Linda Cattelan

CAREER ACCELERATION

Transcript – Confident Career Planning - Linda Cattelan

Hello! And Welcome to Confident Career Planning: Accelerating Your Next Big Move!

If your career is stuck in neutral, or you feel bored, unfulfilled or just plain frustrated at work or you would like to take control of your career right now (and stop waiting for things to change or get better) and simply don't know how?

You've come to the right place; my name is Linda Cattelan and I'm an Executive & Career Acceleration Coach and the president of Results Catalyst Inc. You can check us out online at http://lindacattelan.com and today I'm speaking on the very important topic of:

(Slide #2) Confident Career Planning: ….

My goal for this training is to give you everything you need to create your confident career plan.

My commitment is that you will:

1. Know the 4 key pillars of a confident career plan and how to apply them to your particular situation
2. Assess yourself against 14 elements to help accelerate your career so you know where to spend time developing your career plan
3. Be clear on the specific next steps to take to get you unstuck and get you moving forward fast
4. Identify the top strategies for planning your next career move with confidence
5. Have the confidence to go for it in your career

Here's what to expect on today's training.

- The training will be approximately 80 minutes.
- I encourage you to stay on right to the end to ensure you get the most out it. (Of course, you can pause along the way and come back at any time).
- Have the Career Planning checklist handy. (tell where to download if they don't have it)

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- Book time in your calendar right now to work on your career plan while it's fresh on your mind. Don't let it fall to the bottom of your to do list. (I recommend setting aside an hour or so)

(Slide #3) In addition, to really get the most out of this training….

- I strongly encourage you to take notes. I share a lot of great tips and you'll want to write down the ones that truly resonate with you
- I also encourage you to focus on the training only. I know it's tempting to multi-task as we are all so busy. Even if you have the best intentions you will miss important pieces of information if you are doing more than just listening to this training. So please no multi-tasking.
- 80% of success is simply showing up.
- Do commit to taking action.

(Slide #4) Now before I dig right into today's topic – let me share with you my personal story…

15 years ago, I was a highly stressed executive in the banking industry. I was quite out of balance, some would even have described me as a workaholic, and I was bored with my career, stressed with all the balls I was juggling. I kept asking myself: "is this as good as it gets?"

I was looking for ways to de-stress and –truthfully--I was looking for a way out of what I was doing. I wanted something else but I didn't know what I wanted nor did I know how to move from where I was to that something else. So, for 3 years I went on a personal quest to figure out the next chapter in my career and quite frankly the next chapter of my life. Now the reason it took me 3 years is because I didn't have a career plan or support to help me figure out all the things I needed to sort out. I really thought I could figure things out on my own. After all – I had tons of business experience, I had an MBA – how hard could this be? I fumbled around on my own for far too long. (But I learned some really valuable things along the way and can't wait to share some of that with you)

Looking back, I would have reached my goal much quicker and easier had I taken the time to create a career plan and get some support in making it happen. I did a lot of things by trial and error – going down one road, spending time and money and then figuring out it wasn't for me.

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For example, I took a lot of useless and sometimes expensive self-help courses, hoping they would help uncover what I wanted to do in the next stage of my life. I also visited a number of psychics and astrologers, as if they had a crystal ball to help me uncover what I needed to do next on my path.

Luckily, I did do some things right and eventually did end up with a good coach who helped me get the clarity I needed. Together we developed a solid career plan and over time as that plan got executed, I developed the confidence I needed to leave the bank and start my own business as a coach.

This year I celebrated 15 years as a professional coach. Over the course of the past 15 years, I've coached and helped hundreds and hundreds of working professionals from managers, to directors to c-suite executives and entrepreneurs with similar challenges to what I experienced. I've been where you are, and sometimes it can feel overwhelming, confusing and even frustrating to not know what to do. And I'm here to tell you that there is a way to get clear about what you want to do and to move forward easily and with great confidence.

"So, let's get started":

(Slide #5) Why does career planning seem so difficult even for smart, educated, successful women and men?

1. Firstly: The workplace context has changed dramatically over the past 5-10 years.
    - Economies and markets are extremely volatile.
    - There is a great degree of political instability.
    - We are much more affected by global events. The events that happen out there – affect us right here at home.
    - Business planning cycles are getting shorter and shorter. Companies used to plan 5-10 years out. There is so much change within that period that most business plans are rolling 1-3-year plans.
    - The result – there is virtually no job security anymore
2. The second reason career planning seems so difficult is you may be operating on outdated expectations.
    - The 30-year career as we know it, is gone
    - The belief that if you work hard, you will be rewarded is not necessarily true

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- Your knowledge as an expert doesn't carry the same weight as it once did
- Career advancement today looks very different; most careers are going sideways vs up; organizations are flattening. There is less hierarchy, less 'upward' movement. more matrix management structures.
- For some of you, you've been busy doing your work. Not learning the new ways to navigate this environment. You don't always have the skills or clarity to shift with it.
- And then there is the role of technology – and I don't need to tell you the impact that technology has had on the workplace and the roles within it.

3. The third reason career planning can be difficult. You! You may be getting in the way of yourself.
    - Your own set of beliefs, mindset, insecurities and perhaps a lack of confidence.
    - You may be holding yourself back

All this can impact smart, successful men and women just like you (and it does). So, what's the answer?

(Slide #6) A confident career plan is a key piece of the puzzle.

- It helps you determine what you want to do
- It helps you define a clear path
- It allows you to position yourself for success and
- sets the course for the next phase of your career

Now, here is the good news, once you know what's important to you, you have a clear vision for what you want and you have a good career plan in place, you can move forward in your career with confidence and clarity.

So, let me share the 4 pillars and 14 elements of a good career plan you need to know to get focused and accelerate your career.

(Slide #7) The first pillar is about:

Self-Discovery: I'm amazed at just how many career professionals don't know themselves as well as they think they do and certainly not as well as they should. Self-awareness is about

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knowing who you are, what you value and what your strengths are. Self-awareness is also about knowing and understanding your weaknesses, your development areas and your blind spots – your blind spots are what others see or experience when they interact with you that you yourself may not be aware of. I like to say that your blind spots are how you behave when no one is looking or when you are at your worst. It's also what others see that you may not see in yourself. For example, I worked with a client who had a very intimidating presence. He didn't intend to be intimidating, but often came across as intimidating especially when you first met him. Self-awareness is knowing how you are wired, not just your personality traits but also how you are being perceived and your behavioral preferences. And it's important to highlight here that your behavioral preferences can change under stress and pressure.

Client Success Story:

Situation: Trish had progressed to a prominent leadership role within a large organization. It was the only company she had ever worked for starting right out of college. After a successful 18-year career, the company downsized and Trish found herself out of a job, a bruised ego and losing confidence by the day. When I first met Trish, she was still feeling angry over the loss of her job and overwhelmed about how to move forward.

Taking Action: Working with Trish, we began a self-discovery process to help Trish get in touch with her values, strengths, interest and passions. Next, I helped her get crystal clear around her goals and aspirations which opened up several options Trish hadn't even considered before. As clarity increased so did Trish's confidence and motivation. We worked together to get her resume and LinkedIn profile in top shape and then get Trish interview ready.

Results: Within 9 months, Trish landed a new leadership role in a different industry where she is successfully utilizing her transferable skills and competencies and receiving tremendous positive feedback and recognition for her contribution.

When I work with a client on self-discovery, I focus on 4 elements:

- **Career Values –** I believe it's important to start with how you define your values. Because when you are clear on your values, it's much easier to make a decision about the direction to go in.
- I was working with a client once who was really struggling to decide whether or not to take a job move to another area within her organization or to take a new opportunity being offered to her by a competitor organization. We did a values exercise and then

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did a comparison of her values to the aspects of each of the 2 jobs being considered to see which she would best align with. It became very clear to both of us which job she should accept and now several years later she is still enjoying career success with that company as a result of the choice she made then.

- **Interests & Passions –** The second element is about understanding your interests and passions. One of the common things I hear as a coach is: "I really don't like what I'm doing, I'd like to leave my job, but I don't know what I want to do instead". One of the huge mistakes I see people make is to leave a job prematurely, not knowing what they want to do instead. They sometimes stay unemployed for a while, spinning their wheels and sometimes even take a very similar role to the one they just left with less pay because they panic or just aren't able to move themselves in a different direction. The process of uncovering interests and passions is a critical part of the self-discovery process. Sometimes I recommend looking back at when you were a kid at the activities you most enjoyed – they can connect us again to some of our innate interests and passions. Sometimes our hobbies can provide some insight in this area as well.

- **Strengths & Skills –** The third element is uncovering your strengths and skills. I remember working with a client who decided to invest in her own personal and professional development. She worked at a mid-size firm which had virtually no employee development program to speak of. She felt frustrated at the lack of promotional opportunities and even more frustrated by the lack of professional development opportunities available to her. So, she hired me to conduct a 360 review and to assist her in developing a personal professional development plan. We started with the 360-review getting feedback from her boss, her peers, her direct reports and even her business partners. I also used other self-assessment tools to help her identify her strengths and her blind spots. Between the 2 tools, she really learned a lot about herself, her strengths & skills, how she was being perceived by others in the workplace. This really helped her gain clarity to see her opportunities for development. Based on this knowledge we were able to develop a solid plan to close her gaps. She is now on the fast track to getting that promotion she so desired.

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- Sometimes, we take for granted the strengths and skills that come easy to us. We may underestimate their value or their uniqueness. They can be a key differentiator in the workplace when you know the value you truly offer.

- **Experience –** The 4th element of self-discovery is understanding and tracking your experiences. I recommend always having an up to date resume at the ready and an updated LinkedIn profile. I also recommend maintaining a tracking system for recording your career accomplishments and milestones. It's helpful for performance appraisal time as most bosses only remember what you've done recently. It's also very self-motivating when you look back at all the things you have accomplished over the past year or longer. And because we tend to only remember the most recent successes, keeping track of all successes can be hugely rewarding and motivating over the long term. I have a client who attaches a PowerPoint presentation with graphically representation of his successes and accomplishments. A picture paints a 1000 words. It's tough to argue the facts. Make sure you have them at the ready.
- **Self-Discovery action steps:**
    i. Take inventory of your values, interests, passions, skills and strengths.
    ii. Use assessment tools to help you better understand yourself and how others may perceive you. Dig into Not just your innate personality traits but also your behavioral preferences under normal situations and under stress. Know yourself better than anyone else.
    iii. Successful Leaders are hugely self-aware individuals
    iv. Review and track your experiences and accomplishments.

2. **(Slide #8) Career Goals:** The second pillar of a good career plan is developing and envisioning career goals. It is said that when you don't know where you are going, any road will get you there. It explains why after working for 15 or 20 years, people wonder how they got to where they are. You need a clear vision of where you wish to go and then a clear path to get you there. I know it can sound like a daunting task and perhaps even overwhelming – give it a try. And if you need help, ask for it.

- **Identify your dream job –** The first element of establishing goals is to dream big. Start with the big dream, the vision and develop a clear image and description of the dream job and the dream life and then drill down to specific goals and objectives. Spend time

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fantasizing, meditating, journaling – anything that will get you focused on what you want. Sometimes – making a list of all the things you don't want in a job or career is an easier place to start. Then turn each don't want into a want by considering the opposite. For example: I really dislike accounting and I'm not very technically oriented – but I love people and I love imparting knowledge. From there, you can begin to do some research on jobs that are available. I.e. a job that involves working with people and impacting knowledge: teaching, training, coaching, consulting, etc. I'm simplifying the example to make a point. You can also take some career assessment tools that consider your personality and behavioral preferences and match that up to available job categories. That might also be a good place to look.

- I'm an advocate of **SMART goals** – having very definitive goals. And for those of you who want to know what a SMART goal is: S is for specific, M is for measurable, A is for as if now (or present tense), R is for realistic and T is for timed or toward your goal. However, I'm also very attuned to the law of attraction and manifestation. Consider creating vision boards, and in creating structures to support unconscious goal setting and attraction techniques. Okay – here is where I can get kind of woo woo. I also utilize various visualization techniques to plant goals into your imaginary timeline. It's important to know that your conscious mind/rational thought is your goal-setting mind but it's you unconscious/emotional and even irrational mind that is your goal-getting mind. So, I work with both conscious mind and unconscious mind to make sure they are fully aligned to what you want. I remember when my husband launched his financial planning practice. He set a big lofty goal of serving 100 clients totally $100 million dollars. He even set up a screen saver on his computer that said 100 for $100million. Every time he turned on his computer, he was exposed to that screen saver. It took him a several years – but he achieved his goal.
- **Highlight your options and opportunities –** Once, your dreams have been identified and specific goals established the second element is to identify your options and opportunities. What's available to you right now or could be available in the future. (time permitting) Let me say something about opportunities. According to Dr. Wiseman, a professor at the University of Hertfordshire, England, lucky people consistently encounter opportunities whereas unlucky people do not and according to Dr. Wiseman it's more a matter of honing one's ability to observe and act on

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opportunities rather than some magical aura. To that extent – we all have the potential to be lucky.

- **Determine alignment –** The third element is to ensure that your big dream and SMART goals are in alignment with all areas of your personal life. This can be a bit of a reality check. For example, you may have big aspirations for career advancement, but flexibility is important because you have young children or aging parents to support. It may mean making some career or life concessions to make it all work. You can have it all; however, sometimes you can't have it all at the same time.
- I believe this is an important step in the process because it will either set you up for success or condemn you to certain failure. I insist on this reality check when working with my clients. I remember working with a client who badly wanted to start his own business but his family was greatly dependent on the salaried income he brought in. I coached him for a year helping him plan and prepare for his exist, first developing a cash flow forecast and financial plan and then coaching him to start his business on the side. Once he grew his sideline business to breakeven, he was confident and ready to leave his salaried employment to enter his business full time and hit the deck running without added stress and pressure.
- **ACTION ITEM FOR THIS PILLAR:** So just to summarize this pillar.
    - **i.** It's okay to dream and aspire to a big lofty goal. Turn the big dream into SMART goals – smaller goals and objectives that can be actioned in the shorter term.
    - **ii.** Create a vision board or some other method to anchor to what you want. Do the necessary homework.

3.(Slide #9) Career Readiness Plan: The 3rd pillar is the planning stage. Once you have a clear vision for your future and you have developed specific goals and milestones, it's time to develop the plan to get you there

- **Understanding the gap – the first element of the career readiness plan is understanding the gap.** Sometimes, the gap is knowledge based, sometimes its perception based, and sometimes its belief based. The important thing is to recognize that there is a gap and you need strategies to close the gap. Closing the knowledge gap is usually the easiest to identify and close. It may mean a time or financial commitment. The perception gap is sometimes a bit trickier to identify. Assessment tools like 360

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feedback work great as does asking for feedback when you know who and how to ask for feedback. Good coaching is highly effective for closing the gap on perception.

- Recently I was in a 3-way meeting with a client and his boss discussing his progress and the development plan for the next 6-month period. The boss was trying to make a point with the employee to provide feedback on how to be more strategic in communicating with peers and colleagues. The employee totally missed the point during the 3-way discussion and it wasn't until the client and I resumed our coaching and I was able to debrief the situation that the client finally got it. Sometimes, it takes an objective 3rd party to point out things we just aren't seeing.
- The belief gap is very easy to release once you recognize that you are holding a set of beliefs that are not supporting you and in fact may be sabotaging you. I use a very detailed questionnaire that I developed that helps uncover limiting beliefs and decisions and even negative emotions that may be sabotaging the client. I generally have the client complete the questionnaire. Most clients will get aha moments just in the completion of the questionnaire. I then analyze the questionnaire responses and develop a coaching plan to eliminate the sabotaging beliefs that may be holding the client back. It often results in a huge breakthrough for the client.
- Another way to get at your beliefs is to ask yourself what stories to you regularly tell yourself or others. I sometimes refer to these as "I" stories or "they" stories. They may sound like this: I'm not good enough, I'm not smart enough, I don't have the right experience. Or they don't think I can do the job, they don't trust me, they play favorites. These stories are usually not founded on fact, but rather assumption. So, pay attention to what you are saying or believing to be true about yourself or your situation.
- **Personal and professional development –** the second element of developing a good career readiness plan, once you understand the gap is to identify the best way to close the gap. **Become a lifelong learner.** Read books. Take courses. Hire a coach. Become a sponge. There is a ton of information available and an expert of everything you can possibly imagine. Read; listen to audio books and programs and to learn. Not only to develop knowledge, but to gain perspective, become a better conversationalist, learn more about yourself and others, widen your behavioral flexibility. The leadership section, the self-help section and the psychology section are full of books to fill your interests and learn more about yourself. In addition, there are so many online tools

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available to help develop just about any soft or hard skill. When I was in the corporate world, I worked for a boss who had worked her way up the corporate ladder with only a high school diploma. Yet she was one of the brightest people I knew. She was a sponge. She was definitely the most well-read person I have ever met – even to this day. Her mantra was to read at least 1 nonfiction book every month on top of her many fiction books. If you read 1 non-Fiction book every month for a year – that is 12 books a year. Over the course of just 5 years, that's 60 books.

- **Support & mentorship –** The 3rd element of developing a strong career readiness plan is to ensure you have the right support and mentorship in place. And I do mean both. You need supporters in the workplace and a great place to start is to make sure you have solid relationships with your boss, peers/colleagues, stakeholders and your direct reports. One of my favorite books on this topic is the HBR called Guide to Managing Up and Across: Build relationships, herd cats, gain influence. It's a simple to read book with lots of little nuggets of information. If you want to be valued and recognized in your workplace – you have to have solid working relationships – people who are supporters and advocates of your work. It's also a good idea to seek an internal mentor, someone who is 1-2 levels above your level who can be a sounding board for you and can help you navigate your career. I have lots more to say on the topic but too little time unfortunately. In addition, and I know **I may be biased but** I believe strongly in personal coaching. Everyone should have a coach. Perhaps you need a confidante, or as one of my clients describe me as his conscience, or you need a mentor, a trainer, an advisor, someone to bounce ideas off of, someone to hold you accountable or someone to vent to. Your coach can be one or all of these things. Just remember, a coach can help you fast track your way to your goals. I heard this terrific metaphor for attaining goals. You can be a speedboat – full throttle, straight-lining to your destination or you can be a row boat, meandering, adjusting for the winds and water waves, working hard rowing and slowly headed in the direction of your end goal but risking getting there on time and in the right place. Which do you want to be the speed boat or row boat?

4.(Slide #10) Career Management: The 4th pillar of a good career plan is ongoing career management.

- **Motivation** – The first element is to remain positive and motivated no matter what is going on around you. This requires you to focus on the things that are going well for

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you and to focus only on what you can control. Letting go of the worry and the things you have no control over anyway. It also requires you to distance yourself from others who may be negative or who may be engaging in idle gossip. Pick your company carefully. Know that who you associate with speaks volumes about who you are. It is also said that your income potential at any given time is the average of the 5 people you most spend your time with.

- **Client Success Story**

Situation: James was a successful regional sales leader for a prominent brand company. He was regularly passed over for promotion and as a result was becoming increasingly more frustrated with himself, his role and his company. He felt unappreciated and at a loss for how to get recognition for the valuable work and contribution he was making.

Taking Action: Working with James we used several strategies to get him the recognition he needed. I helped James remain focused, positive and in the right mindset so that he wouldn't get sucked into negativity. Next, I coached him to take advantage of opportunities and situations as they arose to get noticed and to get credit when recognition was due. Lastly, we developed a plan to "manage up" his key stakeholders as well as a career readiness package.

Results: Within 12 months, James received his promotion to Sales Executive with the support and sponsorship of his boss, peers, and the full executive team. He was well poised for continued success and recognition.

Coach's Note: James' situation is not uncommon. I work with many career professionals who become frustrated, impatient and sometimes even disengaged because they feel they aren't getting the recognition or opportunities they deserve. And if this is happening to you, it's important to take control over your career and focus on the things you can control like how you respond to situations, filling any gaps you may have, ensuring you have the right perspective, and ensuring you have a solid career plan.

- **Accountability** – the 2nd element of career management is about doing what you say you will do – always. It's important to note here that we tend to judge ourselves based on our intent and yet we judge everyone else based on their behaviors. If you need help in the area of accountability, enlist a colleague, mentor or a coach.
- **Taking Action** – Take regular and consistent steps towards your goals no matter how small. Forward Action is key. Like this career plan. There are 4 pillars and 14 elements in

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total. Break it down into small bite size actionable steps and before you know it you will be well on your way to achieving your small goals as well as your big dream goal.

- **Celebration** – Lastly – it's important to celebrate the small wins regularly and often.

So, there you have it. The 4 key pillars and 14 elements of a confident career plan:

1. **Self-Discovery –** which includes understanding your career values, identifying your interests and passions, knowing your strengths and skills and listing your experience
2. **Career Goals –** getting clear around your dream job, being clear around your smart goals, highlighting your options and opportunities and determining where you are in alignment
3. **Career Readiness Plan –** understanding the gap, developing a plan for personal and professional development, identifying support and mentorship to close the gap and realize your dreams
4. **Career Management –** motivation, accountability, taking action, celebration

(Slide # 11)

Now that you've gone through the process of what goes into your career plan you may be all set to do it yourself. Or you may be thinking you'd love some additional personalized help.

And I'd love to help you develop your Confident Career Plan. In a private complimentary 30-minute **Career Breakthrough Session**, I'll help you:

- Discover what is **unconsciously sabotaging you** from having a rich and rewarding career
- **Create a clear roadmap** that outlines the steps you need to take to move your career forward
- Identify the **one simple step** you can take immediately to get into action

To schedule your **complimentary 30-minute Career Breakthrough Session**, now go directly to **https://my.timetrade.com/book/VKQK6**

Remember this is a very unique opportunity to get a customized career plan and insights on what it's going to take for you to breakthrough and accelerate your next big career move.

I'm only making this offer for a limited time.

Go to https://my.timetrade.com/book/VKQK6 to book your complimentary 30-minute **Career Breakthrough Session.**

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You need to have a confident career plan in place. One of my favorite sayings is "when you don't have a clear vision; any road will get you there". A career plan is a blueprint for success. A career plan provides you with direction and helps you make the right choices on your career journey so that each step of the way you have confidence in what you are doing; nurturing your strengths and developing your competencies, identifying and dealing with your blind spots. A good career plan will consider career goals and aspirations, lifestyle, location, financial security, retirement, personal and career values. It will also identify development or experience gaps. No matter where you are in your career currently, at the start of your career or perhaps nearing the end and thinking about retirement, you need a plan.

You need to Invest in yourself. You can no longer rely on your employer to provide you with job security or to prepare you for your next promotion. Training budgets are often the first to get cut when expenses are under attack and professional development budgets are virtually non-existent. And in today's marketplace, employers hire/promote people who are ready to "hit the deck running" rather than hiring "potential". So, the responsibility to perform and to ramp up quickly is left to the employee. What are you doing to ensure you are fully ready? A coach can guide you to clarity, help you increase your confidence and help you develop a solid career plan.

So, now's the time to take action. Schedule your complimentary 30-minute Career Breakthrough Session Go to: https://my.timetrade.com/book/VKQK6 and book your private career breakthrough session with me. I have a limited number of sessions in my calendar in the next few weeks. I'd love for one of them to be yours.

And if you have any questions regarding the career planning session, please feel free to email me at coaching@lindacattelan.com and I will be happy to answer all your questions.

I want to personally thank you for listening to Confident Career Planning. This is Linda Cattelan, Executive & Career Acceleration Coach.

Have a great day!

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