

Your Transformation Guide

Self  
Help

# 90-Day Career Breakthrough



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COACHING



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# 90-Day Career Breakthrough

*Your Transformation Guide*



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*First edition*

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# Introduction

## Breaking Free from Career Stagnation

Most professionals make a critical mistake: they work harder instead of working strategically. You don't need to burn yourself out to earn more. What you need is a proven system to position yourself for higher income – whether in your current role or a new one.

Why most people stay stuck:

- Decent but not great salary
- Comfortable but unfulfilling role
- Fear of making the wrong move
- Uncertainty about their true value
- Lack of a strategic approach

Salary isn't solely determined by effort or tenure:

- How you position your value
- When and how you leverage opportunities
- Who knows about your achievements
- How you negotiate

Two paths:

A.) Maximize your current role -

- Transform your position
- Create new value
- Build internal leverage
- Secure a significant raise

B.) Land a higher-paying position -

- Position yourself strategically
- Access the hidden job market
- Skip the traditional application process
- Negotiate your ideal offer

90-Day Breakthrough Method

Challenge the conventional wisdom of ‘working hard and waiting.’ Our book offers a more proactive approach...

- Identify hidden income opportunities
- Build leverage before you need it
- Create your own advancement timeline
- Take control of your income growth

# Chapter 1: Assessment & Strategy (Days 1-30)



*Strategic Career Mapping: Transform your professional value from analysis to action. Your first 30 days, set the foundation for exponential growth.*

## Week 1: Career Value Assessment - Know Your Worth

### Day 1-3: Hidden Value Audit

Most people undervalue themselves because they focus on job titles instead of impact. Let's uncover your true value. Complete this value discovery exercise:

1. List major project from the past year
2. For each project, answer...
  - What problem did it solve?
  - How much money did it save/make?
  - Who benefited from your work?
  - What would go wrong if you weren't there?

### Day 4-5: Salary Intelligence Gathering

Don't rely on basic salary websites, instead:

- Join industry-specific LinkedIn groups
- Connect with recruiters (template provided below)
- Use Blind app for real salary insights
- Access company review sites' salary sections

*Pro Tip:* Message 5 recruiters, "I'm exploring market rates for [your role] with [specific skills]. What compensation ranges are you seeing for professionals with my background?"



## Day 6-7: Position Power Mapping

Map your current position's power structure:

- Who makes salary decisions?
- Who influences those decisions?
- Who can advocate for you?
- Who knows your best work?

## Week 2: Market Research & Positioning

### Day 8-10: Industry Opportunity Analysis

Research where the money is flowing:

- Which companies are growing?
- What roles are being hired most?
- What skills command premium pay?
- Which industries are increasing salaries?

*Action Step:* Create your opportunity heat map...

- ✓ List top 10 companies in your industry
- ✓ Track their recent hiring patterns
- ✓ Note salary ranges for key positions
- ✓ Identify emerging role trends

### Day 11-14: Strategic Positioning

Develop your unique value proposition:

1. Identify high-value problems you solve

2. Quantify your impact
3. Package your experience into a compelling story

*Example value statement, “I help [type of company] solve [specific problem] by [your unique approach], which typically results in [quantifiable outcome].”*

## Week 3: Skills Gap Analysis

### Day 15-17: High-Income Skills Audit

Research shows certain skills can increase your income by 20-40%. Evaluate your proficiency in must-have skills:

- Data analysis
- Project management
- Strategic planning
- Team leadership
- Financial acumen

Emerging high value skills:

- AI/automation integration
- Digital transformation
- Change management
- Remote team leadership
- Business case development

## Day 18-21: Quick-Win Skill Building

Instead of lengthy certifications, focus on high-impact, quick-learn skills:

1. Power BI or Tableau basics (3 days)
2. Advanced Excel modeling (2 days)
3. Project management tools (2 days)
4. Presentation design (1 day)
5. Business case writing (2 days)

## Week 4: Action Plan Development

### Day 22-24: Strategic Career Positioning

Create your 90-day leverage plan...

A) If staying in your current role -

- Identify 3 high-visibility projects
- Map key decision-makers
- Plan value documentation
- Set up monthly achievement tracking

B) If seeking a new role -

- Target 5 dream companies
- Map your network to these companies
- Create your “insider” strategy
- Develop your outreach campaign

## Day 25-28: Building Your Success Portfolio

Most people make the mistake of waiting for their annual review. Instead, create your value documentation system:

- Weekly wins journal
- Monthly impact report
- Quarterly value summary
- Achievement portfolio

## Day 29-30: Strategy Selection

Choose your primary path...

### A) Internal growth strategy -

- 90-day value creation plan
- Influence building campaign
- Leverage development timeline
- Negotiation strategy

### B) External opportunity strategy -

- Target role identification
- Company research plan
- Network activation strategy
- Position creation approach

# Chapter 2: Enhancement & Preparation (Days 31-60)



*Mastering the Art of Professional Enhancement: Where preparation meets opportunity to create exceptional value.*

## Week 5: High-Value Skill Building

### Day 31-33: Strategic Skill Enhancement

Most people waste time on generic skills. Focus on high ROI abilities:

#### A) Revenue impact skills -

- Sales pipeline analysis
- Customer journey mapping
- Market trend identification
- ROI calculation methods
- Business case development

#### B) Cost saving skills -

- Process optimization
- Resource allocation
- Vendor management
- Automation implementation
- Efficiency metrics

### Day 34-37: Rapid Skill Acquisition

Use the 'Practice Project Present' method:

#### A) Practice (2 hours) -

- Watch expert tutorials
- Complete basic exercises

- Master key concepts

B) Project (1 day) -

- Apply skill to real work
- Document the process
- Measure the impact

C) Present (1 hour) -

- Share with your team
- Document the training
- Teach someone else

## Week 6: Achievement Documentation

### Day 38-41: Impact Story Building

Create your achievement portfolio:

A) Quantifiable wins -

- Revenue generated
- Costs reduced
- Time saved
- Quality improved
- Problems solved

B) Influence wins -

- Teams led

- Projects managed
- Initiatives started
- Relationships built
- Changes implemented

C) Innovation wins -

- Processes improved
- Systems created
- Solutions developed
- Methods streamlined
- Tools implemented

Day 42-44: Value Visualization

Transform your achievements into compelling visuals:

Before/ after comparisons -

- Process efficiency
- Team performance
- Project timelines
- Cost structures
- Quality metrics

Week 7: Negotiation Strategy



## Day 45-47: Building Your Case

Develop your value story:

### A) Current Impact

- Direct contributions
- Indirect influences
- Team improvements
- Company benefits
- Future potential

### B) Market Position

- Industry standards
- Competitor offerings
- Unique capabilities
- Growth trajectory
- Strategic value

## Day 48-51: Negotiation Preparation

Master the “PAVE” Method:

P - Position (your unique value)

A - Alternatives (your options)

V - Value (your impact)

E - Evidence (your proof).

Prepare your negotiation toolkit:

- Achievement summary

- Market research data
- Competitor insights
- Future value road map
- Solution proposals

## Week 8: Network Development

### Day 52-54: Strategic Relationship Building

The “Inner Circle” Strategy:

1. Identify 5 key influencers
2. Create value for each person
3. Schedule regular check-ins
4. Share relevant insights
5. Become indispensable

### Day 55-57: External Network Expansion

The “Value-First” Networking Method:

- Share industry insights
- Connect others strategically
- Offer specific help
- Create useful content
- Build genuine relationships

## Day 58-60: Opportunity Creation

Position yourself as a solution provider:

1. Identify department challenges
2. Create solution proposals
3. Build support coalitions
4. Present value opportunities
5. Lead implementation plans

## Chapter 3: Execution & Results (Days 61-90)



*Turning Strategy into Success: Where preparation meets execution to achieve breakthrough results.*

## Week 9: Position Optimization

### Day 61-63: Value Amplification

Most people wait for opportunities, let's create them by using the "Visibility Accelerator" Method:

#### 1. Problem Spotting -

- Identify department pain points
- Calculate cost of inaction
- Research potential solutions
- Document expected ROI

#### 1. Solution Creation -

- Develop action plan
- Build support coalition
- Create implementation timeline
- Present to decision-makers

### Day 64-67: Strategic Positioning

Implement the "RISE" Method:

- R - Results (showcase achievements)
- I - Innovation (present new solutions)
- S - Strategy (align with company goals)
- E - Execution (demonstrate leadership)

## Week 10: Value Demonstration

Day 68-70: Impact Presentation Create your “Value Portfolio”:

Quantifiable Achievements:

- Revenue generated: \$ \_\_\_\_\_
- Costs reduced: \$ \_\_\_\_\_
- Time saved: \_\_\_\_\_ hours
- Efficiency improved: \_\_\_\_\_ %
- Team productivity: \_\_\_\_\_ %

Leadership Impact:

- Projects led: \_\_\_\_\_
- Team size: \_\_\_\_\_
- Budget managed: \$ \_\_\_\_\_
- Initiatives launched: \_\_\_\_\_
- Problems solved: \_\_\_\_\_

Day 71-74: Leverage Building

The “Power Position” Strategy:

1. Document all critical processes
2. Train backup for routine tasks
3. Focus on high-impact projects
4. Build cross-departmental influence
5. Create unique value propositions

## Week 11: Opportunity Creation

### Day 75-77: Decision Point Execution

#### A): Internal Advancement -

- Schedule strategy meeting
- Present value portfolio
- Propose new role/responsibilities
- Navigate negotiation
- Secure written agreement

#### B): External Transition -

- Activate target company network
- Schedule discovery calls
- Present solution proposals
- Navigate interview process
- Lead compensation discussion

### Day 78-81: Negotiation Execution

#### The “LEAD” Negotiation Framework:

- L - Leverage (use your value proof)
- E - Explore (understand their needs)
- A - Advance (propose solutions)
- D - Deliver (confirm agreements)

#### Key Negotiation Points -

- Base compensation

- Performance bonuses
- Equity/stock options
- Development budget
- Flexibility options

## Week 12: Income Maximization

### Day 82-84: Value Lock-In

#### Securing Your Position:

1. Document all agreements
2. Set performance metrics
3. Create 90-day plan
4. Establish review timeline
5. Build support system

### Day 85-87: Future Growth Planning

#### Create Your Advancement Timeline:

- 90-day quick wins
- 6-month objectives
- 1-year career goals
- 2-year position targets
- 5-year vision plan



## Day 88-90: Sustainable Success Strategy

### Building Long-Term Value:

1. Continuous learning plan
2. Network expansion strategy
3. Influence building system
4. Value creation process
5. Career acceleration road map

## Conclusion



[www.canalescoaching.com](http://www.canalescoaching.com)

### Stop Settling

What would an extra \$15,000-\$30,000 per year mean for you and your family? How would it feel to finally be paid what you're worth? What's the cost of waiting another year? The question isn't can I do this, the question is why haven't you started?

## Take Action Now

Get personalized guidance with me the author, skip the learning curve, and avoid costly mistakes.

## Exclusive Offer for Readers

Book your FREE discovery call <https://calendly.com/canalescoaching/book-your-session>

- Review your specific situation
- Identify your biggest income opportunities
- Create your custom action plan
- Map out your next 90 days
- Get you moving toward higher income



## About the Author

### **Coach Eric - Owner & Founder of Canales Coaching LLC**

I spent 8+ years in manufacturing leadership roles, and I discovered a shocking truth: most professionals are leaving significant earnings on the table due to a lack of strategic career planning.

### **My Mission**

As a certified career coach with years of leadership experience, I founded Canales Coaching to help ambitious professionals break free from career stagnation. My proven 90-day system has helped clients secure salary increases. With my MBA and deep understanding of the corporate world, I'm committed to empowering you to achieve your full potential.

### **Why I Do This**

I've witnessed firsthand how many talented individuals are leaving significant earning potential on the table due to a lack

of strategic career planning and effective negotiation skills. It's my mission to empower these individuals to recognize their true worth, position themselves strategically, and secure the compensation they deserve.

### **My Approach**

Empowering ambitious professionals to unlock their full potential and achieve their career goals. I specialize in helping clients overcome challenges, build confidence, and secure fulfilling and high-paying roles. Through personalized coaching, we'll work together to identify your strengths, develop a strategic career plan, and master essential skills like effective communication, negotiation, and networking. Let's partner to transform your career.

