

PRAISE FOR *SUCCESS AFTER SERVICE*

“Lida Citroën has done it again! *Success After Service* is a must-read for anyone transitioning from a military to a civilian career. Packed with expert advice, unbeatable tools, and exercises that will develop your ‘career search’ muscles and enable you to flex those muscles in your new role. Lida provides everything you’ll need to create and execute your personal plan for success.”

Morag Barrett, author, speaker, CEO of SkyeTeam

“Lida Citroën has provided an essential guidebook for those making the transition from the military. She has compiled an invaluable resource that poses all the right questions, provides valuable exercises, offers very practical advice, and includes insights from those who successfully navigated their own transition. *Success After Service* should be the go-to guide for those taking off their military uniform and looking for their next mission post-service. I have long believed that given the incomparable training and experience of those who have served our country, if we share with them the rules of the post-service game, they will undoubtedly outplay the rest of us every time. Lida just gave them the rule book.”

Maureen Casey, Chief Operating Officer, Institute for Veterans and Military Families at Syracuse University

“Ask any veteran and they’ll tell you they wish they’d had a single transition resource which pulled together a clear and empowering step-by-step roadmap to a rewarding post-military life. Now there is! *Success After Service* is packed with cases studies, examples, and stories from various veteran experiences, and offers practical, inspiring, and realistic systems and tools the reader can use to build and grow a successful career after the military. As a veteran myself, I wish I had this resource available to me during my transition. It would have made my life a lot easier!”

Mike Figliuolo, Managing Director, thoughtLEADERS, LLC, and author of *One Piece of Paper*, *Lead Inside the Box*, and *The Elegant Pitch*

“Transitioning from the military into the civilian world is often challenging for our service members, but in times of economic uncertainty, the transition is considerably more difficult and requires a greater number of resources. Lida Citroën’s book is more important today than ever before.”

Sidney E. Goodfriend, Founder and Chairman, American Corporate Partners

“Lida Citroën has quickly become the go-to authority for personal branding and career transition. Her book is a must-read for anyone transitioning from military to civilian life. She is incredibly skilled at taking a normally complex time of life and breaking it down into chunks that are navigable and easy to win.”

Myron Pincomb, CEO and Board Chairman, International Board of Credentialing and Continuing Education Standards

“Every transitioning service member should add these strategies to their toolkit. After getting off active duty, it took me eight years and four jobs before I was able to find a career path. This book would have helped me find my direction much earlier in my civilian career. Higher education is much more than earning a degree. For a veteran it is an opportunity to practice skills needed to be a successful civilian. The strategies presented by Lida provide a practical pathway to examine and guide your personal transition. The change from military service to veteran can be difficult. Lida provides a practical pathway to examine and guide your transition in order to help you eliminate or more easily overcome challenges.”

Jamie Richards, Director, Veterans Success Center, Purdue University

“Lida Citroën has captured the civilian model of task and purpose in a quintessential toolkit that will resonate with all ranks as they navigate the rough seas of transition.”

James Rodriguez, Former Deputy Assistant Secretary of Defense, The Office of Warrior Care Policy

Success After Service

How to Take Control of Your Job Search
and Career After Military Duty

Lida Citroën



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For Dad

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ABOUT THE AUTHOR

After a 20-year career in corporate America, where she helped build the brands of global companies, service firms, and nonprofit organizations, Lida Citroën launched her firm, LIDA360, LLC, in 2008. She set out to leverage her expertise as a reputation management and brand specialist to help international executives, professionals, and entrepreneurs position themselves more thoughtfully, pivot their reputation to new careers, and repair their image and reputation in complex marketplaces. As a professional speaker, executive consultant, and author, Citroën empowers others to build and manage impactful reputations to drive meaningful influence, inspiration, and impact.

In 2009, Citroën learned of the struggles of military veterans reintegrating into civilian careers, and she committed to help. As she grew her corporate business, Citroën volunteered with national programs, events, initiatives, and organizations where she taught workshops in personal branding, online positioning, and reputation management to transitioning service members and veterans.

Citroën began speaking and coaching onsite at military installations and events across the country. In 2014, she started teaching a monthly course on personal branding and LinkedIn at the United States Air Force Academy and began freelance writing on career transition for Military.com (powered by Monster.com).

In 2015, Citroën published her second book—this one for the military community—*Your Next Mission: A Personal Branding Guide for the Military-to-Civilian Transition*, which also gained attention from the human resource community that struggled to hire, onboard, and retain former military. A civilian with a business background, Citroën's ability to understand, relate to, and advocate for veterans soon had her consulting with, and presenting to, corporations and conferences of human resources professionals. Citroën presented her program, "Creating the Business Case for Hiring Veterans," at national hiring conferences to audiences of human resource professionals. She also

speaks regularly at the Student Veterans of America annual conference and annual leadership events.

In collaboration with LinkedIn Learning, Citroën created numerous instructional courses sharing aspects of personal branding and reputation management. Two of her courses are focused on veterans in transition and the employers who seek to hire them.

Citroën's 2016 TEDx Talk, *The Power of Gratitude and Generosity—Serving Those Who Serve*, continues to be popular with the military community who appreciate her passion for transition resources and highlighting of important issues facing veterans leaving the military. In 2017, Citroën published her third book, *Engaging with Veteran Talent: A Quick and Practical Guide to Sourcing, Hiring, Onboarding, and Developing Veteran Employees*, a resource guide for human resources professionals seeking to hire military veteran job applicants.

Citroën has been featured for her work in media including the *Guardian* (UK), the *New York Post*, *Handelsblatt*, MSNBC, CBN Television, *U.S. News & World Report*, NBC News, *Entrepreneur*, *Military Times*, *CEO Magazine*, and numerous other media, podcasts, and websites.

A graduate of Pomona College in Claremont, California, Citroën is the recipient of several awards for her work and community leadership, including the prestigious Beatrice Montoya Award for her service to the veteran community. She continues to regularly mentor veterans, military spouses, and service members through *Veterati.com*.

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