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Lida D. Citroen

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YOUR NEXT MISSION

A personal branding guide
for the military-to-civilian
transition

Lida Citroën

Foreword by Dan Goldenberg, The Call of Duty Endowment

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1 of 1 people found the following review helpful. VFW reviewBy CustomerAs the National Director of Programs for the Veterans of Foreign Wars (VFW) I highly encourage any Veteran who is transitioning to request a book. I am excited to be working with Lida and truly helping Veterans. This book has changed how I look at the Transition process and look forward to the future. I am not a book reader and couldn't put this book down when I started.Lynn W. Rolf IIIPrograms DirectorVeterans of Foreign Wars of the United States406 W 34th Street, Kansas City, Missouri 64111o:816.968.1116 C: 816-730-21450 of 0 people found the following review helpful. Five StarsBy WhisperGreat book for military personnel transitioning into civilian jobs0 of 0 people found the following review helpful. Required reading for Transitioning VeteransBy J. L. Words cannot describe how helpful this book is - for veterans and civilians alike! Lisa is gifted at breaking down complex marketing ideas (branding is a huge industry for a reason!) into approachable, easy to understand AND implement action steps. She explains why a veteran should work through his/her personal brand and then walks you through step-by-step. I've had multiple breakthroughs while working through this book and am excited to encourage others to not only read it, but study it as they transition. So grateful for Lida's contributions to our transitioning veteran community by sharing her knowledge in our terms. I can see the years of study and relationship building she put into this effort and it is clearly a passion project for her that our community will benefit from for years to come!

Your Next Mission: A personal branding guide for the military-to-civilian transition, is a powerful new employment resource available for the millions of veterans currently or soon-to-be transitioned into the civilian sector. This book specifically addresses the gap in current tools available for the military-to-civilian transition challenge by providing a clear, compassionate, and compelling guide to building a unique personal brand, evaluating career options based on individual values, and providing clarity in the job search process for veterans. With interviews from key executives from Americas leading companies, transitioned veterans and veteran advocates, Your Next Mission provides insight, tools, confidence, and competitive advantage for the veterans next chapter in their lives. Author Lida Citron offers numerous exercises, examples and scenarios for veterans to learn to promote their value on social networking; through in person networking, image and body language; and in the development of their core messages, including their elevator pitch.