



# Course Contents

Veteran's Career Accelerator Programme (VCAP)

# Welcome



## A New Approach to Career Development

The VCAP will help you navigate your way through the modern recruitment process. Make no mistake, recruitment is competitive and only the winner lands the job!

So far, you will have built a successful career defined by loyalty, passion, and drive - often serving just one or two employers. In the commercial world, however, you will be competing with other successful executives who may well have successfully navigated through several recruitment processes as they, over time, change organisations to ascend the commercial leadership ladder.

Over six modules, we'll guide you through how recruiters think, develop a razor-sharp vision of the right role for you and then develop the assets that will help you stand out as the candidate of choice for that job

As a service leaver myself, I've experienced VCAP's impact first hand. This programme is more than just finding a new job - it's about building confidence in an unfamiliar environment and taking a strategic, pro-active approach to continued career progression, albeit in a different arena.

With VCAP, you're not alone in this journey. We're here to support, guide, and challenge you every step of the way.

Let's get started and take the first step toward your dream career!

Ed Borrett  
Ed Borrett

J. Scott Shearer  
John Scott Shearer

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Bo Bronserud

# Background

## Your Path to Success

VCAP was born from a frustration we've seen time and again in recruitment: too many talented individuals are held back by poor preparation, lack of self-awareness, and unfamiliarity with modern recruitment processes. We often meet professionals with impressive careers that "just unfolded", without a real initial vision or strategy of where they wanted to end up? That applies to us too! Often, they can explain what tasks they liked/disliked but, interestingly, they often struggle to define what their dream job looks like!

As we always say, "If you don't know where you're going, you'll never get there."

With years of recruitment expertise, we created VCAP to help clarify career direction and what routes to take to get there. This comprehensive programme helps ambitious service leavers and veterans develop a clear vision of their goals, craft compelling application materials, and master strategies to stand out in today's competitive job market.

Across six modules, we guide you in creating impactful CVs and cover letters, developing structured personal branding tools, and recording innovative video introductions. You'll learn to think like a recruiter and present yourself as a confident, compelling candidate, with insights into networking, LinkedIn optimization, and interview preparation, VCAP equips you with everything needed to land your dream job.

To our knowledge no other programme offers the same level of personalised guidance, emotional intelligence training, and real-world recruitment insight. Best of all, our results speak for themselves.







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# Mission

To redefine the way service leavers and veterans approach the recruitment process by offering a unique comprehensive programme that combines insider knowledge, innovative tools, and personalised coaching. Our mission is to prepare candidates for the competitive hiring landscape by building their confidence, refining their brand, and helping them stand out from the crowd.

# Vision

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Empowering ambitious service leavers and veterans to take control of their careers, build their personal brands, and secure the jobs they've always dreamed of - by turning them into recruitment-savvy, emotionally intelligent, and confident candidates.



In summary,  
**a proven 3-Part, 6-Module Programme**

**1**

Getting to know you,  
and helping you get to  
know your commercial  
self.

**Module 1**

**Self Awareness**

this is me – behavioural profiling

**Module 2**

**Self Awareness**

what commercial environment  
am I best suited to?

**2**

Identifying your dream  
job.

**Module 3**

**My Ideal New Role**

what does it look like?

**3**

Positioning you as the  
ideal candidate for your  
dream job.

**Module 4**

**My Competitive Advantage**

what is it in the job market?

**Module 5**

**Becoming the Candidate of Choice**

how do I stand out from the crowd?

**Module 6**

**Time to Land the Job**

Bringing everything together