-step form. Enter your email and click Continue. If Reimagine already has an account for that email, it sends you a sign-in link right away. If you are new, you will see a "Looks like this is your first time" screen with first and last name fields. Fill those in, click Send, and the link arrives in your inbox.

Click the link in either case and you are in. Your session lasts 30 days, refreshed each time you use the tool, so active users rarely see the sign-in screen again after the first visit.

If you have used Reimagine before and your session is still active in this browser, you skip straight past sign-in and land on your last step. If you are on a new device or your session has expired, you sign in again with the same email and your work appears.

Chapter 2 has more detail on sign-in and what to do if the link does not arrive.

## Screen 2: Location & Work

This shapes every option Reimagine generates and every company it identifies later in the journey.

**Country / Region.** The country you are based in or want to work in. Required. The field is an autocomplete dropdown: type the first few letters and a list of common countries appears. You can also type a country not on the list and it accepts free text.

**City or Metro.** Optional. If you are open to multiple cities, leave it blank. If you have a preferred metro, name it.

**Work Arrangement.** Required. Pick any combination of:

- Remote
- Hybrid
- On-site

If you are open to multiple arrangements, select multiple. If your situation is more specific (e.g., you would relocate only to two specific cities), pick your preferred arrangements here and clarify in the values or in a refine step later.

Click **Continue** when you are done.

## Screen 3: Your Resume

Upload your most recent resume, or paste it as text.

**Upload.** Drag a file onto the upload area or click to browse. PDF, Word (.docx), and plain text all work.

**Paste.** If you would rather paste the text directly, use the text field below the upload area.

You can do both. The text field is the source of truth for what Reimagine reads, so if you want to edit something after uploading, edit it in the text field.

Once Reimagine has read the file, you will see a green checkmark and a character count. Click **Continue**.

**A reminder from Chapter 3:** the more your resume includes specific outcomes, money made, money saved, risk mitigated, with numbers attached, the better the output. If you have time, add a few numbers before you upload. If you do not, that is fine. Reimagine will flag where it would help and you can come back later.

## Screen 4: Your LinkedIn (optional)

This step is optional. Adding it sharpens what Reimagine knows about you in ways the resume alone cannot.

### Why bother

Your LinkedIn profile holds material your resume does not:

- **Your About section** is your own public self-positioning, often phrased differently than your resume. Reimagine reads it as a tone reference for the Bridge Story and as a starting baseline for the LinkedIn Remix later in the journey.
- **Recommendations** are direct quotes from colleagues. These count as reputational signal alongside what you enter on the Reputation screen.
- **Skills with endorsement counts** are social proof of which competencies others have validated, not just which you claim.
- **Activity** (what you post, comment on, share) signals values and passions in a way you may not articulate yourself.

There is a second reason worth flagging. In Phase 5 (Get Ready), Reimagine generates a LinkedIn Remix: recommendations for your headline, your About section, and your experience entries. Without your current profile as input, the Remix is generated from scratch. With it, the Remix becomes a true *refresh*. Reimagine can say "your current About section reads X; change Y to Z" rather than producing generic recommendations you have to map onto your real profile yourself.

### How to export your LinkedIn as a PDF

LinkedIn has a built-in PDF export. It is on the desktop site (not the mobile app, which lacks the equivalent option).

#### Step by step:

- 1 Sign in to LinkedIn at **linkedin.com** on a desktop or laptop browser.
- 2 Click your profile photo (top right) or the **Me** button in the navigation bar.
- 3 Choose **View profile** from the dropdown. You should land on the page whose URL starts with [linkedin.com/in/your-handle](https://linkedin.com/in/your-handle).
- 4 Find the **More** button. It sits in the section just below your name and headline, next to the buttons labeled **Open to** and **Add profile section**. The exact wording may shift slightly with LinkedIn redesigns, but **More** has been the consistent label.
- 5 Click **More**. A dropdown menu appears.
- 6 Choose **Save to PDF**.
- 7 The PDF downloads automatically to your default download folder. It will be named something like [Profile.pdf](#) or [\[Your Name\].pdf](#).

If the **More** dropdown does not show **Save to PDF**, LinkedIn may be A/B testing a different layout for your account. The fallback is to copy your About section and any recommendations into the paste field on the Reimagine LinkedIn screen instead of uploading a PDF.

## On the Reimagine screen

Two ways to provide your LinkedIn content:

- **Upload the PDF** you just exported. Drag it onto the upload area or click to browse.
- **Paste content directly** into the text field below the upload area. Useful if you cannot get the PDF export to work, or if you only want to share specific sections (just the About section, say, or only your recommendations).

If you do not have a LinkedIn profile, or you do not want to share it, click **Skip this step**. The orientation continues. Reimagine will work without LinkedIn input; it just will not have the signal that LinkedIn provides.

When you have either uploaded or pasted (or chosen to skip), click **Continue**.

## Screen 5: Assessments

This is the input that does the most work. Read Chapter 3 if you have not already.

**Upload assessment files.** PDF, Word, or text. The tool reads each file and adds the content to the text field below with a divider line naming the source.

**Multiple assessments are fully supported.** Have a CliftonStrengths plus a Hogan plus an Affintus? Upload all three. Each one gets parsed and added to the text field with a divider line like `=== Hogan.pdf ===` so Reimagine reads them as distinct sources. Uploaded filenames appear in a small "Added" list with remove buttons. (Removing a filename from the list does not delete its text from the field; the field is the source of truth, the list is just a convenience indicator.)

**Or paste results directly.** Use the text field. You can paste the full report, a summary, or both. If you have multiple assessments and prefer to paste rather than upload, use the same divider convention:

``=== Source na`

## 5. Phase 1 , Know Your Value

This is the foundation phase. Everything you generate later in the journey , your bridge story, your target companies, your outreach, your LinkedIn, your resume refresh, your playbook , is built on what comes out of Phase 1. If the foundation is sharp, everything downstream is sharp. If the foundation is generic, the whole journey carries that around.

Plan to spend more time here than on any other phase. Read the outputs carefully. Refine where they do not yet sound like you. The 15 extra minutes you spend in Phase 1 saves an hour of refining in Phases 3 through 5.

The phase has three steps, in order:

- 1 **Resume Analysis** , what your track record actually proves about you
- 2 **Wiring & Compass** , how you are wired and where you do your best work
- 3 **Brand Synthesis** , your golden thread, your personal brand, and your value proposition

Each step builds on the one before it. You can navigate back to any step using the sidebar, but you cannot skip ahead , the next step uses the previous step's output as input.

### Step 1.1: Resume Analysis

#### What this step does

Reimagine reads your resume and translates your accomplishments out of the language of your past industry into the language any industry understands: **money made, money saved, or risk mitigated**, with numbers attached. Those are the three business imperatives every senior hiring conversation eventually comes back to. If your accomplishments are not yet framed that way, this step does it for you.

It also surfaces what your track record proves about *how* you work , the patterns and skills that travel with you to a different role, a different industry, or a different kind of company. Most people undersell the portable parts of their experience because they describe their past work in the vocabulary of their last employer. This step pulls the portable insight out of the industry-specific language.

#### On the screen

You will see an **Analyze My Resume** button. Click it. The analysis takes about a minute. While it generates, Reimagine displays a rotating quote from a thinker on purpose, leadership, or resilience. The quote is for you, not for the analysis.

*[Visual: the loading screen with a rotating quote]*

#### What you will get back

- **Quick Takeaway.** Three or four sentences at the top: where you sit in the market, your biggest asset, and what makes your background distinctive. This is the section to read first.
- **Where You Sit.** Your seniority baseline and the kinds of environments you operate in best, the complexity, pace, and scale you are credible for.
- **Translated Accomplishments.** Your strongest five to seven accomplishments. Each one has a **bolded headline** restating the accomplishment as money made, saved, or risk reduced, with the specific numbers. Below the headline, one sentence on what makes the accomplishment *portable*, what skill or approach would translate to a different company or industry. Where a key number is missing from your resume, Reimagine will flag what to quantify.

The full analysis is collapsed by default behind a **Click here for a deeper understanding** button below the Quick Takeaway. Open it to see the full breakdown.

## What good looks like

Use these checks as you read:

- **The Quick Takeaway should make you nod.** Not "wow, that's poetic", just "yes, that's accurate." If you are reading it skeptically, that is a signal to refine.
- **The Translated Accomplishments should reframe at least one thing.** A good output makes you say "I never thought of that as a money-saved accomplishment, but it is." If every entry just restates what was on your resume in slightly different words, refine for sharper translation.
- **The portability sentences should travel.** Each accomplishment's "what makes this portable" should describe a skill a hiring manager in a *different* industry would still want. If the portability sentence is industry-specific, it is doing the wrong job.
- **The seniority should match.** If the analysis describes a more junior or more senior version of you than what your resume reflects, refine.

## How to refine

Below the output, expand the **Want to make changes?** box. Tell Reimagine what to adjust, then click **Update with my changes**. The microphone button is here too, speak instead of typing if it is easier.

Refinement patterns that work well:

- **Add missing accomplishments.** "You missed leading the SAP migration in 2022. Budget was \$4.2M, delivered three months early." Concrete details produce concrete output.
- **Correct seniority.** "The seniority level feels too junior. I had P&L responsibility for the last six years and a team of 200 reporting up." Be specific about what was missed.
- **Reframe the angle.** "You read me as a finance leader but my last three roles were operations leadership with finance underneath. Reframe with operations as the lead skill."
- **Add context that is not on the resume.** "I led the integration after the Acme acquisition, that's not on the resume because we kept it quiet at the time."

Use **Start fresh** if you want to clear your feedback and regenerate from scratch.

## When you are happy with it

Click **Explore My Wiring** to advance to the next step.

## Step 1.2: Wiring & Compass

### What this step does

Resume Analysis answered "what have you done." Wiring & Compass answers "how do you do it, and where do you do it best." This is where your assessment input does its work. Reimagine cross-references your assessment results, your values, and your passions with the accomplishments it just analyzed, and produces a picture of how you actually operate.

If you uploaded an assessment, this section will name specific patterns about your decision-making, your work style, and your strengths, and will connect them to the results in your resume. The output will sound like a coach who has watched you work for years.

If you skipped the assessment, this section is shorter and more abstract. Reimagine will infer some patterns from your other inputs, but the depth is not the same. This is the step where the difference shows up most clearly.

### On the screen

The first time you reach this step, Reimagine shows a short interstitial framing what comes next: "Phase 1, where the pieces integrate." Take a moment with it. This is often the section where users first see their work history and their wiring as one connected story.

Then click **Analyze My Wiring**. About a minute to generate.

### What you will get back

- **Quick Takeaway.** Three or four sentences: how you are wired, the environment where you do your best work, and the connection between your passions and your professional strengths.
- **How You Get Things Done.** The two or three most useful connections between your wiring and your track record. This section is selective on purpose, Reimagine names the connections that actually matter, not every possible one.
- **Where You Thrive.** The culture, pace, structure, and environment where you do your best work. Specific and concrete, not a list of abstract qualities.
- **What Lights You Up.** Confirmation of the passions and causes you registered, plus the patterns between those passions and your professional strengths. This is often the section that surprises people most, Reimagine sees connections between things you do for fun and things you do well at work that you may not have made yourself.

## What good looks like

- **"Where You Thrive" should describe a real place.** It should name the type of environment, not abstract qualities. "A founder-led company in a regulated industry where you have direct access to decision-makers" is doing its job. "A collaborative, fast-paced environment" is not, that describes everywhere.
- **"What Lights You Up" should make a connection you did not make yourself.** If it just restates the passions you typed in, that is a refine. The point of this section is to show you the through-line between your hobbies, your causes, and your professional strengths.
- **"How You Get Things Done" should not be a feature list.** It should be a few specific patterns, each tied to evidence. If it reads like a personality assessment summary, refine for more specificity.

## How to refine

Same pattern as Resume Analysis. Open the refine box, type or speak what to adjust, click **Update with my changes**.

Refinement patterns:

- "I actually thrive in fast-paced environments, the description of where I work best feels too slow."
- "My passion for mentoring is stronger than what's shown. It has been the through-line of my last three roles."
- "The culture description doesn't match me. I work best in less hierarchical environments than this implies."
- "Connect the volunteer work to my professional strengths, I think there's a pattern there you missed."

## When you are happy with it

Click **Build My Brand** to advance to Brand Synthesis.

## Step 1.3: Brand Synthesis

This is the most important step in the journey. Read this section carefully before you generate.

### What this step does

Brand Synthesis takes the two analyses you just generated, plus your reputation inputs, and produces a single clear professional identity. It distills three layers of data, what you have done, how you are wired, and what others see in you, into the answer to "what do you do, and why are you good at it."

Three things come out of this step, and you will use all three for the rest of the journey:

- 1 The Golden Thread.** The single consistent theme that runs through your accomplishments, your wiring, and your reputation. You cannot easily see this in yourself because you are too close to it. Reimagine names it for you.
- 2 Your Personal Brand.** A two-sentence statement of what you do and why your combination is distinctive. This is the answer to "what do you do" that makes someone lean in instead of glaze over. It becomes the spine of your Bridge Story in Phase 3 and the opening of your LinkedIn About section in Phase 5.
- 3 Your Value Proposition.** Four to six capabilities, each named in plain human language, each backed by specific proof points from your career. Not a list of skills, a map of what you bring and the evidence that it works. This is what fuels your interview answers, your outreach, and your resume refresh.

## On the screen

The first time you reach this step, Reimagine shows a short interstitial: "Phase 1, where you find the language." This is where many users first hear themselves described in language they can carry into a conversation. Take a moment with the interstitial before clicking through.

Then click **Synthesize My Brand**. About a minute to generate.

## What you will get back

The Quick Takeaway summarizes the Golden Thread and gives you the Personal Brand. Below that, the full breakdown:

- **The Golden Thread**, written as a flowing paragraph, naming the pattern.
- **Your Personal Brand**, two sentences, with the second sentence formatted in bold so it is easy to find later.
- **Your Value Proposition**, each capability is its own block, with a **Capability** line stating the human quality and a nested **Proof** line listing the business outcomes that demonstrate it. Capability and Proof are kept separate on purpose: one names the trait, the other names the result.

## What good looks like

This is the step worth spending the most time evaluating. Use these tests:

**Read the Personal Brand out loud.** If you find yourself saying "yes, that is me," it is working. If you stumble over a phrase, or it sounds like it could describe ten other senior professionals, refine.

### A strong Personal Brand sounds like:

> You are the operations leader who walks into broken systems and rebuilds them while the business keeps running. Your work is measured in continuity, the migrations no one noticed, the integrations that did not slow down a single deal, the teams that performed better after the restructure than before.

### A weak Personal Brand sounds like:

> You are a results-driven leader with deep expertise in operations and a passion for building high-performing teams.

The first is specific and proves the claim. The second is a stack of words that could describe almost anyone. If your output reads more like the second, refine.

**Test the Value Proposition entries one at a time.** Each entry should pass two checks:

- **The Capability sounds like a real human quality, not a buzzword.** "You move before the playbook exists" is a quality. "Strategic thinker" is a buzzword. If the Capability needs a paragraph to land, the trait was not named clearly enough.
- **The Proof names specific business outcomes, not duties.** "Drove 75% revenue growth at a firm with no sales infrastructure" is proof. "Led sales transformation initiatives" is a description of duties.

**Test the Golden Thread by walking it back.** Once Reimagine names the thread, you should be able to look at the accomplishments in your resume, the patterns in your assessment, and the moments in your reputation, and see the same thread in all three. If the thread fits one of the three but not the others, it is incomplete. Refine.

### How to refine

This is the step most worth refining if anything is off. Brand Synthesis flows into your Bridge Story, your LinkedIn, your outreach, your interview prep, and your resume refresh. If the foundation is wrong, everything downstream inherits the same problem.

Common refinements:

- "The Personal Brand doesn't capture my leadership style. I'm more direct than this implies. Try again with a sharper edge."
- "You missed my strongest capability. I am the person teams call when a relationship is on the verge of breaking, that thread runs through my whole career and isn't here."
- "The Golden Thread isn't quite right. The pattern is less about innovation and more about stability under pressure. Try that angle."
- "The Value Proposition has six entries that all blur together. Cut to the four sharpest, with clearer separation between them."
- "Make the Personal Brand work without the qualifier in sentence two, it softens the claim too much."

Be specific about what is off. "I don't like it" is harder to act on than "the Personal Brand reads as too generic, every other senior operations leader could say the same thing. Make it more specific to my pattern of post-acquisition work."

## When you are happy with it

Click the button to advance into Phase 2: Explore Options. From here, the Brand Synthesis becomes the source of truth Reimagine uses to generate everything else.

## Phase 1 in one paragraph

You arrived in Phase 1 with a resume, an assessment, your values, your passions, and what others say about you. You leave with three things: a clear translation of your accomplishments into the language of business outcomes, a picture of how you are wired a

## 6. Phase 2 , Explore Options

This is the phase where the tool earns its name. Most people in transition see one or two obvious next steps , a similar role at a similar company, or maybe one logical pivot. Phase 2 is where you actually *reimagine* what is possible. It puts a much wider field in front of you, organized into three deliberate paths, and then lets you go deep on the options that interest you.

The phase has three steps:

- 1 **The Wide View** , a broad map of options across three paths
- 2 **The Deep Dive** , go deep on up to three options that interest you
- 3 **Your Focus** , pick one direction to focus on so the rest of the journey can build around it

A note on what "decision" means here. Choosing one direction at the end of Phase 2 lets Reimagine build a complete strategy , story, target list, outreach, LinkedIn, resume, playbook , focused on that one role. It does not mean that is your only option, or that you cannot change your mind, or that the others are off the table. Phase 11 covers how to come back later and run another option through the rest of the journey in the same depth. The point of the decision is focus, not finality.

### Step 2.1: The Wide View

#### What this step does

Reimagine generates a complete opportunity landscape for you, drawing on everything from Phase 1 plus your location and work preferences. The landscape is organized by three paths. Each path is a fundamentally different way to think about your next chapter, and Reimagine places options across all three.

The output leads with whichever path is strongest for *you*, based on your specific profile, and tells you why. The other two paths still get options, but the strongest path will have the most depth.

#### The three paths, explained

Understanding the three paths before you read your output makes the output much more useful.

**Familiar Ground** serves two distinct cases, and you will see both in every output.

**Case A: same function, same or adjacent industry.** The roles where your existing track record speaks most directly. If you have been a CFO in healthcare for 15 years, this path includes CFO roles in healthcare, CFO roles in adjacent industries (pharma, medtech, healthtech), and senior finance roles that build on what you have already done. The bet here is speed: you can move fastest because your evidence is most legible to the hiring side.

**Case B: same nature of work, different industry.** The work itself stays constant; the context shifts. A B2B SaaS sales leader moves into industrial manufacturing where digital go-to-market is just emerging. A pharma marketing leader moves to a fintech that needs regulated-industry brand discipline. A healthcare ops leader moves to logistics where operational rigor is undervalued. The bet here is leverage: your capability becomes scarce when applied to a sector that needs it but does not yet have it.

Each output labels options as **Case A** or **Case B** so you can compare. The risk of Case A alone is that it can feel like more of the same. Case B is where the same work gets new energy from a new context.

**The Industry Insider.** The full ecosystem around your industry, where the expertise you have already built becomes the competitive advantage. This path maps the players you have worked *near*, clients, vendors, consultants, regulators, trade associations, educators, adjacent industries. A 20-year career in commercial real estate gives you credibility in PropTech, in commercial banking, in the legal firms that serve real estate, in the consultants who advise on it.

The bet of this path is your industry expertise. The number one filter most employers apply is industry experience. You and I might agree that the work of being a CFO is largely the same whether the company sells cars or cosmetics, but the hiring company believes industry matters, and that belief drives their decisions. The Industry Insider path takes the industry expertise you have already built and shows you the different places in the broader ecosystem where you could put it to work, vendors who serve your old clients, consultants who advise on your old work, regulators who oversee your old space, adjacent industries that need someone who already speaks the language.

**Work That Matters (Ikigai).** The Japanese concept of Ikigai: the intersection of what you love, what you are good at, what the world needs, and what you can be paid for. This path is for people ready for more meaning in their work, or at a stage where legacy matters more than maximizing comp.

The options here are deliberately stripped of your current title and current industry. They get generated from your capabilities, your values, your passions, and the life themes that show up across your profile. Vehicles range broadly: W-2, consulting, fractional, advisory, board seats, founding something, joining something at the ground floor, acquiring something, teaching, writing. Whichever vehicle fits the work, not whichever fits the resume.

At least two options in every Work That Matters output are marked (**non-obvious option**) at the end of their rationale. The test for those: a role you would not have generated yourself if asked to list possibilities. The bet of this path is fit; the proof requires more careful framing in your story, but the alignment is the point.

Most people will find themselves drawn to one or two paths more than the third. That is normal. The goal of the Wide View is not to convince you that all three are equally appealing, it is to make sure you considered all three before choosing.

## On the screen

Before generating, you will see an introduction screen explaining the three paths. Click **Map My Options** to generate. The Wide View is one of the longer generations in the journey, usually one and a half to two minutes, because Reimagine is producing options across all three paths.

After generating, the output is organized into three tabs at the top of the section, one per path. Each tab shows the options for that path. A hint above the first card tells you that you can click any role for a deeper read. Click into a role to see the full rationale, then close to come back to the list. Each option also has a checkbox to select it for Deep Dive. You can browse all three tabs and check up to three options total in any combination. Some people pick three from one path; some pick one from each.

**You do not have to pick three.** The Wide View lets you select between one and three options. If one option clearly stands out and you are ready to go deep on it now, check just that one and click **Go Deeper**. If two feel worth comparing, pick two. Three is the maximum, not the requirement.

*[Visual: the three path tabs with role options listed, each with a checkbox]*

## What you will get back

For each path, a series of role options. Each option includes:

- **A title**, a specific role you could pursue, as it would appear on a job posting or business card.
- **A vehicle**, how the role is structured (W-2, consulting, fractional, entrepreneurship, entrepreneurship through acquisition, franchise).
- **A rationale** grounded in specific evidence from your profile, your wiring, your accomplishments, your passions, that explains why this role is a fit.

The strongest path will have the deepest analysis. The weaker paths will have fewer options with shorter rationale. Reimagine is trying not to pad weaker paths to fill space, so if a path only has two strong options, it will stop at two.

## What good looks like

- **The lead path should make sense.** Reimagine names which path is strongest for you and why. The reasoning should match your gut. If the lead path feels off, that is often a signal that something earlier in the journey did not capture you correctly, go back to Brand Synthesis and check.
- **Each option should connect back to specific evidence.** "VP of Sales at a healthtech company" is a generic option. "VP of Sales at a Series C healthtech company building infrastructure for value-based care, where your seven-figure deal experience and your second-act-startup wiring both apply" is a real option. The rationale is the test.
- **You should see at least one option you would not have thought of yourself.** That is the whole point of this step. If every option on the list is one you had already considered, refine, push for more variety, or for a path you have not explored.

- **Geography should be respected.** If you said you are remote-only in the US, the options should reflect that. If you said you are open to relocation, the options should range geographically. If they do not match what you said in Orientation, refine.

## How to refine

This is one of the most-refined steps in the journey. Use it freely. Refinement patterns:

### Steer the mix:

- "I am also interested in board seats and advisory roles."
- "Remove consulting roles , I want full-time only."
- "Show me more options in healthtech."

### Add context Reimagine could not see:

- "I have nonprofit board experience I didn't mention earlier , let that show up here."
- "I have always wanted to work in education. Build that into Work That Matters."

### Sharpen the lens:

- "Focus the Familiar Ground options on smaller, founder-led companies, not enterprises."
- "The Industry Insider options are too broad , narrow to companies that sell *into* my old industry."

### Push back on the read:

- "You have me as primarily Industry Insider, but I think Work That Matters is where I want to focus. Lead with that path instead."

**Two ways to open the refine box:** expand the **Want to make changes?** toggle directly below the output, or click the **Tell us what to change** shortcut button at the bottom of the options list. The shortcut scrolls you down and opens the refine box for you , handy when a thought lands partway through reading and you do not want to lose your place. Both routes get you to the same place.

### Two ways to act once the refine box is open:

- **Update my options** , regenerates with your feedback folded into the current direction. Use this when the options are mostly right and you want to adjust the mix.
- **Show me a fresh set** , clears your feedback and the current options entirely, and tries again from scratch. Use this when the current direction is wrong enough that refining will not catch up , for example, the strongest path is wrong, or the geography filter was misapplied.

## Selecting one, two, or three for the Deep Dive

Once you have read through the options, check the boxes next to the ones you want to explore in detail. You can pick one, two, or three. They can come from any combination of the three paths.

If you already know which option you want to pursue, you can pick just that one. If two feel worth comparing, pick two. The "up to three" cap exists because going deep on more than three at once tends to dilute the analysis, not because three is the right number.

If you want to swap a selection, uncheck the one you no longer want and check a different one.

When you have your selections, scroll down and click **Go Deeper**.

## Step 2.2: The Deep Dive

### What this step does

The Wide View was a wide-angle look at where you could go. The Deep Dive zooms in. Reimagine takes the options you selected and produces a detailed analysis of each, structured the same way for every option so you can compare them side by side.

The next step (Your Focus) asks you to pick one direction. You are not locking it in. The point of focusing is to let Reimagine sharpen everything downstream around one direction; if a different direction starts to feel right later, you can come back and choose again, and the downstream work updates around your new choice.

The point of this step is to turn an option from "interesting on paper" into "concrete enough to evaluate." Most people get excited about an option in the Wide View and then realize they do not actually know what the day-to-day looks like or how their background would map. This step closes that gap.

### Where the analysis comes from

A fair question to ask: when Reimagine tells you what a role looks like day to day, where is that information coming from?

The Deep Dive is grounded in two sources. First, your profile, your Brand Synthesis, your wiring, your accomplishments, which is what makes the analysis specific to *you* rather than generic. Second, Claude's broad training-data knowledge of how these roles are actually posted, what hiring teams typically look for, and how senior professionals navigate them. That training data spans hundreds of thousands of job postings, role descriptions, and career conversations across industries.

What this step does *not* do is hit the live web. Reimagine reserves live web research for Phase 4, the Go-to-Market step, where current market signals, recent funding rounds, leadership changes, hiring patterns at specific companies, actually matter. For the Deep Dive, the question is "what does this role look like in practice and how does my background map," which is well within Claude's training-data knowledge and does not need a real-time data source.

If you want to validate the Deep Dive against current postings before committing, the fastest way is to run a quick LinkedIn search on the role titles Reimagine lists in **What this role is called** and read three or four real postings. The day-to-day descriptions and "what they are looking for" sections from real postings should rhyme with what Reimagine produced.

## On the screen

Click **Deep Dive on My Picks**. About two minutes to generate.

## What you will get back

For each option you selected, a structured analysis with the same four sections:

- **The Role.** Three pieces: the actual job titles seen on postings for this kind of role, the responsibilities that appear in almost every posting, and a five-question reality check on what you would actually spend your time doing, what problems you solve most often, who you work with day-to-day, where your time goes, what success looks like in the first 90 days, and the hardest part that never makes it into the job posting.
- **What They Are Looking For.** The two or three things that separate candidates who get offers from candidates who do not. The honest version, not the polished version.
- **Why You Fit.** Three or four bullet points, each two sentences: the capability the role needs, then the specific accomplishment from your profile that proves you have it. No padding.
- **Worth Considering.** Three pieces: a two-sentence pivot statement (how you would frame this move as a logical evolution, not a left turn), the single most legitimate question you should think through before pursuing it, and the fastest specific action you could take this week to build credibility or close a gap.

## What good looks like

- **"What you will spend your time on" should make the role feel concrete.** If the answers to those five questions are abstract, you do not yet know enough about this role to evaluate it. Refine for more specificity.
- **"Why You Fit" should not just restate your resume.** Each bullet should name a *capability* (a transferable skill or quality) and point to *specific evidence* (an accomplishment from your career) that proves it. If a bullet just lists a credential, that is a refine.
- **"Worth Considering" should feel fair.** The Real Question is not a deal-breaker, it is the legitimate thing a thoughtful candidate should think through. If the question reads as a roadblock, refine. If it reads as obvious or trivial ("you should research the company"), refine.
- **The pivot statement should sound like something you would say.** It is the seed of how you will explain this move in conversation. Read it out loud.

## How to refine

Examples:

- "Option A doesn't reflect my actual experience with that kind of role. I have done this work, just not at this title."

- "I need more on the day-to-day reality of Option B. The current description is still too high-level for me to evaluate."
- "The obstacle you flagged for Option C isn't really a concern for me , I have a path through that already."
- "All three options have the same Why You Fit reasoning. Differentiate them based on what each role actually needs."

Refine until each option feels concrete enough to make a real choice about. Then advance to Your Focus.

## Step 2.3: Your Focus

### What this step does

This is the moment you pick one direction to focus on. Reimagine builds the rest of the journey (your bridge story, your target companies, your outreach template, your LinkedIn refresh, your resume refresh, and your playbook) around one chosen direction. Without that focus, the downstream phases would not be able to produce strategy specific enough to act on.

You are not signing a contract with the universe. You are picking the option you want Reimagine to develop into a complete plan first. If a different direction starts to feel right after you see the downstream work, come back here and choose again. Everything updates around your new choice.

### On the screen

Reimagine displays the options from your Deep Dive. Click the one you want to focus on. The selected option shows a checkmark and a gold border.

Reimagine also shows three questions to help you choose when all three options feel viable: which one would you most want to tell people you are pursuing, which one's day-to-day work would you be most ready to do tomorrow morning, and which one has the most credible bridge from where you are now to where it sits. The right answer is usually the one that lights up on the most of those three.

If you want to pursue something different than what was generated , a hybrid of two options, or a refined version of one , you can type your own description in the text field below. For example: "Fractional CMO in B2B SaaS, focused on growth-stage companies." Reimagine will use exactly what you type as the chosen direction for the rest of the journey.

### Not ready to decide?

Two ways to handle that, both at the bottom of the screen:

- **Explore different options.** Clears the Deep Dive and takes you back to the Wide View. Useful if none of your picks felt right after the Deep Dive analysis.

- **Close the tool and come back.** Your progress is saved. Sleep on it. Walk around with the options for a day. Come back when something has settled.

This is not a race. Reimagine is designed for a thoughtful journey toward a chapter where you will actually thrive, and that kind of decision deserves the time it deserves. There is no clock running, no streak to keep, no penalty for stepping away. The best decisions tend to come from a few cycles of "look at the options, walk around with them, come back, look again." If that is the rhythm that fits you, use it. The tool will be exactly where you left it.

## **A reminder you can come back to**

You only need one new job. But you can explore as many options as you want.

After you have walked through Phases 3 through 5 with your first pick and seen what a full strategy looks like for that direction, you can come back to Your Focus, choose a different option, and let Reimagine generate everything downstream for that one too. Your Phase 1 work (Brand Synthesis, Wiring & Compass) stays. Your Wide View and Deep Dive stay. Only the parts that depend on your chosen direction get rewritten.

Some users do this twice , once with their Familiar Ground option, once with their Work That Matters option , to compare what each looks like in full before deciding which one to actually pursue. That is a perfectly good way to use Reimagine. Chapter 12 explains the mechanics.

The tool is designed to open

## 7. Phase 3 , Tell Your Story

This phase has one step, and it carries more weight than its size suggests: your **Bridge Story**.

"Tell me about yourself" is the first question in almost every meaningful professional conversation. A first phone call with a recruiter. The opening 30 seconds of an interview. A networking introduction at a conference. A cold meeting with someone who agreed to give you 20 minutes. The answer you give in those 30 seconds sets the tone for everything that follows.

Most people give a version of the same answer they have given for years , a chronological recap of their career, starting with their current title and walking backwards. That answer is forgettable. It is also, increasingly, exactly what large language models produce when you ask them to summarize a resume. It does not differentiate you, because it could describe a thousand other senior professionals.

The Bridge Story uses a different formula. It connects who you are *as a person* to what you have *done* to where you are *headed*. When all three parts connect, the listener walks away thinking "of course that is what they should do next." That is the conversation you want.

This phase is short. Get it right.

### What this step does

Reimagine writes your complete 30-second answer to "tell me about yourself," tailored to the direction you committed to in Phase 2. It draws from your Brand Synthesis (the golden thread, your personal brand) and your accomplishments, weaving them into a single flowing story that sounds like you talking, not like a resume being read aloud.

The output is built on a three-part formula that comes from *Making Your Own Weather*:

- 1 Start personal.** Before career, function, or resume. Something true about you as a person , a value, a passion, a pattern. Not a job title. The opening line is what makes you the one person in the conversation they remember.
- 2 How that played out professionally.** Two or three specific accomplishments connected to who you are, framed as money made, money saved, or risk mitigated, with numbers. Not a chronological walk through your jobs.
- 3 Where you are headed.** Why your chosen direction is the natural next chapter, not a career change.

When the three parts connect, the listener hears one story, not a list. They remember the personal opening, they hear the proof in the middle, and they understand why your next move makes sense.

## On the screen

Before generating, you will see an introduction screen that walks through the three parts of the formula. Read it. Then click **Write My Bridge Story**. About a minute to generate.

## What you will get back

- **Quick Takeaway.** A short coaching note on what the story leads with and why.
- **The 30-Second "Tell Me About Yourself."** The complete answer, written as one flowing story without labels or section breaks. Read it out loud at a conversational pace.
- **Why They Remember You.** Two or three sentences on what your story leads with and why it sticks. This is coaching, not script.
- **The Three Things They Remember.** Distilled to three lines: who you are (the personal quality, not a job title), what you have delivered (one proof point with a number), and where you are headed (the role and why it fits). Closes with one sentence that ties them together.

## Do not try to memorize it

This is the most important point in the whole chapter. The 30-second story Reimagine writes is an *illustration of the structure*, not a script you are supposed to recite. People who try to memorize their TMAP almost always sound stiff in the moment, and the rhythm of a real conversation rarely lets you deliver 30 memorized seconds anyway. The other person nods or interrupts or asks a question, and the script falls apart.

What you are actually trying to internalize is the three-part formula:

- 1 What is true about you as a human.** A value, a curiosity, a pattern that has shown up in your life since well before this career chapter.
- 2 How that has played out in your career.** Two or three accomplishments that exist *because of* who you are, framed as money made, money saved, or risk mitigated.
- 3 Therefore, what you are looking for.** Why your next chapter is the natural extension of those first two parts.

Once those three building blocks are alive in your head, you can land them in your own words, in any order that fits the moment, in 30 seconds or 90 seconds or whatever the conversation actually opens up. That is how a real Bridge Story works in the wild, not as a recital, but as three ideas you are comfortable enough with to assemble on the fly.

The output Reimagine generates is a worked example of those three parts hanging together for *you*. Read it the way you would read a good speech you admire: not to memorize the words, but to notice how the parts fit and to make the underlying logic yours.

## What good looks like

This is a story you will say to real humans, so the test is whether it sounds like you saying it. Use these checks:

**Read it out loud.** Not in your head. Out loud, at a conversational pace. If you stumble over a phrase, mark it for refining. If a sentence feels too long for spoken delivery, that is a refine. If you would not actually use a word that appears in the story, that is a refine.

**Check the opening.** The first sentence should be something true about you as a person, not a credential. A strong opening sounds like:

> I have always been the person in the room who figures out why something is not selling and then fixes it.

A weak opening sounds like:

> I am a results-driven leader with 20 years of experience in enterprise sales.

The first one starts with the human and pivots into the career. The second one starts with the credential. If your story opens with "I am a [title] with [number] years of experience," that is the most important thing to refine.

**Check the middle.** The accomplishments should not list jobs in order. They should connect back to the personal opening, *because* you are the person who figures out what is broken, you walked into companies where the sales engine was broken and built it. The "because" is the connective tissue. If the middle reads as separate from the opening, refine.

**Check the close.** The last 5 or 10 seconds should make the next move feel inevitable, not aspirational. "I am looking for a CRO role at a mission-driven career services platform because I have already built this from scratch once, and I want to do it at a scale where it reaches thousands of people instead of hundreds" lands. "I am exploring opportunities where I can leverage my experience" does not.

**Time it.** A good "tell me about yourself" runs 30 to 45 seconds spoken. If your output is longer than 60 seconds when read at conversational pace, refine for tightness. If it is under 20, refine for substance.

## How to refine

This is a story you will use in real conversations, so refine it freely. The microphone button is in the refine box too, talking through what feels off is often easier than typing it, and it tends to produce better feedback for Reimagine to act on.

Refinement patterns:

**The opening doesn't sound like you:**

- "The opening is too dramatic. I am more reserved than this version makes me seem."

- "I want to lead with my time at the nonprofit, not the corporate role. The personal pattern that matters most started there."
- "Don't open with a confident statement about myself. I would never say that out loud. Open with a question I have always been curious about instead."

#### The middle is off:

- "Use the migration project from my second company instead of the divestiture story. The migration is more transferable."
- "The middle is too long. Cut to two accomplishments, not three."
- "The accomplishments are described in the language of my old industry. Translate them into language a healthcare CEO would understand."

#### The close is weak:

- "The ending feels too big , 'I want to change the industry.' Make it more measured."
- "Connect the close more tightly to the opening. Right now they read as two different stories."

#### Words you would not say:

- "Don't use the word 'unlock.' Don't use 'leverage.' Don't say 'genuinely.' I would not say any of those out loud."
- "Less narration about the story, more of the story itself."

Use **Update with my changes** to fold the changes in. Use **Start fresh** to clear and try again from a different angle.

## Why this output flows into so many later steps

The Bridge Story you finalize here becomes:

- The opening of your **LinkedIn About section** in Phase 5. The first three lines of your About section are what shows above the "see more" cutoff. Most readers see those three lines and nothing else. Reimagine uses your Bridge Story opening as the anchor for those three lines.
- The structure of your **answer to "tell me about yourself"** in interviews. You will revisit this story in interview prep, and Reimagine will help you remix it for different audiences (a CEO, a CFO, a peer) in the Playbook step in Phase 5.
- The voice template for your **outreach emails** in Phase 4. The way you talk in your Bridge Story sets the tone for how Reimagine drafts your peer-to-peer outreach.

Spending an extra five minutes refining the Bridge Story until it really sounds like you saves you ten minutes of refining each downstream output that inherits its voice.

## When you are happy with it

Click **Find My Market** to advance to Phase 4. If something still feels off later , say, you read your LinkedIn copy in Phase 5 and the opening line does not sound right , you can come back here, refine the Bridge Story, and let the LinkedIn step regenerate. Chapter 12 covers how.

## 8. Phase 4 , Find Your Market

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This phase has one step: your **Go-to-Market Strategy**.

The best opportunities are filled through relationships, not job boards. This phase is about getting you in front of the people making hiring decisions before any posting goes live.

### Why reach out to companies that have not posted a role for you

This is the most reasonable question to ask about the whole phase. If a company has not posted the role you want, why email a senior leader there?

Two reasons, both common, both why this approach works.

**Reason one: the role exists, but the seat is wobbly.** Many of the roles you would target already exist at your target companies , there is already a CFO, a VP of Sales, a Head of People in place. But not every person in those seats is the strongest player on the team. Some are underperforming, some are on the way out, some are about to be moved sideways in a reorg the rest of the company has not heard about. When you show up with a sharp value proposition and a track record of doing exactly what that company needs, you look like a major upgrade. The fact that the seat is technically filled does not mean leadership is satisfied with how it is filled. Hiring decisions get made on exactly that gap.

**Reason two: the role is forming, but has not surfaced yet.** The other common scenario is that the hiring manager is already considering the role , or, at minimum, recognizes an unmet need they have not yet communicated to HR. There is no posting, no job description, no requisition number, none of the formal apparatus. The decision to hire is somewhere between a thought and a budget line. When you show up in that executive's inbox at exactly that moment with exactly the right background , directly, or through a warm networking contact , you look like a gift. The role gets shaped around you instead of you trying to fit into a role that was shaped without you.

Both of these happen all the time. Together, they have a name: **the hidden job market**. These are the roles that exist or are forming inside companies but never make it to a public posting. The reason most candidates miss the hidden market is simple , they wait for a posting before reaching out, which means they only ever see the *third* category: the role that has been formed, approved, written up, and made public, with everyone else's resume already in the queue. By the time you are competing on a public posting, the easiest version of the conversation is already over.

### The way every good salesperson thinks about this

A job posting is essentially an RFP , a request for proposal. The company has decided what it wants, written it down, and is now collecting submissions from anyone who shows up.

No good salesperson hits their quota by waiting for RFPs. Good salespeople know their territory. They know what they are selling. They know who would benefit from it. And they reach out proactively, before the buyer has gotten to the point of writing an RFP, while there is still room to shape the conversation.

That is exactly what this phase is built to do. Your target company list is your territory. Your Brand Synthesis and Bridge Story are what you are selling. The outreach template is your call.

And here is the part that makes this game different from sales: **your quota is one**. You only need one yes. The whole point of this phase is to fill your pipeline with more opportunities than just the RFPs everyone else is chasing, so that when the right yes shows up, you are ready and the conversation is already shaped around you.

## What this step does

Reimagine does live web research to identify a list of target companies that fit your background and the direction you chose, then identifies the most likely hiring decision-maker at each one and drafts a personalized outreach email you can send today.

It produces four things:

- 1 **The hiring executive profile**, who you should be reaching, by title, organization type, and the business challenge they are accountable for solving.
- 2 **A target company list**, 20 to 30 companies, prioritized by signs of growth (recent funding, acquisitions, expansion) and flagged or removed if they show signs of contraction (layoffs, hiring freezes, leadership departures). Each company includes a name, what they do in one sentence, industry, size, HQ, a one-sentence reason it fits, a growth signal, the contact person where Reimagine could find one (with the source cited so you can verify), and the likely email convention.
- 3 **An outreach template**, a complete three-paragraph email written in the *Making Your Own Weather* direct outreach format, plus a personalization guide so you can adapt it per company.
- 4 **A LinkedIn signal tweak**, one specific headline recommendation positioned for this exact target.

## On the screen

The Phase 4 entry screen opens with an in-app framing card titled "A brand new lane to pursue." It captures, in shorter form, the same point this chapter makes at length: LinkedIn and job boards put you in a queue with everyone else; recruiters and referrals require someone else to act first; direct outreach is the path of agency. Read it if you want a punchier version of the case for this approach.

Click **Build My Strategy** to generate. This step uses live web research and is the most thorough generation in the journey: expect two to three minutes.

[Visual: the loading screen with the message "Building your go-to-market strategy with live research..."]

## What you will get back

- **Quick Takeaway.** Who the hiring executive is, how many target companies were found, and the single most actionable thing to do this week.
- **Part 1 , The Hiring Executive.** A specific profile of who you are trying to reach.
- **Part 2 , Target Company List.** Each entry in a structured block: company name, what they do in one sentence, industry, size, HQ, why it fits, growth signal, contact person and title, source (website / LinkedIn / press release / news, so you can verify), and email convention. Where Reimagine could not find a specific contact, it will say "Contact not identified" rather than guess. A reminder above the list tells you to verify contact information before reaching out , names sourced from public material can be out of date.
- **Part 3 , Outreach Template.** A complete three-paragraph email using the strongest company as an example, plus a personalization guide.
- **Part 4 , LinkedIn Signal Tweak.** A recommended headline with reasoning.

## What good looks like

The target list should feel mostly right. Some companies will be exactly right, some will be close, and a few may be off. That is normal. The point of the list is to give you a starting field of 20 to 30, not a perfect 10. You will refine.

The outreach template should sound like a real email from a peer, not a sales pitch. It should reference something specific about the company in the first paragraph. If the email reads as transactional or generic, refine it.

The LinkedIn headline tweak should make sense for the role you are pursuing. The first 50 to 70 characters matter most , that is what shows in search results and connection requests.

## How to refine

This is the second-most-refined step in the journey, after the Wide View. Common refinements:

- "Focus on companies in the Southeast , I'm not relocating from Atlanta."
- "Add more startups and fewer enterprise companies."
- "The outreach tone is too formal. I'd write more directly than this."
- "Remove the companies that are over 5,000 employees."
- "I want the email to lead with a specific point I can make about their recent funding round."

Use **Update my strategy** to fold the changes in. Use **Show me a fresh set** to clear and start the research over.

## Download your company list as a spreadsheet

Right after the company list, Reimagine shows a gold callout with a **Download CSV** button. Click it and Reimagine downloads the entire list as a spreadsheet with these columns:

- Company
- What they do
- Industry
- Size
- HQ
- Why it fits
- Growth signal
- Contact
- Email

The filename is keyed to your name, the role you are pursuing, and the date , so multiple downloads stay organized.

This is one of the most useful features in the whole tool. Open it in Excel, Google Sheets, or Numbers, and you have a working outreach tracker. Add columns as you go: when you reached out, who you reached out to, what you heard back, what the next step is. Sort by growth signal. Filter by industry. Share a copy with your coach or a friend in your target space and ask for warm intros. Walk into a referral conversation with a list in hand , that signals a level of preparation almost no other candidate brings.

A few people keep a "live" version of the CSV that they update as the search progresses, and a separate copy of the original Reimagine output for reference. That works well.

## Working with the company list

A few practical notes for using what Reimagine gives you:

- **The contact information is a starting point, not a guarantee.** Email conventions are inferred from public sources. Verify before you send. A wrong email goes nowhere.
- **The growth signals were current as of the search.** Things change. If a company looks like a great fit, do a quick check on recent news before reaching out.
- **The outreach template is one example.** Use the personalization guide to tailor the email per company. The first paragraph in particular should reference something specific to that company.

## 9. Phase 5 , Get Ready

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This phase has three steps that prepare you for the conversations your outreach will create:

- 1 **LinkedIn Remix** , suggested new headline and About section copy for your profile
- 2 **Resume Refresh** , a recommended new shape for your resume
- 3 **Your Playbook** , the language, the people, the interview prep, and the STAR stories you need

By the end of this phase, you walk into every conversation prepared.

**One thing to know up front:** Reimagine does not modify your actual LinkedIn profile or your resume file. It produces the copy and the recommendations. You take that copy and apply the changes yourself , by editing your LinkedIn profile in your browser, and by updating your resume in your own document. There is no integration with LinkedIn and no edit to the file you uploaded. That separation is by design: the changes go on your screen, in your own tools, where you control the final word.

### Step 5.1: LinkedIn Remix

**What this step does.** Reimagine generates suggested updates for your LinkedIn profile: a new headline, a new About section, and reframed experience bullets, all written for the role you are pursuing. You then go into LinkedIn yourself and apply the changes. Reimagine produces the copy. You do the actual update.

**If you uploaded your LinkedIn profile in Orientation,** this step becomes a true refresh. Reimagine references your current profile and recommends specific edits ("your current headline reads X; change it to Y; here is why"). The output is anchored in what you actually have, not generated from scratch. Most users find this version sharper and easier to apply.

**If you skipped the LinkedIn upload,** Reimagine generates recommendations from scratch based on your Brand Synthesis, Bridge Story, and target direction. The output is still useful; you just have to map it onto your current profile yourself.

LinkedIn is not an online resume. It is your personal brand on the web, and how it shows up to recruiters and hiring managers depends almost entirely on the headline and the first three lines of your About section. This step gives you new versions of both, plus a few other recommendations that work together.

**What you will get back.**

- **Three headline options.** Each optimizes for something different: search visibility, human resonance, and authority signaling. Each is at most 220 characters, with the most important positioning in the first 50 to 70 characters (the part visible in search results and connection requests).

- **A complete About section** in your voice, first person. The first three lines are designed to grab attention before the "see more" cutoff. The middle tells your story with target keywords woven in. The close states what you are looking for and includes contact info.
- **Target keywords** , three to five for your role, with guidance on where to place them across your profile.
- **Experience reframe** for your two or three most relevant roles, with bullets that pass the "so what" test.
- **What to do with this profile** , connection strategy, who to follow, content ideas.

**What good looks like.** The About section should read like you wrote it, not like a recruiter's template. The first three lines should grab a reader who only sees those three lines. The headline you choose should make sense in a connection request , if someone messages you, the headline they see should make them want to respond.

**How to refine.** Examples:

- "The headline is too generic , I want it to lead with my industry expertise."
- "The About section opens with my title. I want it to open with the way I described myself in the Bridge Story."
- "Add more keywords for revenue operations roles."

Refine until the copy sounds like you.

**Then take it to LinkedIn.** Once you are happy with the output, copy the headline you chose and paste it into the headline field on your LinkedIn profile. Do the same with the About section, the experience bullets, and the keyword skills. Reimagine has done its part by producing copy you can use; you do the work of putting it on your profile.

**When you are ready,** click **Refresh My Resume** to advance.

## Step 5.2: Resume Refresh

**What this step does.** Reimagine generates a refreshed version of your resume: a recommended new summary, a Key Accomplishments section that pulls your strongest evidence above the fold, and guidance on which roles to expand and which to compress. The recommendations are designed to make the strongest evidence for your target role land in the first seven seconds, which is the average time a recruiter spends on a first read.

You take Reimagine's output and apply it to your own resume document. The tool does not edit the file you uploaded; it gives you the new shape and the new copy, and you do the actual rewrite in Word, Google Docs, or wherever your resume lives.

The version you came in with was optimized for the role you used to want. The version you build from this output is optimized for the role you are going after.

### What you will get back.

- **A repositioned summary** at the top of the resume.
- **A Key Accomplishments section** with your most powerful achievements, reframed as money made, money saved, or risk mitigated, with numbers attached. (If you prefer a different header on your actual resume, Career Highlights, Career Milestones, or Selected Achievements all work.)
- **Recommendations on which roles to expand and which to compress** based on relevance to your target.

**What good looks like.** The summary should sound like the Personal Brand from Phase 1, written in resume language. The Key Accomplishments bullets should each name a specific outcome with a number. If a bullet describes a duty rather than a result, that is a candidate for refining.

**How to refine.** Examples:

- "Lead with my operations experience instead of my product experience."
- "The summary doesn't capture my pivot from finance to product."
- "Add the migration project I led at my second company."

**Then take it to your resume document.** Open your existing resume in Word, Google Docs, or whatever you used to write it. Replace your summary with the new one. Add a Key Accomplishments section near the top (or whatever header you prefer, such as Career Highlights or Selected Achievements) so your strongest evidence lands in the first half of the page. Adjust the rest of your roles per Reimagine's guidance: expand the ones that matter most for your target, compress the ones that matter less. Save a new version with a clear filename so you do not lose your old resume in the process.

**When you are ready,** click **Build My Playbook** to advance.

## Step 5.3: Your Playbook

**What this step does.** Three pieces of prep, all generated together so you have everything you need for the conversations ahead.

- 1 The Crash Course** , the 10 essential terms or acronyms your target space uses, the top 3 tools practitioners rely on, three thought leaders to follow on LinkedIn, and the single fastest move you can make this week to build credibility.
- 2 Interview Prep** , the top three to five questions or concerns that will surface in interviews for this role, each with three evidence-based talking points grounded in your specific accomplishments.
- 3 STAR Stories** , the three strongest, most relevant stories from your background, structured using the *Making Your Own Weather* STAR framework. Each story includes Situation, **Thinking** (the most important section , how you diagnosed the problem and chose your path), Action, and Result. Plus a "Strengthen This Story" section telling you what details would make each story stronger if you can recall them.

**On the screen.** Click **Build My Playbook** to generate. This is a three-part generation, so it can take three to four minutes.

**What you will get back.** All three sections in one long output. The STAR Stories section also includes a **Remix** subsection that shows how to take your strongest story and shift it for different audiences (a CEO, a CFO, a peer, or a different question entirely). A small framing card directly above the STAR Stories captures the principle: three core tracks, every interview a different set. Practice the structure, not the words.

**A unique feature in the STAR Stories section: per-story strengthening.** Each story has a textbox below it where you can add details (a number, a budget, a timeline, the framework you used to think through the problem) and a **Regenerate Story** button. This regenerates only that one story with your additions folded in, without touching the other two. Use it to bake in details Reimagine could not see in your resume.

**What good looks like.** The STAR Stories should be drawn from your actual accomplishments, not invented. The Thinking section in each story is the heart of the story, that is what hiring managers care about. If a Thinking section feels thin, use the per-story regenerate to add the framework or the tradeoff you actually used.

**How to refine.** Use the main refine box for c

# 10. Your Results

When you finish Phase 5, Reimagine takes you to a screen called **Complete**. This is the destination of the journey. Everything you have generated up to this point is gathered here, organized, and made portable.

This chapter walks through what is on that screen and how to use it.

## What you see when you arrive

A short acknowledgment card at the top: "**You finished the foundation.**" Underneath it, the simple recognition that your brand, your bridge story, your target companies, your resume, your LinkedIn, and your playbook are all rooted in who you actually are. That is a substantial amount of career-strategy work.

Below the acknowledgment, three call-out cards in order:

- 1 Pursuing a specific opportunity?** Points to Upload a Live Opportunity in the sidebar for any role you want a tailored playbook for. (Detailed below.)
- 2 Career Club's weekly group coaching call.** Free, every Monday at 12:00 ET. Live Q&A on whatever is going on in your job search. Register link inside the card.
- 3 Go deeper on the methodology.** Reimagine is built on the framework in *Making Your Own Weather* by Bob Goodwin. Link to the book on Amazon.

A small italic line below the three cards mentions Income Now: it turns your existing expertise into consulting or fractional income while you continue the search.

*[Visual: the Complete screen with the acknowledgment header and the three CTA cards]*

## The 60-second feedback survey

The first thing under the banner is a short feedback form. Five quick questions:

- 1** How likely are you to recommend Reimagine to someone in career transition? (0 to 10)
- 2** Which part of the process was most valuable to you?
- 3** How has your confidence about your next move changed?
- 4** How well did Reimagine capture who you are and what you bring?
- 5** Anything we should know? What would make this better? (open-ended)

You can submit it, skip it, or fill it out partially. All questions are optional. Whatever you share goes directly to the team building Reimagine, there is no marketing pipeline behind it. Beta feedback is what shapes the next build, and the open-ended question is the most valuable place to surface anything that

bugged you, surprised you, or made you wish for something the tool does not yet do.

If you skip the survey, click **No thanks** to dismiss it and continue to your results.

## Your work, organized

Below the survey, every output you generated is shown as its own card. Each card has:

- A title , Your Personal Brand, Your Bridge Story, Go-to-Market Strategy, LinkedIn Remix, Resume Refresh, Your Playbook, Income Now (if you generated it).
- A **Copy** button that copies the full text of that section to your clipboard.
- A **View** button that takes you to that section's page where you can read it in full and refine it again if you want to.

This is where the journey becomes a working library. Bookmark it. Open it before a coaching call, before an interview, before drafting an email. Each card is one click away from the full output , no need to re-navigate the journey to find what you need.

## How to use what is here

Each output has its own purpose. A short field guide:

- **Your Personal Brand** , read this before any conversation where someone is going to ask "what do you do." The two-sentence personal brand and the value proposition behind it are the spine of every other answer.
- **Your Bridge Story** , read this aloud before a phone screen or an interview. Not to memorize, but to put the three parts (who you are as a human, how that has played out in your career, where you are headed) back into your head.
- **Go-to-Market Strategy** , your operating manual for the search itself. The hiring executive profile tells you who to reach. The target company list tells you where. The outreach template is your starting draft, personalized per company. (Don't forget: the **Download CSV** button on the Phase 4 screen pulls the company list out as a working spreadsheet , open it in Excel, Google Sheets, or Numbers and run your search from it. Add columns as you go: when you reached out, who you reached out to, what you heard back, what the next step is.)
- **LinkedIn Remix** , copy the headline you chose into LinkedIn. Copy the About section. Apply the experience reframes. The output stays here for reference; the work happens in your LinkedIn profile.
- **Resume Refresh** , open your resume document and apply the changes. The summary, the career highlights, the role expansion and compression guidance.
- **Your Playbook** , review the crash course before networking events in your target space. Review the interview prep before any interview. Review the STAR stories before any conversation that might surface them, and remix them in real time based on who is across the table.

- **Income Now** , your fastest path to revenue while you search, if you generated it.

## Your progress is saved across devices

A banner reminds you that your work is saved against your account. As long as you are signed in, your progress travels with you across devices. Chapter 13 covers the details of how account-based saving works, plus the export options for backups and snapshots.

When you finish the main flow and land on Complete, the progress bar in the header reads 100%.

## Pursuing a specific opportunity

The first CTA card on the Complete screen invites you to bring a job description into Reimagine. When a posting catches your eye (through your network, on LinkedIn, in a posting you came across yourself), head to **Upload a Live Opportunity** in the sidebar. Paste the description or upload the PDF. Reimagine combines the posting with everything you have already built and produces a tailored playbook for that specific opportunity. Chapter 11b walks through the module in detail.

This is the most natural reason to come back to Reimagine during an active search. Every specific role you consider can get its own playbook.

## Join the weekly coaching call

The second CTA card on the Complete screen points to Career Club's weekly group coaching call. Free, every Monday at 12:00 ET, live Q&A on whatever is going on in your job search. The card includes a registration link.

The call is open to anyone who has used Reimagine. Bring a question, listen to other people work through theirs, or just sit in and learn how other senior professionals are navigating the same search.

## Go deeper with Making Your Own Weather

The third CTA card points to *Making Your Own Weather*, the book by Bob Goodwin that the Reimagine methodology is built on. If anything in the journey resonated and you want the framework spelled out in long form (the philosophy, the structure, the worked examples), the book is the source. Link to Amazon inside the card.

## The Income Now mention

A small italic line below the three CTA cards mentions Income Now: it turns your existing expertise into consulting or fractional income while you continue the search. For some people the bridge becomes the path.

If you have not yet generated Income Now, click into it from the sidebar (or the dedicated "Income Now" entry). Chapter 11 covers what it produces.

If you have already generated Income Now, the result appears as a card in your regular results list.

## Your Deliverables

Near the bottom of the screen, a section labeled **Your Deliverables**. Three buttons:

- **Download One-Pager (PDF)**. The clean printable summary of your work. Includes your personal brand, your value proposition, your bridge story, and your target direction. It is designed to be readable in 60 seconds. Use it to share your story with a recruiter, a coach, or a contact in your network you would like to refer you. The same button is also in the banner at the top of the screen.
- **Download All Outputs as Markdown**. The complete record of every generated section, in one markdown file you can open in any text editor or convert to PDF. Useful when you want a working document of everything Reimagine produced for you to reference offline.
- **Start a New Session**. Resets everything and takes you back to the welcome screen. Use this if you want to run a fresh full journey from scratch , for example, with a different professional identity. Be careful: it clears your saved progress. If you want to keep the current session, download the markdown first.

## Turn your one-pager into a podcast about you

Here is one of the more interesting things users do with the PDF, and it is more useful than it sounds. Upload your one-pager into **Notebook LM** (Google's free notebook tool at [notebooklm.google.com](https://notebooklm.google.com)) and use the **Audio Summary** feature. Notebook LM generates a short podcast-style conversation between two hosts who read the document, react to your background, and discuss your value proposition out loud.

It is a little bit fun. It is also surprisingly useful. There is something about hearing someone else talk about you that i

# Bonus Modules

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# 11. Bonus , Income Now

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When money gets tight, the temptation is to take whatever pays the bills. Reimagine has a different idea.

Income Now turns the same expertise that makes you valuable for a permanent role into income you can start generating right now: consulting, gig work, fractional engagements. Real money, from your real skills, while you keep searching for the right full-time fit.

## More than bridge income

Income Now is most often used as a bridge to keep income flowing during a search. It also does several other things just as well:

- **A foot in the door.** A fractional engagement often turns into a permanent role at the same company once they see what you bring.
- **A path you did not see coming.** Some people start fractional work because they need income and discover it is what they actually want to be doing.
- **A credential-builder.** Six months of consulting in a new sector can be the experience that qualifies you for the full-time role you originally wanted.

Use it for any of those reasons, or all of them.

## When to use it

If a job search is going to take longer than your runway, having income flowing changes the dynamic completely. You make better decisions when you are choosing rather than settling. Even if you are not in financial pressure, keeping one foot in active work (through consulting, advisory, fractional engagements) often shapes what your next permanent chapter ends up being.

## What this module does

Reimagine builds a complete fractional and consulting plan tailored to your background, your seniority, and the direction you committed to in Phase 2. The plan has six parts:

- 1 **Where to show up** , four to six marketplaces and platforms (Catalant, Toptal, Bolste, Business Talent Group, etc.) matched to your function, with realistic rate ranges and the first step to get listed on each.
- 2 **Your consulting presence** , a positioning headline, a 150-word bio, four specific service offerings (each with a problem-first title, the buyer, the deliverable, the outcome, and a price), and a complete outreach message you can send to your network.

- 3 **A fractional pitch** , a one-paragraph cold outreach for LinkedIn or email.
- 4 **Passion-adjacent opportunities** , three engagements at the intersection of your professional skills and your stated passions that could generate income within 60 days.
- 5 **A one-sheet** , a problem-first one-page document you can share with prospects.
- 6 **Your first 48 hours** , exactly what to do in the next two days to have a profile live or an outreach message sent.

## How to find it

You can access Income Now in two places:

- **From the sidebar.** Once you complete the main journey through Phase 5, the Income Now module unlocks in the left sidebar below Complete. When you generate it, the sidebar entry gets a checkmark like every other completed step.
- **From the Results page.** When you reach the **Complete** screen at the end of the main journey, there is a callout for Income Now with a **Generate My Income Plan** button.

## On the screen

The Income Now entry screen opens with the same framing this chapter does: "When money gets tight, the temptation is to take whatever pays the bills" plus the four value paths. Read it, then click **Build My Income Plan** to generate. This is the most thorough generation in the tool: expect three to four minutes.

## What good looks like

The platform recommendations should match your function. If you are an HR executive, you should see Catalant, Business Talent Group, Bolste. If you are a finance executive, you should see Toptal Finance, Graphite, the CFO Alliance. If the platforms feel off-target, refine.

The service offerings should be problem-first, not seller-first. A title like "When your best people are leaving and you don't know why" is doing its job. A title like "Retention Consulting" is generic , refine it.

The rates should match your seniority. The standard ranges Reimagine uses are roughly \$300-\$500/hour for advisory work, \$1,000-\$3,000 for a defined deliverable, and \$4,000-\$10,000 for a strategic engagement. If your market is materially different (lower-cost geography, very specialized expertise, etc.), refine with that context.

## How to refine

Examples:

- "I want more consulting options and fewer platform-based ideas."
- "Adjust rates for my geography , I'm in a lower-cost market."
- "I have existing clients I can leverage. Build the plan around starting with them."
- "Focus on board work and advisory rather than hands-on engage"

# 11b. Bonus , Upload a Live Opportunity

This is a bonus module that activates after you finish the main journey. It is the most natural reason to come back to Reimagine during an active search: every specific role you consider can get its own playbook here.

## When to use it

The full Reimagine journey gives you a strategy. Who you are, where you fit, three paths through your possible directions, a chosen target, a bridge story, a target company list, refreshed LinkedIn and resume, and a path-level playbook.

That strategy gets you ready to act. Specific roles come into view: a posting your network forwarded you, a job description you found on LinkedIn, an opportunity you uncovered through your outreach. When one of those lands in your sights and you want to be sharp for it, this module turns it into a complete playbook tailored to that exact role.

Use it when:

- You are seriously considering applying to a specific posting
- You have a screening call or first conversation scheduled
- You are about to write a cover letter and want yours to sound like you
- You want to know whether a role is the right fit before you invest more time in it

## What this module produces

You paste a job description or upload it as a PDF. Reimagine combines it with everything you built in the main journey and produces a complete playbook for that specific role. The playbook includes:

- An honest read on whether the role aligns with the path you chose, where it stretches you, and the watch-outs you should know going in
- A tailored framing of your Brand Synthesis emphasized for this specific role
- STAR stories remixed for the questions this role's interview cycle is most likely to ask
- A separate section on getting past the screening interview, with the things you should land cleanly in that first 30-minute recruiter or HR conversation
- Likely objections and rebuttals grounded in your actual experience
- A draft 90-day plan you can refine through the interview process
- High-value questions to ask that signal seniority and engagement
- A Bridge Story variant tuned to this opportunity

- A draft cover letter that sounds like you

## How to find it

After you complete the main journey, **Upload a Live Opportunity** appears in the sidebar below Income Now. The Complete screen also includes a callout pointing here.

Until you finish Complete, the sidebar entry is dimmed and not clickable. The module is built on everything you produce in the main flow, so it cannot be used until that foundation is in place.

## On the screen

The intro screen explains what the module is for. A small **What to bring** callout reminds you that Reimagine works best with the actual posting text (not a summary), and that adding your own context about the role makes the playbook sharper. If you know who told you about the role, what they said about the team, why you are interested, or anything about your relationship to the hiring manager, add it to the text field alongside the JD.

Below the intro:

- An option to upload a PDF of the job description
- A divider
- A textarea where you can paste the job description text instead

You can use either. If you upload a PDF, Reimagine extracts the text and shows it in the textarea so you can edit before generating. If you paste, the text goes straight into the textarea.

When you have the JD in place, click **Build My Playbook**. Generation takes two to three minutes because the playbook draws on multiple prior outputs and produces a detailed multi-section response.

## How the output is organized

The thirteen sections in the playbook are grouped into three buckets so you can find what you need fast:

- **Understanding the role:** alignment, stretch, hiring-manager view, likely objections.
- **Preparing for the conversation:** STAR remix, screening-interview prep, questions to ask, ways to show value.
- **The deliverables:** bridge story variant, cover letter draft, 90-day plan.

A framing card above the output names these three groups so you can scan to the one you need first.

## What good looks like

- **The alignment section should be honest, not flattering.** If the role is off-path from what you chose in Phase 2, the playbook should say so plainly and explain why. Reimagine coaches; it does not gatekeep. The decision to pursue is yours.
- **The STAR stories should be substantively remixed, not generic.** Each story should target specific questions this JD's interview cycle is likely to ask. If the STAR stories feel interchangeable with the ones in your path-level Playbook, refine.
- **The screening-interview section should give you 4 to 5 things you can land cleanly in a 30-minute conversation.** Not a full pitch, not generic advice. A focused list: accomplishments stated simply, your "why this role" in one line, your "why now" in one line, a culture-fit signal, and a question that gives the recruiter something to advocate with.
- **The cover letter should sound like a letter you would write yourself to a hiring manager.** Not HR-formula language, not generic enthusiasm.

## How to refine

Examples:

- "You missed that the role explicitly requires P&L experience. Lean into that more."
- "My time at [Company] was internal strategy, not consulti

# Working with the Tool

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# 12. Refining and Regenerating Your Results

This chapter explains how to use Reimagine the way it was designed to be used: iteratively, not perfectly the first time. If you only read one chapter from the second half of this guide, this is the one.

## Two kinds of changes you can make

Reimagine gives you two ways to change a result:

- 1 Tell Reimagine what it got wrong, then regenerate.** Below every generated step there is a feedback box. Use it to flag factual misreads, missing context, or stylistic adjustments, then regenerate the step with your input folded in.
- 2 Update an earlier input and regenerate downstream.** Go back to one of the orientation steps (resume, assessment, values, etc.), change it, and regenerate the affected later steps.

Both are normal. Both preserve the rest of your work.

## The feedback box: factual corrections AND stylistic adjustments

Every generated step has a **Tell us what we got wrong** box below the output. Click to open. You will see:

- A text field where you describe what to adjust. The microphone button is here too, you can speak instead of type.
- An **Update with my correction** button that regenerates the current step with your input folded in.
- A **Start fresh** button that clears your feedback and regenerates without it.

*[Visual: an open feedback box with a text field, microphone button, Update and Start fresh buttons]*

The box is for two kinds of input.

### Factual corrections

When Reimagine misreads your background, tell it. Examples:

- "My time at MoneyGram was internal strategy work, not consulting."
- "I led a team of 12, not 4."
- "You missed my P&L ownership at Acme."
- "I'm not an introvert at work, just selective."

These corrections do something important: **they stick**. When you submit a factual correction on one section, Reimagine saves it to your profile. Every later section you regenerate reads from that corrections list and honors them. You no longer need to make the same correction repeatedly across multiple sections.

If you correct a wrong call in Resume Analysis (Phase 1, step 1), then later regenerate Brand Synthesis (Phase 1, step 3), the Brand Synthesis output will know about the correction. The wrong assumption stops cascading.

## Stylistic adjustments

The feedback box also handles tone and emphasis requests:

- **Steer the direction.** "Show me more options in healthtech and fewer in financial services."
- **Adjust the tone.** "The opening doesn't sound like me. I'm more reserved than this version makes me seem."
- **Tighten or expand.** "The Why You Fit bullets are too long. Tighter, please."
- **Add missing information.** "I also led a 30-person team during the COVID restructure that you missed."

Reimagine does better with feedback that describes what you want than with feedback about what you do not want. "Make it lead with my operations experience" produces better results than "It shouldn't lead with product." Both work; the first is sharper.

Stylistic adjustments do not persist across other sections the way factual corrections do. They apply to the section you submitted them on. That is intentional. The tone you want in your Bridge Story may not be the tone you want in your Go-to-Market outreach.

## When to use Start fresh

Use **Start fresh** if the current direction is wrong enough that refining it will not help. Examples: the wrong path is leading the Wide View, or the Bridge Story is built around a part of your background you do not want to lead with. A fresh generation lets Reimagine try a different angle.

Start fresh does not delete previously submitted corrections from your profile; those still apply to the new generation.

## How to update an earlier input and regenerate

Sometimes the issue is not with the current step. It is with an input you gave earlier. Some examples:

- You forgot to mention a major project on your resume.
- Your assessment did not capture something important and you want to add a note.
- You realize you should have included a passion you left out.

- Your work preference changed mid-journey.
- Your reputation answers were thinner than they should have been.

Here is how to handle that.

### Step 1: Navigate back

The left sidebar shows every step in the journey. Click any completed step to return to it. Your inputs and outputs are preserved as you navigate.

*[Visual: the sidebar with completed steps showing checkmarks]*

### Step 2: Update the input

Edit the field. Replace the resume file. Paste new text. Add a values entry. Whatever needs to change.

### Step 3: Regenerate the affected steps

Reimagine will not automatically wipe and regenerate everything downstream of an input change. That is intentional. Most input edits do not require redoing every later step.

Instead, click forward through the journey to the analysis step that is most affected by the change. On that step, click **Start fresh** in the feedback box and re-run the generation. That regenerates the step with the updated inputs.

Continue forward, regenerating any later steps that should reflect the change.

### A practical example

Say you finished your Brand Synthesis (Phase 1, step 3) and realized you forgot to mention that you led the post-merger integration at your last company, a large project that is central to who you are professionally.

You would:

- 1 Click **Your Resume** in the sidebar to return to that screen.
- 2 Update the resume text to include the merger integration with its outcomes and numbers.
- 3 Click forward to **Resume Analysis** in the sidebar.
- 4 Open the feedback box on Resume Analysis, click **Start fresh**, and regenerate.
- 5 Continue to **Wiring & Compass** and regenerate.
- 6 Continue to **Brand Synthesis** and regenerate.

Each subsequent step uses the updated inputs and the regenerated upstream outputs. By the time you reach Brand Synthesis again, the merger integration will be in the foundation.

You can stop regenerating wherever the changes no longer matter. If your edit only affected the early phases and the rest of your journey was already aligned, you do not need to redo it all.

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## Exploring a different direction after committing

You committed to one direction in Phase 2 and walked through Phases 3, 4, and 5 with it. Now you are curious what the journey would look like for a different option.

The light way: change the chosen direction and regenerate from Phase 3.

- 1 Click **Your Focus** in the sidebar.
- 2 Pick a different option, or type a new one in the text field.
- 3 Click forward to **Your Bridge Story** and regenerate.
- 4 Continue forward through Phases 4 and 5 regenerating each step.

This keeps your Phase 1 work (Brand Synthesis, Wiring & Compass) and your Phase 2 exploration (Wide View, Deep Dive) intact. Only the parts of the journey that depend on your chosen direction get rewritten.

## A reminder on what regeneration costs

Each regeneration is a fresh call to Claude. There is no cost to you in money. The only cost is time. Most steps take one to two minutes; the Go-to-Market and Income Now steps take longer because they include live web research.

Refine and regenerate freely. The tool gets better with that feedback, and so does your output.

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Next: [Saving and Sharing Your Work](#) ■■■

# 13. Saving and Sharing Your Work

This chapter covers how Reimagine saves your progress, how your work syncs across devices, and how to take your finished strategy with you.

## How saving works

When you are signed in, Reimagine saves your progress to your account automatically as you go. Your inputs, your outputs, the options you selected in the Deep Dive, the direction you committed to, and any corrections you have submitted are all saved against your email and synced to your devices.

Three things worth knowing.

**Cross-device by default.** Sign in from a laptop, finish on a phone, pick up next week from a different computer. Your work travels with you as long as you sign in.

**Your data is stored on Career Club's database.** When you sign in, your work is saved to a database the team maintains, keyed to your email. The only parties that see your inputs are Anthropic's Claude service (which generates each section) and Career Club's own database (which holds your progress).

**Local fallback for users who decline sign-in.** If you reach the welcome screen and dismiss the sign-in prompt, Reimagine still works using browser-local storage. You can complete the full journey without an account. The trade-off is that you cannot move between devices, and clearing browser data clears your work. Sign-in is the safer mode for anyone using Reimagine seriously.

## Continuing where you left off

Sign in from any device. You land on the last step you were on, with all your previous inputs and outputs in place.

You can also click any completed step in the left sidebar to jump there.

## Snapshots and exports

Reimagine produces several artifacts you can take with you.

### Download all outputs as one markdown file

On the Complete screen, click **Download All Outputs as Markdown**. The file contains every generated section in one document, with clear headings between phases. Open it in any text editor, paste into a document, or convert it to PDF.

## The one-page PDF

The most portable summary of your work is the one-page PDF. It is generated from your final outputs and includes your personal brand, your value proposition, your bridge story, and your target direction in a clean printable format.

You can download it from two places on the Complete screen: the banner at the top, and the Your Deliverables section near the bottom.

Use it to share your story with a recruiter, a coach, or someone in your network you would like to refer you. It is designed to be readable in 60 seconds.

A creative use worth trying: upload the PDF into **Notebook LM** (Google's free notebook tool) and use the Audio Summary feature to generate a short podcast-style episode about you. Hearing two hosts talk about your background lands differently than reading the same content on paper. Chapter 10 has the full setup.

## The target company list as a CSV

In Phase 4 (Find Your Market), Reimagine shows a callout with a **Download CSV** button right after your target company list. Click it and the entire list downloads as a spreadsheet. The columns include: Company, What they do, Industry, Size, HQ, Why it fits, Growth signal, Contact, and Email. The filename is keyed to your name, the role you are pursuing, and the date.

This is the most actionable artifact Reimagine produces. Open it in Excel, Google Sheets, or Numbers, and you have a working outreach tracker. Add columns as you go: when you reached out, what you heard back, the next step. Filter, sort, and share. Many users keep a live working copy that evolves as their search progresses and a separate clean copy of the original Reimagine output for reference.

## Copying individual sections

Every output section in Reimagine has a **Copy All** button at the top right of the panel. Click it to copy the full content of that section to your clipboard. The copy is clean plain text: the markdown formatting symbols (**\*\***, **#**, **-**) are stripped so the result pastes cleanly into email, LinkedIn DMs, or any other context where you do not want raw markdown.

Use Copy All to move text into:

- A document where you are drafting cover letters or LinkedIn posts.
- An email to a coach or mentor.
- Your own notes app for reference during interviews.

The Copy All works for all generated sections, including the Bridge Story, the Go-to-Market plan, the LinkedIn copy, the playbook, and the Income Now plan.

## What to do if your work disappears

If you return to Reimagine and your session is gone, two things to check:

- 1 Are you signed in?** Click the welcome screen and enter your email. The sign-in link arrives in your inbox. Click it and your work reappears.
- 2 Are you using the same email you signed up with?** Your account is keyed to your email; signing in with a different address creates a fresh account.

If you used Reimagine before the sign-in feature shipped and declined the migration prompt, your work was browser-local. Look in the same browser on the same device. If you cleared browser data since then, the local progress is gone.

# Reference

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# 14. FAQ and Troubleshooting

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## Getting started

**How long does this take?** The intake takes about 20 to 30 minutes. The full journey, including reading each output and refining where you want to, usually takes a few hours spread over multiple sessions. Most people do not finish in one sitting.

**Do I need to sign in?** Yes, by email. The welcome screen asks for your email and sends a magic-link to your inbox. (If you are new to Reimagine, it also asks for your first and last name on a second step.) Click the link and you are in. No password. Your sign-in lasts 30 days and refreshes each time you open the tool, so active users almost never see the sign-in screen again. Signing in is what makes your work follow you across devices.

**How long does sign-in last?** 30 days, but the clock resets every time you use Reimagine. If you open it once a week, you essentially never need to sign in again. If you go a full month without opening it, you sign in once and you are back where you left off. Your account and your work are preserved regardless; only the session times out.

**Is there a cost?** No, not today. Reimagine is in active beta and free to use.

**Do I have to take an assessment to use it?** No, but the recommendations will be more abstract without one. If you do not have one, the free Affintus assessment takes 15 minutes and gives Reimagine the data layer that makes everything more personal. The link is on the welcome screen and on the Assessment input screen.

## Inputs

**Can I use more than one assessment?** Yes, with a small workaround. Paste the results of each assessment sequentially into the text field on the Assessment screen with a divider line between each (=== CliftonStrengths === then results, then === Hogan === then results). Reimagine will read all of it.

**Should my assessment be recent?** Yes. We recommend assessments be no more than three years old. People change, and old data may not reflect how you operate today.

**Do I need to type everything?** No. Most text fields have a microphone button. Tap it and talk. Reimagine listens and writes what you say into the field.

**My resume is old. Should I update it before I start?** If you have time, yes, especially adding numbers to your biggest accomplishments. If you do not, upload what you have. Reimagine will work with it and flag where to add quantification.

**What file formats does Reimagine accept?** For your resume and your assessment: PDF, Word (.docx), and plain text (.txt). For loading a saved profile: JSON (the file Reimagine itself produced when you exported).

## Saving and your data

**Where is my data stored?** Once you sign in, your work is stored in a Career Club database, keyed to your email, and synced to your devices. Before you sign in, work is in browser local storage as a fallback.

**Will Career Club share my data?** No. Your inputs and outputs are not shared with third parties. The only places your information travels are to Anthropic's Claude service (which generates each section of your strategy) and Career Club's own database (which holds your progress against your email).

**What if I clear my browser cache?** Once you are signed in, clearing cache does not affect your work. Sign in again on any device and your progress is there. If you declined the sign-in option and were using browser-local storage, clearing cache does clear your work.

**Can I move my work to another device?** Yes, automatically. Sign in from the new device with the same email and your full session is there. No file export needed.

**Can I have more than one Reimagine direction in flight at a time?** Not directly. Reimagine holds one active session per account. To explore two different directions in parallel, finish one, download the markdown of all outputs as a snapshot, then come back to the Decision step and pick a different option to generate downstream artifacts for the second direction. Chapter 12 covers the mechanics.

## Inside the journey

**A generation is taking a long time. Is something wrong?** Most steps take one to two minutes. The Go-to-Market step (Phase 4) and the Income Now step include live web research and can take three to four minutes. If a step is taking longer than five minutes, refresh the page and try again.

**The output looks like it cut off.** Refresh the page and regenerate the step. If it happens again on the same step, use the refine box to ask for a shorter response and try again.

**I got an error message. What should I do?** Refresh the page. Your work is saved. Most errors are transient, usually a network blip or a momentary issue with the language model. If the error persists for the same step, try refining with simpler input ("regenerate without the third option," for example) and try again.

**The output is in the wrong tone or doesn't sound like me.** Use the feedback box. Describe how you want it to sound. Example: "I'm more reserved than this version. Tighter sentences, less storytelling." Then click **Update with my correction**.

**Reimagine read my background wrong.** Tell it in the feedback box. Example: "My time at MoneyGram was internal strategy work, not consulting." Click **Update with my correction**. Factual

corrections persist across the whole session, so the correction propagates to every later section that depends on it.

**The Bridge Story or LinkedIn copy uses words I would never say.** Refine. Examples: "Don't use the word 'unlock.' Don't use 'leverage.' Don't use phrases like 'not just X but Y.' I would not say any of those." Reimagine will adjust.

**I want to explore a different direction after I picked one.** Click **Your Focus** in the sidebar. Pick a different option or type a new one. Then click forward through Phases 3, 4, and 5 regenerating each step. Chapter 12 covers this in detail.

**I want a different mix of options in the Wide View.** Use the refine box on the Wide View. Examples: "Add more startups." "Remove consulting roles." "Show me more in healthtech." Click **Update my options**.

## Output and deliverables

**How do I save the final results?** Four ways:

- 1 Download the one-page PDF from the Results screen. Designed for sharing with a recruiter, coach, or contact.
- 2 Download the target company list as a CSV from the **Download CSV** button in Phase 4. This is the most useful artifact for tracking outreach over time.
- 3 Download all outputs as one markdown file from the Results screen. The complete record of every generated section.
- 4 Click **Copy All** on any section to copy that section's text to your clipboard. The output strips markdown symbols so the paste is clean.

**Can I print the full output?** Use **Copy All** on each section, paste into a document, and print from there. The one-page PDF is also printable.

**Where do I share feedback about Reimagine itself?** There is a short feedback survey on the **Complete** screen at the end of the journey. Otherwise, email Bob at [bob@career.club

# 15. Glossary

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These are the terms you will encounter inside Reimagine, in this guide, or in the methodology behind the tool.

**Affintus.** A free 15-minute professional assessment Reimagine recommends if you do not already have one. It produces results you can paste into the Assessment input screen.

**Bridge Story.** Your answer to "tell me about yourself," written in three parts: who you are personally, how that played out professionally, and where you are headed. Generated in Phase 3.

**Brand Synthesis.** The third step in Phase 1. Reimagine combines your resume, your wiring, and your reputation into a single professional identity: a golden thread, a personal brand statement, and a value proposition with proof points.

**Career Club.** The company that builds Reimagine. Founded by Bob Goodwin.

**Convictions, Clarity, Confidence, Contagious (the 4 C's).** The internal arc of the Reimagine experience. Convictions are what is true about you. Clarity follows from convictions and lets you see options clearly. Confidence comes from evidence. Contagious is the natural result, when you believe, others do too. The framework is part of the methodology, not exposed in the tool's outputs.

**Deep Dive.** The second step in Phase 2. Reimagine analyzes the role options you selected from the Wide View in detail: what the role looks like day to day, why you fit, and what to consider before pursuing it.

**Demo mode.** A version of Reimagine that walks through a complete journey using a fictional executive (Sarah Chen). No inputs required. URL: `?demo=true` on the live app.

**Familiar Ground.** One of the three paths in the Wide View. Same function, same or adjacent industry. Where your existing track record speaks most directly.

**Go-to-Market Strategy.** Phase 4 of the journey. A target company list, a hiring executive profile, a personalized outreach template, and a LinkedIn signal tweak, all built around the direction you committed to.

**Golden Thread.** The single consistent theme that runs through your accomplishments, your wiring, and your reputation. Surfaced in Brand Synthesis.

**Key Accomplishments.** The section of your resume that holds your strongest career achievements, reframed as money made, money saved, or risk mitigated with numbers attached. The Resume Refresh step (Phase 5) generates these for you. In *Making Your Own Weather*, this same idea is called your "Greatest Hits"; Reimagine uses Key Accomplishments as the user-facing label because it reads cleanly as a resume section header. Career Highlights, Career Milestones, or Selected Achievements work equally well if you prefer one of those.

**Ikigai.** The Japanese concept used in the *Work That Matters* path. The intersection of what you love, what you are good at, what the world needs, and what you can be paid for.

**Income Now.** The bonus module. A consulting and fractional income plan for generating revenue while you search for your next role.

**Industry Insider.** One of the three paths in the Wide View. The full ecosystem around your industry , clients, vendors, consultants, regulators, adjacent industries , where your insider knowledge is a competitive advantage.

**KEEL principles.** The foundation of the *Making Your Own Weather* methodology. Mentioned in marketing materials but not exposed inside the tool's outputs.

**Local storage.** The browser feature Reimagine uses to save your work on your device. Same browser, same device required to retrieve it.

**Made money / Saved money / Mitigated risk.** The three business imperatives Reimagine uses to translate your accomplishments. Every accomplishment in your output should be framed as one of these three with a number attached.

**Making Your Own Weather (MYOW).** The book by Bob Goodwin that the Reimagine methodology is built on.

**One-Pager.** The downloadable PDF summary of your Reimagine work, produced from your final outputs. Available from the Complete screen.

**Orientation.** Phase 0 of the journey. The intake phase where you provide your inputs: location, resume, assessment, values, passions, and reputation.

**Path.** One of the three career directions Reimagine maps in the Wide View. Familiar Ground, Industry Insider, and Work That Matters.

**Personal Brand.** A two-sentence value proposition that captures what you do and why your combination is distinctive. Generated in Brand Synthesis.

**Playbook.** The third step in Phase 5. Industry vocabulary, key people to follow, interview prep, and STAR stories.

**Quick Takeaway.** The short summary at the top of every generated section. Three to five sentences that give you the essentials without expanding the full output.

**Refine box.** The "Want to make changes?" box below every generated output. Where you tell Reimagine what to adjust before regenerating.

**Reputation.** The final input in the Orientation phase. External data about how others see you, gathered through four short prompts.

**Resume Refresh.** The second step in Phase 5. Your resume rewritten so the strongest evidence for your target role lands in the first seven seconds.

**Sarah Chen.** The fictional executive used in Reimagine's demo mode. A VP of Talent Acquisition in healthcare with 15 years of experience.

**STAR (Situation, Thinking, Action, Result).** The interview story framework Reimagine uses in the Playbook. The T stands for *Thinking*, not Tasks, because the most important part of any interview story is how you thought through the problem.

**System prompt.** The instructions Reimagine sends to Claude with each generation. You do not interact with it directly. It contains the voice rules and methodology that make Reimagine sound like itself.

**TMAY.** "Tell me about yourself." The interview question the Bridge Story is built to answer.

**Value Proposition.** The list of capabilities backed by proof points generated in Brand Synthesis. Four to six entries, each with a capability statement and concrete evidence from your track record.

**Wide View.** The first step in Phase 2. The full landscape of role options across the three paths, generated from your Phase 1 outputs and your location and work preferences.

**Wiring & Compass.** The second step in Phase 1. How you are wired, where you thrive, and what lights you up, drawn from your assessment, values, and accomplishments.

**Work That Matters.** One of the three paths in the Wide View. The Ikigai path, for people ready for more meaning in their work or at a stage where legacy matters more than maximizing comp.

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\*Next: [What's New in This Build ](16-whats

# 16. What's New in This Build

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This chapter is a living changelog. When Reimagine ships a batch of changes that meaningfully affect how you use the tool, the changes get summarized here.

If a release is small or affects only the prompts behind the scenes, it may not show up here at all. The point of this chapter is to flag the changes that would surprise a returning user.

## Current build , May 2026

Substantial updates shipped between April 28 and May 11. Returning users will see a more polished tool, a sharper AI voice, new ways to correct mistakes, cross-device sign-in, and a brand new post-Complete module for working a specific opportunity.

### Sign-in and cross-device persistence

- **Email sign-in via magic link, with a two-step form.** Step one asks only for your email. If you are returning, the sign-in link gets sent right away. If you are new, a second step asks for your first and last name before sending the link. Either way, click the link, you are in. No password to remember.
- **Sliding 30-day sessions.** Your sign-in lasts 30 days and refreshes every time you use the tool. Active users essentially never see the sign-in screen again after their first visit. The session only expires if you go a full 30 days without opening Reimagine.
- **Cross-device persistence.** Your work syncs across devices automatically once you sign in. Start on a laptop, finish on a phone, no copy-paste or manual export.
- **Migration prompt for existing users.** If you already had progress saved in your browser before this update, you will see a one-time prompt offering to save your work across devices. Accept and your local progress uploads to your new account. Decline and the tool keeps using browser-local storage exactly as before.

### AI voice and accuracy

- **Less flattery, more honesty.** The system prompt was tightened to stop the AI from rounding up tenure ("nearly 3 years" when it was 2.5), promoting job titles, calling small teams "organizations," or any other inflation move.
- **Interpretive calls are flagged inline.** When the AI makes a judgment about your background ("reading your time at X as consulting"), it now says so explicitly so you can correct it before that read cascades into every downstream section.
- **Empty cards no longer slip through.** If the Wide View output drops cards due to a generation glitch, the tool now auto-retries once and shows a regenerate button if the retry also fails. No more silent empty sections.

- **Several sections were stretching past their length limit and cutting off mid-sentence.** All sections audited; affected ones bumped to fit the longest realistic output.

## The correction loop

- **The feedback box was reframed.** Below every generated section, the refine box is now labeled for factual corrections, not just stylistic adjustments. Example: "You said I worked at MoneyGram as a consultant, but that was internal strategy."
- **Corrections now persist across the whole session.** When you submit a correction on Section A, it gets saved to your profile permanently. Every later section reads from that corrections list, so the wrong assumption stops cascading. You no longer need to make the same correction repeatedly.

## Wide View (Phase 2): the three paths

- **Familiar Ground now serves two cases explicitly.** Case A is the same function in the same or adjacent industry (where you have been). Case B is the same nature of work in a different industry (where your skills travel to a new context). Both appear in every output, labeled clearly.
- **Work That Matters now pushes harder for non-obvious options.** At least two options per output are marked "non-obvious," meaning roles you would not list on your own if asked.
- **The Wide View cards now show a hint** that you can click any role for a deeper read. Several beta users missed this in earlier builds.

## Go-to-Market (Phase 4): richer company detail

- **Each target company now includes four research fields.** What they do, Industry, Size, and HQ. The list now doubles as research material, not just an outreach roster.
- **The CSV download captures the new fields too.** Nine columns: Company, What they do, Industry, Size, HQ, Why it fits, Growth signal, Contact, Email.
- **Contact identification cites sources.** Each hiring contact now includes a Source line (website / LinkedIn / press release / news) so you can verify before reaching out.
- **A "verify the contact" reminder** appears at the top of every Go-to-Market output as a sanity check.

## Orientation polish

- **Country field is now a dropdown.** Type the first few letters and an autocomplete list of common countries appears. Free text still accepted.
- **Sidebar navigation works in both directions.** You can click back to a prior step you have already visited, not just forward through Continue.

- **Progress bar hits 100%.** When you reach Complete, the bar shows 100%. Income Now is bonus content beyond the main flow and does not pull the bar down.
- **Income Now completion now shows a checkmark.** When you generate the Income Now plan, the sidebar mark updates the same way it does for every other completed step.
- **A brief "Orientation complete" celebration card** appears between Reputation and Resume Analysis to mark the phase transition.
- **Loading screens now show a preview of what is coming.** While a section generates, a short "while you wait" bullet list describes what the AI is producing.

## Phrasing and copy

- **Step-scoped quotes from Making Your Own Weather** rotate on loading screens, matched to whichever phase you are in.
- **Strip markdown on copy.** When you click any "Copy" button, the output pastes cleanly into email or LinkedIn without `**` or `#` symbols.
- **Multi-select on work arrangement.** Pick any combination of Remote, Hybrid, and On-site if you are open to more than one.
- **"Click each role for a deeper read" hint** above the first card in Wide View, so you know the cards are clickable.
- **"Download all outputs as one markdown file"** button on the Complete page.

## New module , Upload a Live Opportunity

After you finish the main journey, a new entry appears in the sidebar: **Upload a Live Opportunity**. When a specific role catches your eye (through your network, on LinkedIn, in a posting you found yourself), bring the job description here. Paste the text or upload a PDF.

Reimagine combines the posting with everything you have already built and produces a tailored playbook for that specific role: how it aligns with your chosen path, where it stretches you, what the hiring manager is solving for, your STAR stories remixed for this opportunity, how to get past the screening interview, likely objections and rebuttals, a draft 90-day plan, high-value questions to ask, a Bridge Story variant, and a cover letter draft.

This module is the most natural reason to come back to Reimagine during a search. Every real role you consider can get its own playbook. See Chapter 11b for the full walkthrough.

## Other improvements behind the scenes

- **Corrections you submit are logged centrally** so the team can learn which prompts misread which user inputs and tighten them over time.
- **Documentation alignment.** This guide now stays current with the live tool. When new behavior ships, the relevant chapter gets updated alongside the code change.

## Inline help across the journey

A comprehensive pass adding short coaching blocks at the moments where users benefit from a small nudge or a more thoughtful framing.

- **Phase 0 (Orientation):** a "Take your time" callout on the Welcome screen and a "Good stopping point" note on the phase transition card. Coaching callouts on the Resume, Assessment, Values, and Reputation input steps to help you put in the kind of material that produces strong output