

Don't be a candidate.

You caught yourself doing it last week. Reading a posting and reorganizing twenty years of your career to fit it. Rehearsing the answer to a question you haven't been asked yet. Checking your phone for a reply from someone you owe nothing to.

That is a candidate: someone who edits themselves to fit the opening, waits to be chosen, and hands their confidence to strangers holding a scorecard. You have spent years doing the exact opposite. Leading, deciding, influencing. And somewhere in this transition, one edited answer at a time, you let that agency go.

Nobody demoted you to candidate. You took that title.

FORMAT

One-week intensive | Cohort of 6 maximum | By application
Workshop only, 12 hours over 4 days.

NEXT COHORT

Starts September 21
Workshop Sep 21–24, 11 am – 2 pm EST

The moment you're in.



Still in the role

What's next?



Just out

Where to start?



Not yet landed

What's not working?

Whether it was a year ago or 15 years ago, your last move was different. So were you. But you went straight to the same tactics. New résumé, sharper pitch, a calendar full of coffee chats and calls. Volume as a strategy. Motion as proof you're in control.

Weeks in, this has the shape of every treadmill you've stepped off before, except this one doesn't end at a promotion. It just keeps demanding more than any job ever asked of you, until the search is the only thing left in your day.

Who are you beyond the title?

Answer that. The rest of the search is logistics.

Skip that question and the market sends you into spins of editing, one rejection at a time, until you no longer recognize the pitch you started with. Answer it first, and this stops being about any one interview. It's a mindset that goes the distance: showing up as a leader every time, and keeping your morale intact through however many times it takes. That posture can't be rehearsed or faked. It has to be rebuilt.

That is what Spark does.

Why this works when the rest hasn't.

Identity

The self we operate from

Mindset

The stories we tell ourselves

Strategy

The plans we create and execute

Skillset

The capabilities, techniques and tools we learn

A stalled search is almost always being worked at the bottom of this model. Better résumé, sharper LinkedIn profile, more outreach to lower level roles: skillset repairs for an identity problem. The layers above remain untouched, and everything built on them keeps sliding.

Spark works top-down. Identity and mindset first. Everything else follows.

WHAT YOU'LL LEAVE WITH

- A leadership narrative built on the impact you're proud of.
- The capacity to absorb uncertainty and disappointment without losing yourself.
- Leading interviews to find out if they're right for you, not the other way around.
- The ease to talk about yourself, no apology, no false modesty.
- A network that moves for you without you even asking.
- Structuring the search so it doesn't take over your life.

One intensive week.

The workshop Sep 21–24 | 11 am – 2 pm EST | 12 hours over 4 days

DAY 1

Identity

Who you are beyond the title. Story mining: journey, successes, gifts, struggles.

DAY 2

Mindset

The stories you tell yourself and traps of the candidate mindset.

DAY 3

Skillset

Lead interviews like a peer who is the solution to their problem.

DAY 4

Strategy

Networking and positioning. The long game.

Six leaders, selected by application. No spectators. You get coached in front of peers, you coach them back, and you leave with the work already done, not scheduled for later. The work happens live, or it doesn't happen.

TESTIMONIALS

“Throughout my career, I've participated in many executive development programs, but Spark stands apart, not simply because of the quality of its content, but because of the experience Valerie Derome creates for every participant.”

Business Strategy Leader, Healthcare | Miami

“What I especially loved was that it wasn't just theory. We had the opportunity to practice, apply the concepts to our own situations, and get live feedback from both Valerie and the group through role-playing exercises.”

VP of Operations, Technology | Miami

“Beyond helping me secure a new opportunity, it changed the way I think about leadership and the impact we can have on others.”

Business Strategy Leader, Healthcare | Miami

INVESTMENT

\$3,900

\$3,400 for the first two seats confirmed

Payment plans available.

The next step is a conversation.

Enrollment starts with a discovery call. Thirty minutes, no script. We talk about where you are, and whether this cohort will work: for you, and for the five other people in it.

[Book your discovery call](#)