

Peak Road Press releases SIGNAL Career-Positioning System to help capable professionals get noticed

Melissa L. Fisher's new book helps professionals connect their experience to market demand, prove their value and build better career options.

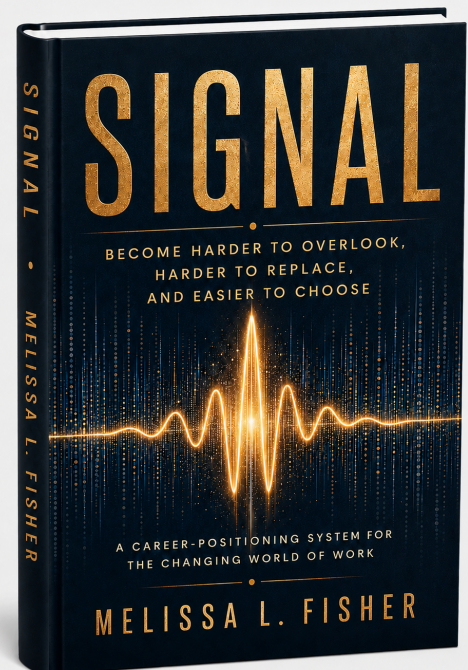
DETROIT, MI, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- [Peak Road Press](#) announced the publication of [SIGNAL](#), Melissa L. Fisher's career-positioning book addressing a frustrating professional reality: strong experience can be overlooked when its value is difficult to see.

SIGNAL: Become Harder to Overlook. Harder to Replace and Easier to Choose gives readers a system for connecting their capabilities to organizational needs, documenting their contributions and making a clear case for why they should be hired, promoted or retained. Fisher, CEO of Careerz Group, draws on the experience of nearly 100 career coaches working with thousands of clients.

SIGNAL applies to professionals pursuing a new employer or career direction, as well as those seeking greater responsibility or a stronger position within their current organization. As AI changes how work gets done, the book helps readers assess where their capabilities remain valuable, where they need to adapt and how to demonstrate their contribution to the organization's future.

"SIGNAL helps reader decide what their professional story should communicate in the language that employers and managers value," Fisher said.

Making experience easier to evaluate



SIGNAL: Become Harder to Overlook, Harder to Replace, and Easier to Choose, a career-positioning system for the changing world of work is now available.

Readers learn to explain the problems they can solve, support their claims with accomplishments and focus on opportunities where that evidence is relevant. The approach applies to resumes and professional profiles, networking, interviews, negotiation and offer decisions.

For a professional changing industries, that means identifying which capabilities transfer and showing where they have produced useful results. For someone seeking a promotion, this means connecting past contributions to the responsibilities they want to take on. In both cases, the reader builds a case that another person can clearly connect value to and assess quickly.

The six-part S.I.G.N.A.L. framework

organizes the process: See the market clearly, Identify your value, Gather proof, Navigate toward demand, Amplify your visibility and Leave yourself options. Worked examples, before-and-after positioning samples and practical tools help readers apply the ideas to their own experience.

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Melissa L. Fisher

SIGNAL also encourages professionals to develop career options while employed, when they have time to explore demand, build relationships and address gaps before they need to make a move. The book additionally addresses the role of AI in career preparation, with an emphasis on the judgment and evidence professionals bring to the process.

“A better prompt cannot rescue weak positioning,” Fisher said. “If you do not know what makes you valuable or where that value is needed, AI may simply help you

communicate the wrong thing more efficiently.”

Questions SIGNAL addresses

- Who is SIGNAL for? SIGNAL supports professionals facing stalled advancement, a layoff, an industry change or a return to work, as well as those preparing for future opportunities.



Peak Road Press Publishes new series: SIGNAL
Career-Positioning System by Melissa L. Fisher

- What does career positioning involve? Career positioning connects what a professional can deliver, the evidence supporting it and the needs of the people deciding their next opportunity.
- Does SIGNAL apply beyond a job search? SIGNAL also helps readers prepare for internal advancement, communicate their contributions and build professional relationships while employed.

SIGNAL is available now through Peak Road Press, the Amazon publishing network. A companion SIGNAL Workbook, will be sold separately and will provide guided exercises, a 90-day action plan and 12 AI prompts for applying the system.

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Melissa L. Fisher, CEO of Careerz Group and author of SIGNAL: Become Harder to Overlook, Harder to Replace, and Easier to Choose, a career-positioning system for the changing world of work.

This press release can be viewed online at: <https://www.einpresswire.com/article/940669653>

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