



JO LEONARD & CO.

COLLEGE ADMISSIONS | CAREER LAUNCH | CAREER MANAGEMENT



We invite you to explore our services





WHAT WE DO

Our services consist of three programs:

College Admissions Coaching with an Eye on the Real World.
Career Launch after Undergraduate or Graduate Education.
Career Management for Young Professionals



THE CHANGING PHILOSOPHY ON HIGHER EDUCATION

Here are a few important observations we have seen over the past 15 years:

- According to Bloomberg, college tuition and fees have increased 720% since 1993
- We have seen the evolution of the Liberal Arts movement as well as the unveiling of the Gap Year and the benefits of a Cooperative education
- Students are taking an average of 5.2 years to graduate
- If motivated however, students can attain a Master's degree in five years
- Interdisciplinary and self-designed degrees have evolved over the past 10 years, adding even more choices for students

These facts have changed the conversation about higher education

The Conversation About College Has Changed

The conversation with, and philosophy of parents has changed. It used to sound like this:

“College is for exploring and trying things out; we’re not in a hurry for our kid to choose a career until the end.”

Now it sounds more like this:

“I’m not wasting \$200k and ending up with a directionless and un/under-employed 22 year old!”

We are deeply rooted in the fluctuating economy and ever-evolving workforce. This unique perspective is invaluable in guiding high school students through the college admissions process, ensuring that their chosen college fits their needs and those of future employers.

Jo Leonard & Co.’s philosophy and practice is in line with the new feelings of our clients’ parents and families. It is unique in the industry. With 15 years of career and college coaching experience, we believe that 18 is not too young to start to think about major and career ideas. We don’t assert that final decisions should be made at that age, but rather the student begin to talk about what motivates them, to uncover purpose, leading to some kind of direction in college.

We also spend time with students talking about, and using current tools to assess, their personalities, natural talents, values and what excites them and what doesn’t.

Freshman year in college goes by very fast, and the stress that some students feel in sophomore year when they are closer to having to choose a major, is unnecessary if they start the conversation about their futures now. Many of our young clients have performed better in high school because they connected with a career idea which motivated them to work harder and with more purpose.

College Planning At It's Best

When we begin the college search and application process with our clients, we use traditional methods and more insightful strategies to help them find the right program and the right college, and develop the best possible application.

Our Comprehensive Approach

- ✓ Strengths, skills and personality assessments with professional career coach
- ✓ Summer adventure planning: cultural, vocational or skill-building
- ✓ High school course planning
- ✓ Standardized test resources and strategy recommendations
- ✓ SMART lists to include safe, target, stretch, dream
- ✓ Campus visit preparation and evaluation
- ✓ Essay brainstorm and creative training for application questions
- ✓ Resume development if required
- ✓ Thorough review of application prior to submission
- ✓ Guidance to augment value of Naviance, or other high school technology
- ✓ Financial literacy and college funding training if required
- ✓ Scholarship advice
- ✓ Hands-on guidance with tips, checklists, timeline tracking

"The College Application process can offer opportunities for self-awareness, mature and thoughtful decision-making and communication skills, valuable assets for a successful transition into college and the Real World."



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CAREER LAUNCH IS DIFFERENT NOW

THEN

Launching one's career in the 20th century required *What Color is my Parachute*, a resume, a good handshake, a fax machine, an email account and quite a few stamps. It involved career fairs and a fixation on Monster.com.

NOW

In the 21st century it takes a whole different set of strategies and skills. Graduating students need to have held at least one internship or work-study job. They must have professional and social etiquette, clear direction, an All-Star LinkedIn profile, a personal social media campaign and high quality contacts. They need a marketing pitch, answers to complex interview questions, an account with GoJobHero, a CRM, and a tailored resume and cover letter for every application. And they need to do all of this while holding down a part-time job or credible

volunteer activity. The economy may be strong, but the competition for the good jobs in attractive locations is still tough.

The Career Launch Program

- ✓ Personal & financial assessment
- ✓ Marketing materials development
- ✓ Professional training on today's job search strategies
- ✓ Networking and negotiation skills and access to Jo Leonard's Professional Advisory Network
- ✓ Personal presentation and professional etiquette training
- ✓ Design Thinking to broaden the perspective of our clients when they are stuck

In-person 1:1 meetings are complemented by phone, e-mail, text, and virtual meeting communication throughout the process. Technology allows us to work with clients all over the world. We love Zoom! Sessions may be weekly, biweekly, or monthly, with assignments given in between meetings. We'll set goals, work on them together as a team and have fun at the same time!

Having someone other than a family member guiding and advising your son or daughter, niece, nephew or grandchild, can be an incredibly freeing experience during times of transition, when patience can wear thin and emotions can overwhelm everyone.



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MANAGING ONE'S CAREER COMBINES ART & SCIENCE

The oldest Millennials are now 38! And they don't like to be called Millennials by the way, because it comes with negative baggage. They prefer Gen Y. Those in their 30's consider themselves wise, with a blend of traditional work values and vanguard tech skills. They remember rotary phones and AOL, paper books, and the Sony Discman. But using fin-tech, project software, and CRM's for example, are also second nature to them. The most recognizable of the Millennials includes Brian Chesky (Airbnb), Daniel Ek (Spotify), and

Jessica Atkins (Stylebook). But as a whole they are an incredibly successful generation, excelling in corporate, philanthropic and startup organizations.

So besides the famous Millennials, how do more typical young professionals manage their career? In our opinion, having worked with them for over 15 years, through recessions and booms, new economy launches (think share economy, e-commerce) and startup explosions.....managing one's career is an Art and a Science.

The Artistic component requires creativity, thinking big, connecting and building relationships with Mentors and Collaborators, instinct, and an oversized backpack full of soft skills.

The Scientific side requires pragmatism, calculated risk-taking, planning, to do lists, podcasts, e-learning, handfuls of assessments and a good amount of Venn diagrams, to combine all knowledge into ideas.

Here is just one example of how a client took advantage of our unique blended career management coaching:

Case Study

Situation Analysis

“Julie” 26, music teacher in Philadelphia. Julie is passionate, with great communication skills, professional presentation style, independent, capable and ambitious. But she's stuck in a job that isn't offering enough upward mobility, and isn't using her natural talents. Furthermore she's well paid but doing the job of 4 people. She knows what she doesn't want, but isn't sure of what she does want.

Obstacles

She has a lifestyle that she likes so needs to maintain her current salary with room for a lot of growth. Her personal life is close to Princeton so she doesn't want to move too far away. She has a limited professional network. She works long hours and doesn't have much time for a job search. Her resume is all about Education.

Actions

Assessment: Julie took a Caliper Profile assessment which gave us all a very thorough and in depth view of her personality type. She had strong ego-drive and ego-strength, high abstract reasoning skills, excellent interpersonal and organizational skills. We asked her to take other assessments to ascertain her values, motivators, interests and financial needs. As a result of these assessments, various career paths, target industries and companies were uncovered. And yes, we used a lot of Venn diagrams.

Networking: With a newly developed *Personal Marketing Plan*, we introduced Julie to our own *Professional Advisory Network* and she began meeting people to practice her pitch, and her accomplishment stories. She built relationships with at least four of our *PAN* members, who helped her infiltrate the *Hidden Job Market* and warm up her applications.

Marketing Materials: Her resume, cover letters and LinkedIn profile were generated, and they all looked vastly different from when she walked in the door a month earlier. Her transferrable skills were highlighted and her personality and professional objectives and value shone through.

Uncovering Opportunities: Julie independently, and with our assistance, found and applied for various positions, tracking each application with *Gojobhero* and using *Trello* which she learned quickly so as to put this keyword on her profile.

Interview Skills: This part was easy as she had a natural ability to connect with people and self advocate. Tips were given on how to ask strategic questions and answer difficult questions. Dress code was discussed (including shoes!)

Result:

Julie landed a fantastic job in the engineering consulting field, in a sales and development role. She spent her interview talking about her natural communication style and gave examples of how she connected with her students, their parents and other community members. She has recently negotiated a raise with more responsibility and is looking to start her own company.



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CONTACT US

Jo Leonard - Chief College & Career Coach

When you sit down to meet with me, I will immediately draw a circle on a piece of blank paper. The circle will have your name inside it and everything you tell me about yourself creates connectors. As the conversation deepens and you discuss your ideas, values and dreams, barriers and frustrations, the connectors intersect and elongate, and soon an image appears. This is how I think and brainstorm, and when the picture emerges I begin to collaborate with my clients to map out goals and strategies and then we get started on implementing them, so that the result is a good job offering self sufficiency and opportunity for growth. This process has helped me build a reputation as the Go-to-Career College & Career Coach for young adults, a reputation I am proud of, and one I have been committed to, for over 15 years.

An Alum of Canford School in the UK and a blended higher education from the University of Hertfordshire in the UK, and Montclair State University in the U.S., I bring a unique perspective to my clients, with over 25,000 hours working with my favorite population. Everyone on the team has a combination of passion for their work and personal and professional experience that gives them broad perspective and a technical expertise in their chosen field.

Ed Rebele, Senior College Advisor

About Ed

“If asked, my clients would say that I have a reassuring nature that helps to ease their anxiety with the college research and application process. They tell me they feel better now because I have helped to bring clarity to a somewhat overwhelming process. Parents of my young adult clients would tell you that I am very detail oriented as well as thorough in helping their students focus on both short and long term goals with the college research and application process.”

Ed’s intricate knowledge of the college application process and relationships with under-



graduate and graduate college admission’s professionals, is critical to ensure that all the I’s are dotted and T’s crossed, and the right balance of target, safe and stretch schools are highlighted. He comes with 15 years working with high school students on their education and college search and application, and has worked on the financial aid process with many families, equipped with tremendous resources for his clients. Ed graduated from Rider University in 1993 with a BA in

Psychology and decided to continue his education at Rutgers University where he received a Master of Education in Counseling Psychology.

We all embrace the values of Independence, Discipline, Professionalism and Pragmatism, and use these values as we mentor, coach and train our clients through transitions.

Ron Wolff, Caliper Profile Advisor

About Ron

“The Caliper Profile and I have worked together for more than 20 years. It is an instrument that connects the personality dots of our clients with the requirements of specific jobs, thereby matching people with positions across all industries. When I partner with Jo Leonard and her clients, near the beginning of the Career Launch or Career Management Programs, we use the Profile to open up conversations about their personalities and how to best use them to make informed decisions, including which majors to choose in college, which roles will match their natural proclivities, and how to use those traits to become the most effective, satisfied and successful professional they want to be.”



Dr. Stephen Van Schoyck, Phd. Clinical Psychologist

About "Dr. Van"

"I have helped my young adult clients to see the competing emotions behind their actions and to choose to listen to the voice of their own natural emotions. They feel differently after our work together because they better recognize the emotions to ignore and the emotions to embrace. Their parents would tell you that I am able to be trusted by and with their children and enable them to feel stronger and more capable of representing themselves to the world."

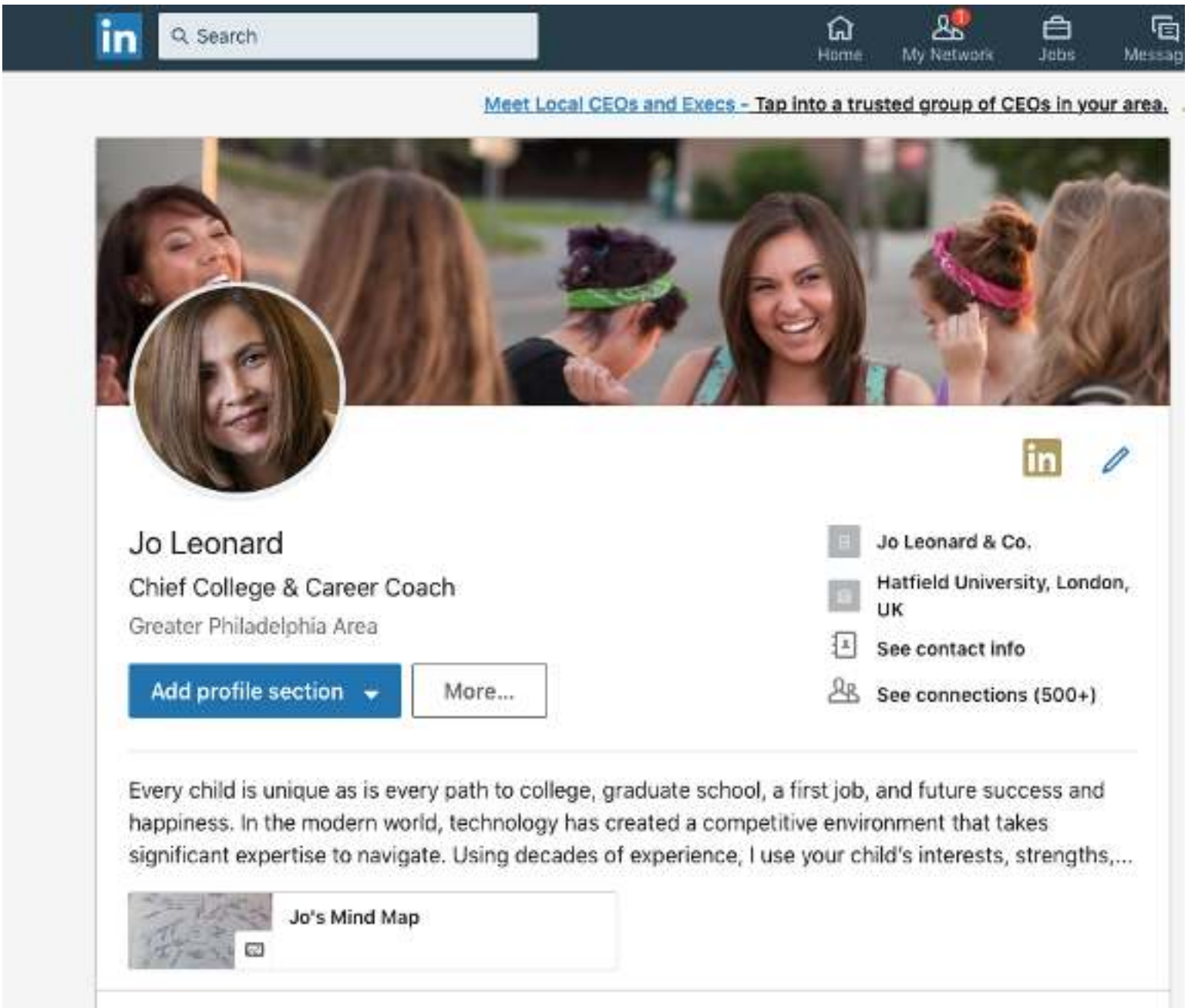


"Early adulthood is unique time to grow and learn about ourselves and our emotions. It's a time when the way we were raised crashes into our natural emotions. The conflict causes symptoms such as anxiety attacks, lack of motivation, avoidance, inability to function, feeling lost and many other experiences of emotional distress.

Understanding the root cause enables the young adult to harness their emotions to build a life based on what they want rather than what they have been told is right for them. I know this to be true both professionally and personally. As a premed student at Princeton University at 20 years old, I ran into myself. It took a series of panic attacks and a year off from school to learn who I was and what I wanted. I came back to school and changed my career path from medicine/science to clinical psychology, people, and the doctor-patient relationship. I became the doctor that I wanted to be rather than the doctor I was supposed to be. I went one step further. I asked my girlfriend to marry me. After 41 years of marriage and 32 years of clinical practice, I can say that they were the two best choices of my life."

Our Professional Advisory Network (P.A.N.)

When it becomes apparent that a client will benefit from meeting with an industry professional for networking or informational purposes, our Professional Advisory Network is ready for action. “This is an invaluable resource for our young clients. When we can offer them time with professionals in their occupations of interest, or connect them with professionals who can offer them internships, we are adding a value to the coaching process that is unbeatable.” Jo Leonard



“Over the past 15 years we have worked with hundreds of young adults to help them find their personal and professional direction, and in many cases have built long term relationships with their families. As parents of confused and struggling teens and young adults, our parents have now stepped up to offer their insights and network to our current clients.”

Testimonials from Happy Clients

“No-one was listening to what I was saying and it was very frustrating. I needed to find my own way and needed an unbiased advisor. We all worked together to put together a plan of action with charts, budgets and tactics and it felt good. I received offers from 9/10 of my college choices.

Julie E. High School Senior

“Figuring out what I wanted to study at university wasn’t easy. I had no clue when I started working with Jo. I learned how to ideate and conduct creative and fun research, and by the beginning of senior year of high school I had a really great sense of what I wanted to do. I am loving my Urban Studies major.”

Alice J. College Freshman

“Much as we wanted our daughters to listen to all of our advice about their college and career path, they pushed back and our relationships were suffering. The result of having them work with someone other than a family member was extremely beneficial for everyone involved.”

Parent of two High School Juniors

“There is something unique and authentic about Jo and her practice. Not everyone is cut out to work with this demographic. We have found her expertise to be invaluable, both to help us help our clients, and coach them directly.”

Advisor to Family Office

“We had a great experience working with Jo and Ed. They worked with my son when he was in high school and later when he was applying for colleges. They provided guidance throughout high school helping him get admission into his desired college. It was invaluable counseling. They’re now working with son #2.”

Kiran P

“Over the past few months, I've had the pleasure of working with Jo during my career pivot. Jo repeatedly challenged me to consider career choices that I never would have considered on my own. Once we were able to hone in on the career path most aligned with my goals, personality, and values, she helped me create a portfolio to best market myself, including targeted cover letters and self-branding plans. Further, Jo was instrumental in developing dynamic networking strategies and thoroughly prepared me for interviews. Her energy and optimism are contagious and helped me stay upbeat during a sometimes-discouraging process. Jo provided invaluable guidance throughout my career transition, and with her direction I was able to land a job offer from my top choice company.”

Michael F

“I worked with Jo in 2017 while exploring opportunities for a career pivot. I not only ended up with a job that I enjoy but along the way gained a TON of incredibly useful and universally applicable life skills. Jo taught me the fundamental significance of using your personal networks, making connections wherever possible, learning along the way, and, most importantly, being your own best advocate. She has a truly special mix of honesty, kindness, and vivacity. Would 100% recommend Jo's help.”

Violet S.

“My son was not cooperating very well on the college search and as a family we were having a difficult time communicating. Jo stepped in quickly and efficiently to ensure that his applications were targeted and helped him find his voice for the college essays. She is excellent with young teenagers and had a much easier time getting him to talk about himself than we did. I cannot recommend her and her team enough!”

Paul A.

Jo was recommended to me by an HR professional when I asked about services that might be available for millennials around starting out or repositioning in their careers. She was able to assist two sons, one who is completing college and the other who was extremely dissatisfied with his career choices after two years in his first job. My sons' needs, personalities and orientation are very different from each other. Jo was able to individualize her approach to each. One was guided toward a post grad year with a more focused approach to obtaining an internship and the other switched industries and professional discipline more to his liking. As a physician, Jo, in her engagement with my sons, reminded of the best clinicians who use a consistent but very adaptive approach to diagnosis and therapeutic recommendations. Jo taught both the importance of investing the time in judicious networking and a professional appearance both online and in documents related to job search.

Larry M.



CONTACT US

Technology permits us to serve clients across the U.S. and around the world! But if you want to meet in person, we're in beautiful Bucks County, PA and Princeton, NJ. and are often in NY and San Francisco.

All meetings are by appointment only, so please email or call us.

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We look forward to chatting with you!



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In 2008, after her father passed away suddenly, Jo Leonard founded the R. J. Leonard Foundation, Inc. She now serves as a Board Member and Chief Strategy Officer.

Jo Leonard & Co. is a Community Partner of the R. J. Leonard Foundation, Inc. which "educates, initiate careers and personally mentors young adults who are aging out of the foster care system; we empower them to succeed, free of government assistance for the rest of their lives."

Learn more at www.RJLeonardFoundation.org

