



careerN✓

Knowledge Capital Playbook

What career challenge
are you looking to solve?

A simple, practical starter playbook
to improve your chances of success
in a challenging business landscape



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Why Did We Create This?

Because of what we heard from you!

Key recurring themes:

- The path to leadership success is nonlinear and difficult to navigate
- Canadians are facing structural career challenges (layoffs, economic uncertainty, AI-enabled workplace and remote work challenges etc.)
- You are feeling stuck, uncertain, or anxious about next steps
- Most leaders are navigating career alone, a key problem
- Informal “knowledge capital” is harder to access in today’s environment
- Access to expert insights and key networks compress the learning curve and path to success



“Avoid costly career decision risks!”

This is a simple, practical starter playbook to help you:

- Get unstuck
- Improve clarity about your value and direction
- Reactivate networks, including weak connections
- Regain confidence and build momentum
- Strengthen your decision making and leadership capability
- Facilitate knowledge transfer lost in AI-enabled workplaces and remote work settings
- Reduce career decision risk

It’s not meant to be the full solution — it’s a starter framework aligned with careerNPV’s mission.

It’s basically a mini Bootcamp built from:

- Our brand philosophy
- Proven research
- Behavioural science
- Knowledge management frameworks
- Network science; and
- Coaching ROI studies

The Playbook Is Designed to:

01 Build Daily MicroHabits

Goal: Sustain momentum with minimal effort

Why:

- Behaviour change sticks best with tiny, frequent habits
- Keeps the “learning flywheel” turning

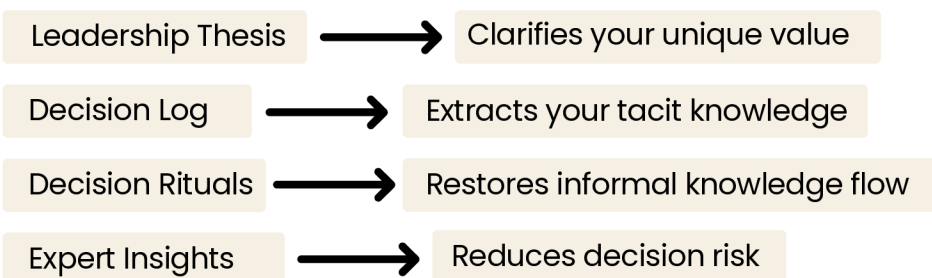
Activities:

- 15-minute reflection
- 1 weak connection (2nd degree) nudge
- 1 win or progress achieved



This is the same mechanism used by great leaders, seasoned executives, and high-performing teams.

02 Introduce you to:



careerNPV's mission is to make these leadership mechanisms accessible to you!

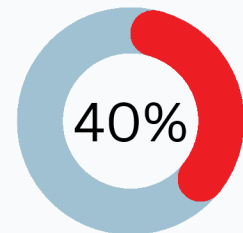
The Workbook is built on insights from our practical experience in Executive Recruitment, as well as, related research on Human Capital and Knowledge Capital, including:

Weak Connection Networking Research:

The massive LinkedIn experiments by MIT/Stanford/Harvard showed that weak connections (2nd degree) are more effective than strong connections for job mobility across companies and industries.

Skills Disruption & AI Impact Research:

WEF and IMF reports show that ~40% of core skills are expected to shift by 2030 and with new skills emerging rapidly. We have incorporated daily micro-habits for reflection and systems improvements because it is proven that continuous microlearning is what builds adaptability.



Remote & AI-enabled Workplaces Research:

Nature Human Behaviour (2021): Microsoft's remote work causal study showed siloed networks, fewer crossfunctional connections, decline in synchronous communication — meaning people lose tacit knowledge transfer (i.e. transfer of “know-how” experience)

To counteract this siloing, the workbook includes:

- “Group Feedback” and “Decision Rituals”
- Advice network maintenance
- Intentional cross team rituals

Knowledge Capital / Tacit Knowledge Models:

Nonaka's SECI Model explains how tacit knowledge becomes explicit via logs, reflection, and shared practice.

To deliberately convert tacit knowledge (“know-how”) to explicit knowledge, the workbook includes:

- A Decision Log
- Writing an operator thesis
- Documenting “unwritten rules”

Executive Coaching ROI Research:

ICF & related studies show coaching improves leadership effectiveness, retention, and measurable performance outcomes. As such, we incorporate **“Expert Insight” sessions**, which are small, focused sessions with industry experts to help accelerate learning.

The Playbook

The plan is structured around four weekly themes + daily micro-habits

01

WEEK 1

Your Narrative

Goal: Increase self awareness + clarify your leadership thesis

Why:

- Leaders make better decisions when they understand their own patterns
- Tacit knowledge becomes explicit via reflection & writing

Activities:

- Decision Log: (3 decisions, logic, outcomes)
- Your Leadership Thesis (your value creation pattern)

03

WEEK 3

Knowledge Transfer Bridgework

Goal: Restore informal knowledge flow lost in AI-enabled workplaces

Why:

- Studies show remote work and AI-enabled workplaces make teams more siloed
- Tacit knowledge transfer requires intentional rituals

Activities:

- Run a Group Feedback session
- Document / share unwritten rules
- Add "decision rituals" to your routine

02

WEEK 2

Network Activation

Goal: Restart the network surface area that creates opportunity

Why:

- Weak connections (2nd degree) open doors
- Career stagnation often stems from an overly narrow or dormant network

Activities:

- Identify 30 x 2nd degree leaders and executives
- 10 x tailored outreach messages
- 5 conversations

04

WEEK 4

Expert Insight

Goal: Inject industry expert guidance to compress your learning curve

Why:

- Coaching improves leadership performance
- A targeted session (not full coaching) can rapidly unblock issues

Activities:

- Two 45 mins sessions with industry experts
- Track pre/post stakeholder sentiment & decision efficiency

Sign Up to get the full Playbook!

careernpv.com



careerNPV To Profile

YOUR MATCHES

The most relevant Door Openers for you

Victoria C. Langston
VP of Strategic Partnerships

Victoria has spent two decades in high-growth tech companies, securing partnerships that have propelled startups to unicorn status. Her ability to connect emerging founders with top-tier investors and Fortune 500 enterprises has resulted in over \$2B in joint ventures and acquisitions.

Book Meeting

Jonathan "J.D." Marks
Chief Business Development Officer

A master dealmaker with 22 years of experience in business development, J.D. has unlocked multi-million-dollar partnerships across various industries. His extensive network spans Fortune executives, venture capitalists, and top government officials.

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Your Name Here
Software Engineer

Your pitch Edit

I'm a cybersecurity professional with a proven track record of leading high-impact projects, including successfully delivering a critical cybersecurity solution for a major financial institution ahead of schedule. This experience honed my technical expertise, leadership abilities, and capacity ... [See More](#)

CareerNPV

Your meetings

David R. Hensley
Meeting on April 12 at 9:00 am

Victoria C. Langston
Meeting on May 26 at 2:00 pm

Choose a Door Opener →

Choose a Career Manager →

Employment history Edit

We noticed that you have been in your position for **less than 2 years**. Typically someone in your role, stays for 3-5 years. Of these, 67% leave for new opportunities and 43% are promoted.

LinkedIn Profile Suggestions >

Undergrad Cost	\$ 50k ↕
Target Salary	\$ 400k ↕
Inflation	2 %
Discount rate	5 %