

# PIVOTING WITH PURPOSE

## A Fresh Framework for Finding Work You Love

**After more than a decade in Fortune 100 Human Resources, Melisa Meral realized we don't just need help finding jobs — we need help finding alignment. She helps mid-career professionals to stop settling for “just a job” and start pursuing meaningful, fulfilling work that reflects who they truly are.**

- Learn about our current economic job sector situation and see why NOW is the time to pivot with purpose so that you can have success in your job search
- Get expert tips from an HR professional with over a decade of experience at Fortune 100 companies
- Understand current hiring manager pain points + get tips on how to rise above the noise
- Get an in-depth look at how to optimize your LinkedIn profile
- Take a look at how you can clean up your digital footprint for recruiters + hiring managers
- Learn why relationships will always win over the dreaded ATS
- Participants will be entered to win a free copy of Melisa's best-selling book, *Pivoting with Purpose: The Hamster Wheel, the Rat Race, and Other Career Myths Holding You Back*. 1 book will be given away per session.
- Gain expert insights from a Fortune 100 HR professional with over a decade of experience helping individuals find meaningful work.
- Learn how to navigate today's evolving job market and discover why now is the perfect time to pivot with purpose.
- Understand current hiring manager pain points — and learn how to rise above the noise in a competitive job landscape.
- Get actionable strategies to optimize your LinkedIn profile and clean up your digital footprint for recruiters and hiring managers.
- Find out why relationships always outperform the dreaded ATS and how to network with intention.

*Melisa Meral is on a mission to make AI feel human again. She empowers leaders & teams to reduce burnout, elevate engagement, and reclaim their creativity by learning how to partner with technology, not fear it. Melisa seamlessly bridges emotional intelligence and artificial intelligence, guiding audience members to automate what DRAINS and amplify what DRIVES so that they can think, lead, and create at their highest potential.*