



We Look Forward to Navigating With You
To Your Next Success!

CURRENT - RELEVANT - CREDIBLE

BLUE WATER ADVISORS

Exceeding the Needs of our Growing Membership

BLUE WATER DIGITAL BEST PRACTICES USER GUIDE



BLUE WATER ADVISORS — HISTORY & MISSION

Blue Water Advisors (BWA) was founded in 2020 by former senior Naval Officers to address the shortfalls we noted during our personal experiences in transition. Many of the legacy, institutionalized programs that we experienced have been failing to meet the needs of our elite senior leaders for years. Our membership represents the largest underserved demographic within the DoD's transition process, and as such, is typically the recipient of dated or mis-leveled information. Blue Water Advisors was established to address these gaps – specifically, gaps in the currency of the information being provided, the relevancy of the information being provided, and the credibility by which the information is being conveyed. We have the highest regard for our membership. While they represent an elite group, we have never translated their needs as “needs no help”. Like most who have dedicated large sums of their lives in service, the need for currency, relevancy, and credibility throughout their career progression is paramount as they navigate to their next success.

Our mission at BWA is to leverage our experiences, successes, and insight in support of our membership. We also want to establish enduring relationships with our members as we grow an ever-expanding network. Preserving keen insights and sustaining controlled growth is key to ensuring the success of all our Blue Water members. We also want to preserve those keen insights experienced by our members throughout their career progression. Those current, relevant, and credible insights provided in the form of a pass down (Landing Reports). These experiences that all our members are seeing first-hand as they navigate to their next success are vitally important to preserve. All of this is to expedite and sustain the success of our current and future members. Finally, one of the most important attributes of what we are building here at Blue Water is to partner with professionals (partnering professionals) and businesses (corporate partners) to make the overall member experience more current, relevant, and credible. At Blue Water, we are staunch believers that our membership will benefit from these types of relationships.

Requesting access and joining the Blue Water team means that you fundamentally agree to being a willing participant in the BWA network. Keen insights obtained from prior members will serve you in your career progression just as the insights that you provide will serve future members. There is little doubt that together we can all make a difference and build a more efficient and effective career progression experience. Welcome aboard!

You can hear our story here: [BWA Story](#)

EXCEEDING YOUR NEEDS — BLUEWATER DIGITAL

For the past five years, Blue Water has been dedicated to delivering in-person career progression cohorts to a steadily growing membership. As we continue to expand and refine the content and methodologies that support our members, Blue Water Advisors is proud to introduce our premier online networking platform—Blue Water Digital. As an attendee of a Blue Water in-person cohort, you are invited to register for Blue Water Digital as part of your cohort experience, extending the value of the relationships and insights developed during your time with the program.

Building Connections Across Membership: Blue Water Digital was designed to strengthen connections across our entire membership. In the past, engagement naturally centered within individual in-person cohorts—creating strong relationships within each group but limiting visibility across the broader Blue Water network. As our membership has grown to include hundreds of senior leaders, it became clear that a platform was needed to connect these leaders beyond their individual cohort experience. Blue Water Digital provides that bridge—delivering access to members, cohorts, landing reports, companies, and other valuable resources designed to support your continued career progression.

Your Membership and Access: You are receiving this guide because you attended a Blue Water Advisors in-person cohort and are now eligible to activate your Blue Water Digital account. This guide is designed to help you take full advantage of the platform and to highlight best practices that will maximize the value of your Blue Water Digital experience.

A Community Committed to Your Success: By joining Blue Water Digital, you are stepping into a trusted network of senior leaders who share your commitment to growth, transition, and career success. This community thrives on collaboration, shared insights, and the collective strength of its members. Whether you are exploring new opportunities, seeking guidance, or sharing your own expertise, Blue Water Digital serves as a powerful resource to help you stay connected to the broader Blue Water community. Together, we are building more than a platform—we are cultivating a network designed to help every member continue their next chapter of success.

Welcome Aboard!

USING BWDIGITAL - BEST PRACTICES

Before exploring the full features of Blue Water Digital, users have strongly recommended that you review the best practices outlined below first. Developing an understanding of BWA's history and our approach to career progression will provide invaluable context, enabling you to apply our recommended practices more effectively. This preparation will also streamline your engagement with the platform and ensure a more productive connection with our team as you pursue your next success. You will access most of these tasks through the "Stay Informed" tab on Blue Water Digital.

Step #1. Review Recorded Cohort Messages: First and foremost, make time now to review Blue Water's recorded cohort messages in their entirety. Ensuring you have a firm understanding of the Blue Water approach to career progression will go a long way as you navigate to your next success. To do this, you'll access the "Stay Informed" tab on Blue Water Digital, then navigate to the "BWA YouTube Channel" section where you will be able to access each individual lesson below.

-**Expectations & Mindset:** Important first message as it begins to set the stage for members on what to expect as they step into their own career progression.

-**Career Progression Design:** Really the first procedural discussion as you pursue your next success and step into your own career progression. Knowing what the "Big Rocks" are in the next phase of your life will become the means in which you measure future "Fit". Don't skip this step. Print the worksheet from our content page on our website and go through this!

-**Market Analysis:** Assessing qualitatively and quantitatively the various opportunities you come across with the basic intent of assessing fit!

-**Targeting Your Resume:** Resume's come in various formats. Here at Blue Water, we espouse targeting your resume to a specific position description. Highly recommend reviewing our resume content, and various resume video tutorials to familiarize yourself with our template, and the various AI tools that can assist you in targeting your resume.

-**Social Media:** More than just a means to connect socially, rather a powerful tool that if used correctly can be used to target your next pursuit! Highly recommend reviewing our video tutorial in how to execute a targeted search on LI. Perhaps the most undervalued approach by all members in networking.

-Preparing for Your Interview / Negotiating Compensation: Be prepared. Prepping for your interview and being ready to have the compensation discussion starts now! DO NOT begin networking in earnest until you know your value and how to navigate the question, “So, what are you looking for in compensation”. This often comes much earlier in your networking conversations than most anticipate, and in many instances, it comes at first contact!

Step #2. Review BWA Content: Once complete or in parallel with reviewing our video messages, we highly recommend you review all our content / articles / video tutorials. This insight is loaded with keen insights secured from the BWA network over several years. You can access this information from the BWDigital “Stay Informed” tab, then by navigating to the BWA content section. **Password is provided for you on BWDigital to gain access.**

Step #3. Schedule 1 on 1 w/ BWA: (Member Resources). Once complete with the above we recommend you reach out to schedule a 1 on 1 with a BWA consultant. You can do this by navigating to the “Stay Informed” tab, then selecting “Member Resources” section where you will be able to learn more about some of our consultants and then to schedule some 1 on 1 time to discuss your career progression specifically as well as to review Blue Water Digital.

Step #4. Review The Rest of Blue Water Digital: Once complete with your 1 on 1 you should be armed with a better understanding of how to leverage the information residing within Blue Water Digital.

-Stay Informed Tab: Highly recommend reviewing every section on this tab. There are several gems embedded here that are sure to bring value to your career progression. Don’t skip the opportunity to do a deep dive here fully tapping into the value of what we have by design placed here for you.

-Members: Here you will find a list of all Blue Water members. It can be useful to sort this information by rank, service, community, etc.... to better align with you. Often members find it useful to see what other similar backgrounded members pursue. While not defining to your pursuit, it can nonetheless help. Additionally, it can provide a meaningful list of networking connections to reach out to discuss their keen insights surrounding their success. You can connect with them on the members tab.

-Cohorts: Here you will find a list of all completed cohorts. You can not only access members who attended the specific cohort but also will have access to the cohort connection document depicting the lunch round table guests as well as any other attending special guests to that cohort. We also place the current quarterly newsletter in effect at the time of the cohort for your review as required.

All these POC's depicted in these sources are part of your network!

-Companies: This breakout depicts the companies that members have landed with. You'll not only be able to see the member who landed there but also will be able to access some basic information on the company that may be helpful in doing your qualitative and quantitative deep dive. Likely not 100% complete, but most definitely a way to get up to speed quickly.

-Landing Reports: Landing reports are filled with keen insights amassed by our members who have arrived at their targeted company or pursuit. They are 100% authored & owned by the member submitting the document. BWA is merely the custodian of this insight. As such, whenever access is requested, we always connect the requestor with the author, as who better to provide the voice over in review than the author. In execution, members will be able to see landing reports in the system, however must "request access" from Blue Water before being able to view. This is BWA's promise to all who submit a landing report that we work hard to keep your insight secure and only accessible to members who request access and who are connected with you, the author. Access for the requestor is also normally granted only for a few days. Authors of the landing report always have access to their authored landing report for edits / updates, etc.

In use, we STRONGLY recommend members avoid starting by just jumping in without first "designing their career progression" and completing their "market analysis". Narrowing your search to well thought out pursuits assessed to be good fits is key to your success and is a best practice noted by countless users.

THANK YOU — NAVIGATING WITH YOU TO YOUR NEXT SUCCESS!

Once again, at the heart of Blue Water's mission is the success of our members and supporting them as they pursue their next success. Securing an enduring relationship that guarantees their success is fundamentally important to us. As your enduring partner, Blue Water offers much more than just a transactional engagement. We are aligned with our members, before, during and after their career progression, to include support for them as they land, onboard, and ramp in the pursuit of raising the bar and delivering results for countless companies. We have that expertise and in offering the current, relevant, and credible insight to our members provides a member who onboards & ramps quicker, delivers results sooner, and most importantly is the right fit resulting in a longer stay and lower turnover rates. Together we can build a more efficient and effective means to transition. We look forward to exceeding the needs of all our members!

Warm Regards,

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