

# THE Beautiful Exit™ TOOL KIT

*Your Condensed Strategic Bridge from Corporate Surviving to Entrepreneurial Thriving*

An Extension of The Beautiful Exit™ Workbook · [jrayanicole.com](http://jrayanicole.com)

*"Clarity without action is just awareness.  
The Beautiful Exit™ begins when you decide to move."*

— Jraya Nicole

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- ◆ Corporate Currency™ Positioning Guide

*This toolkit is an exclusive companion to The Beautiful Exit™ Workbook. It is not available for public sale.*

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## MEET YOUR STRATEGIC GUIDE



### Jraya Nicole

**Chief Exit Officer (CEO)**

Founder of Corporate to Calling™

Curator of The Beautiful Exit™

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*Forbes-Featured · Fortune 50 Top 1% Performer · Doctoral Candidate, Strategic Leadership*

Jraya Nicole is a Corporate Exit Strategist who has lived both sides of this transition — and mastered both. She is the founder of Corporate to Calling™ and the curator of The Beautiful Exit™ methodology, a structured framework for leaving corporate with clarity, strategy, and leverage.

After navigating two corporate layoffs — including closing a multi-million dollar logistics contract during COVID and exiting a US Fortune 50 company — Jraya made the decision not to go back into that system. She returned to her first love: full-time entrepreneurship. She didn't start over. She repositioned.

Today she leads Choice Destinations Global LLC — a dual-brand ecosystem serving both the individual professional and the organizations they leave. She is the author of *Choice Destinations* and *The Beautiful Exit™ Workbook*, a Forbes-featured expert, and a Doctoral Candidate in Strategic Leadership (DSL, c/o 2027).

**"You don't need permission to pivot. You need a plan."**

— Jraya Nicole, Founder of Choice Destinations Global

PHASE 1

# DIAGNOSTIC

*"See Clearly Before You Move"*

**Awareness · Urgency · Emotional Buy-In**

◆ Exit Readiness Scorecard

◆ Corporate Currency™ Inventory

◆ Financial Runway™ Calculator

# Exit Readiness Scorecard

Rate yourself honestly from 1–5 · 1 = Not Ready · 3 = In Progress · 5 = Fully Ready

This is not a performance review. It is a roadmap assessment — eight categories that show you where you're strong, where you're exposed, and whether you're ready to design a timeline or whether you need to strengthen your foundation first. *Notice where you hesitate. That hesitation is your information.*

| Identity Clarity      | Outside of your job title, do you know what you're known for? If someone asked 'what does she do?' and you weren't there — what would they say?       |  |  |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Purpose Alignment     | Does your next move match what YOU want right now — not what looks good on paper, not what makes sense to other people?                               |  |  |
| Financial Readiness   | If your paycheck stopped today, how long could you keep your life running? One month? Three months? A year?                                           |  |  |
| Strategic Direction   | Do you have a clear picture of what you're building and how to take the first step? Not a dream — an actual plan.                                     |  |  |
| Support System        | Are the people guiding you people who have already done what you're trying to do? Or are you taking advice from people who have never made this move? |  |  |
| Reputation Management | If someone searched your name right now, would they see where you're going — or only where you've been?                                               |  |  |
| Authority Positioning | Do people see you as someone they would pay, hire, or trust as an expert — outside of the company you work for?                                       |  |  |
| Peace of Mind         | When you think about your next move, do you feel calm and clear? Or stuck, scattered, and unsure where to start?                                      |  |  |

|             |            |
|-------------|------------|
| TOTAL SCORE | _____ / 40 |
|-------------|------------|

|          |                                                                                                     |
|----------|-----------------------------------------------------------------------------------------------------|
| 32–40    | Ready to design your exit timeline. The foundation is there. Now it's about sequencing.             |
| 24–31    | You're close. Focus on your 2–3 lowest areas. Don't try to fix everything at once.                  |
| 16–23    | Pick one area to master before setting an exit date. One thing done well beats five things started. |
| Below 16 | Stay in the process. Building right now beats rushing and rebuilding later.                         |

*Your score is not a verdict. It's a starting point. Your score now becomes your floor — because it's up from here.*

# Corporate Currency™ Inventory

*Your corporate experience isn't baggage. It's your startup capital. Inventory your assets below.*

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Everything you've built in your corporate career — your skills, your results, your relationships, your reputation, your credibility — all of it belongs to you. Not to your employer. Not to your title. Not to your industry. **To you.** This inventory helps you see it clearly.

## High-Value Skills

*What are you exceptionally good at — skills that would be valuable outside of your current employer?*

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## Experience Equity

*What complex problems have you solved repeatedly? What processes have you built, led, or transformed?*

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## Measurable Results

*What metrics, revenue, savings, or outcomes have you driven? Think in numbers where possible.*

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## Relationship Capital

*Who trusts your expertise and would refer, hire, or collaborate with you outside of your current role?*

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## Reputation Assets

*What are you known for? What do colleagues, clients, or leaders say about you when you're not in the room?*

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**Corporate Currency™ Insight:**

Review what you wrote above. Circle or star the item that feels most marketable. That is your starting point for positioning. This inventory feeds directly into your Positioning Guide in Phase 3.

# Financial Runway™ Calculator

Runway buys you options. Calculate your strategic timeline before you make any exit moves.

Before you make any exit moves, get clear on two numbers: your survival expenses (what you need to keep the lights on) and your available funds (what you could access if you needed to). Is that number enough to decide from authority — or from pressure?

|                                |                                        |              |
|--------------------------------|----------------------------------------|--------------|
| A. Total Available Funds       | Savings, liquid investments, severance | \$ _____     |
| B. Monthly Essential Expenses  | What you need to keep the lights on    | \$ _____     |
| Your Financial Runway™ (A ÷ B) | Months of strategic freedom            | _____ Months |

What Your Runway Means:

|                     |                                                                                                                                                                          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fewer than 3 months | Every client who ghosts you feels like a crisis. Every slow week starts to feel like proof you made a mistake. You're making survival decisions, not business decisions. |
| 3–6 months          | You have room to begin building. Stay focused on positioning and offer clarity before spending on marketing or tools.                                                    |
| 6–12+ months        | You have room to build from authority, not pressure. When someone tries to lowball your rate, you can say no — with your whole chest.                                    |

"I built my runway while I was still employed. I treated my last corporate paycheck like venture capital — seed money for the business I was already building." — Jraya Nicole

PHASE 2

# STRATEGY

*"Build Before You Leave"*

**Momentum · Identity Shift · Strategic Thinking**

◆ Monday Morning Transition Action Guide

◆ 90-Day Exit Planning Roadmap

# Monday Morning Transition Action Guide

*Focus on low-risk, high-leverage actions you can take while still employed.*

You don't need to do everything. You need to do the right things in the right order. Use this guide each week to stay in deliberate motion. Consistency in small moves beats sporadic big leaps every time.

**Week Of:** \_\_\_\_\_ **My Focus This Week:** \_\_\_\_\_

| <b>Clarity</b>     | Define or refine my core problem/solution statement           | ■ |  |
|--------------------|---------------------------------------------------------------|---|--|
| <b>Clarity</b>     | Identify my target audience with specificity                  | ■ |  |
| <b>Visibility</b>  | Update LinkedIn headline to reflect authority, not just title | ■ |  |
| <b>Visibility</b>  | Post one piece of content that demonstrates my expertise      | ■ |  |
| <b>Networking</b>  | Reconnect with 2 former colleagues or mentors                 | ■ |  |
| <b>Networking</b>  | Engage meaningfully with 3 posts in my target industry        | ■ |  |
| <b>Preparation</b> | Work on one section of my Corporate Currency™ Inventory       | ■ |  |
| <b>Preparation</b> | Review and update my Financial Runway™ calculation            | ■ |  |

# 90-Day Exit Planning Roadmap

*Your sequence for a strategic exit. The order is intentional — don't skip steps.*

Most professionals don't fail at leaving corporate because they're not capable. They fail because they move out of order — trying to launch before they're positioned, speaking before they're clear, leaving before they're ready. This roadmap gives you the sequence.

| MONTH 1 | Foundation                                                                          | <i>Know your assets. Build your runway. Identify your people.</i>   |
|---------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|
|         | ■ Complete your Corporate Currency™ Inventory (Tool 02).                            |                                                                     |
|         | ■ Calculate your Financial Runway™ (Tool 03).                                       |                                                                     |
|         | ■ Define your target audience and the specific problem you solve.                   |                                                                     |
|         | ■ Identify your 2–3 highest-value areas of Corporate Currency™.                     |                                                                     |
|         | <i>My commitment for this phase:</i>                                                |                                                                     |
| MONTH 2 | Positioning                                                                         | <i>Show up before you speak up.</i>                                 |
|         | ■ Optimize your LinkedIn headline and About section for your future, not your past. |                                                                     |
|         | ■ Draft your Authority Positioning Statement (Tool 07).                             |                                                                     |
|         | ■ Begin engaging with industry content and sharing your perspective.                |                                                                     |
|         | ■ Identify 3–5 potential referral partners or collaborators.                        |                                                                     |
|         | <i>My commitment for this phase:</i>                                                |                                                                     |
| MONTH 3 | Expansion                                                                           | <i>The plan was already in motion. This is just the next phase.</i> |
|         | ■ Outline your first service-based offer using your Corporate Currency™.            |                                                                     |
|         | ■ Identify 5 potential beta clients or strategic partners.                          |                                                                     |
|         | ■ Finalize your exit timeline and communication strategy.                           |                                                                     |
|         | ■ Complete your CEO Roadmap and commit to your first action.                        |                                                                     |
|         | <i>My commitment for this phase:</i>                                                |                                                                     |

*"For some of you, this plays out over 12 to 18 months. For others, this window is 90 days. The sequence is the same either way." — Jraya Nicole*

# MOVEMENT

*"Position Yourself Before the Pivot"*

**Authority · Visibility · Modern Relevance**

◆ AI Prompt Packet for Your Beautiful Exit™

◆ Corporate Currency™ Positioning Guide

# AI Prompt Packet for Your Beautiful Exit™

Use these prompts with Claude.ai or ChatGPT to accelerate your transition — while you're still employed.

AI has changed the barrier to entry. These prompts are designed specifically for the accomplished corporate professional who is ready to translate years of expertise into entrepreneurial authority. Copy each prompt, fill in the brackets with your details, and paste it directly into Claude.ai or ChatGPT.

## 01 • BEAUTIFUL EXIT CLARITY PROMPTS

Help you process what you're leaving, why, and what you're actually moving toward.

"Based on my background in [Industry/Role], my skills in [Skill 1, Skill 2], my core values of [Value 1, Value 2], and my current career dissatisfaction with [Pain Point], help me identify what kind of professional transition I may be preparing for. Ask me 3 clarifying questions before giving recommendations."

## 02 • CORPORATE CURRENCY™ TRANSLATION PROMPTS

Turn your inventory into market-ready opportunities.

"Review the skills, experiences, results, and relationship capital I listed below: [Insert your Corporate Currency™ Inventory]. Help me identify 3–5 areas of Corporate Currency™ that could be repositioned into consulting, coaching, advisory, speaking, training, or service-based business opportunities."

## 03 • BUILD YOUR OPPORTUNITY TO OFFER PROMPTS

Turn your Corporate Currency™ into specific, sellable service offers.

"Based on my Corporate Currency™ in [Area of Expertise], suggest 5 potential service-based offers I could create for [Specific Target Audience]. For each offer, include: the specific problem it solves, who exactly it serves, the transformation it delivers, and why my corporate background gives me credibility to deliver it."

## 04 • 90-DAY MOVES THAT MATTER PROMPTS

Connect your roadmap to a weekly action plan you can execute while still employed.

"Help me turn my 90-day exit roadmap into a weekly action plan. My current situation: [Describe where you are]. My goal: [Describe your desired outcome]. I have [Number] hours per week to dedicate to this. Prioritize low-risk actions I can take while still employed, including visibility, networking, offer clarity, and income preparation."

## 05 • POSITIONED WITH PURPOSE PROMPTS

Build your Authority Foundation Statement and capability messaging.

"Using the details below, help me write a clear, compelling positioning statement that explains who I help, what problem I solve, what transformation I create, and why my experience gives me authority. Make it sound authoritative, premium, and direct — not corporate-resume language. Target Audience: [Your audience] Problem I Solve: [The problem] Transformation I Create: [The outcome] My Background: [Your relevant experience]"

# Corporate Currency™ Positioning Guide

*Transform 'What I used to do' into 'What I'm uniquely qualified to deliver.'*

Your resume tells a corporate story. It cannot sell an entrepreneurial one. The language is different, the proof points are different, and the buyer is completely different. You're not starting over — but you are repositioning. Use this guide to build your Authority Foundation Statement.

## THE POSITIONING FORMULA

I help **[Target Audience]** solve **[Specific Problem]** so they can achieve **[Desired Transformation]**.  
My **[Years]** of experience in **[Corporate Background / Skill]** gives me the unique ability to **[Your Unique Advantage]**.

## YOUR DRAFT POSITIONING STATEMENT

|                                |                                                                                                        |
|--------------------------------|--------------------------------------------------------------------------------------------------------|
| I help                         | <i>(Target Audience — be specific: e.g., 'mid-career women in supply chain')</i>                       |
| solve                          | <i>(The specific problem — e.g., 'the gap between corporate expertise and entrepreneurial income')</i> |
| so they can achieve            | <i>(The transformation — e.g., 'a profitable, purpose-led business before they leave their 9–5')</i>   |
| My ____ years of experience in | <i>(Corporate background — e.g., 'Fortune 50 operations leadership')</i>                               |
| gives me the unique ability to | <i>(Your unique advantage — e.g., 'translate institutional knowledge into market-ready offers')</i>    |

## YOUR FINAL STATEMENT (Write it out in full):

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*"When I could finally answer that question without referencing a company name or a job title — clear, and confident — that answer became the foundation of everything I built after corporate." — Jraya Nicole*

## CLOSING AFFIRMATIONS FOR THE BEAUTIFUL EXIT™

Read these when the tension of transition feels heavy. Say them out loud. Mean them. The transition you're making is not just a career change. It is a strategic repositioning of everything you've already built.

*"My corporate experience is not baggage. It is my startup capital."*

*"I am not burning bridges. I am building a strategic bridge to my next chapter."*

*"My authority was never theirs to give — and it is not theirs to take away."*

*"I am trading institutional credibility for my own entrepreneurial identity."*

*"I have the privilege of planning, and I choose to move with strategy, not desperation."*

*"I am not starting over. I am repositioning everything I have already built."*

*"I am ready to step out of corporate surviving and into purpose-led thriving."*

*"My legacy is not behind me. It is what I am building right now."*

## READY TO GO DEEPER?

This Tool Kit gave you the diagnostic, the strategy, and the positioning foundation. The next step is implementation — with expert guidance, a peer cohort, and a structured plan built around your situation.

### THE CAPE™ BRIDGE ACCELERATOR

*Career Advancement & Positioning Experience*

A 5-week implementation cohort that turns your corporate track record into a profitable, purpose-led business foundation — **before you leave your 9–5.**

- ◆ Profitable Purpose-Led Positioning
- ◆ Social Authority Platform
- ◆ CEO Roadmap — Your 90-Day Execution Plan
- ◆ ExitSmart AI Advantage™ — AI-powered exit strategy stack

**No reckless leaps. No burning bridges. No starting from scratch.**

Limited to 12 participants per cohort.

**[jrayanicole.com/cape](https://jrayanicole.com/cape)**

**"Move through this workbook independently — or with coaching, group study, or the CAPE™ program for guided support. Learn more or apply at [www.jrayanicole.com/cape](https://www.jrayanicole.com/cape)"**

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