

empower

Personal Career Growth by 

PATHWAYS EDITION

MODULE 1

DISCOVER YOUR PATH – CURRENT AND FUTURE TALENTS

- TALENT INVENTORY
- TOP SHELF TALENTS
- ELITE TALENTS
- ELITE TALENT GROWTH PLAN
- TALENT ASSESSMENT
- GROWTH PLAN

This module will help you assess your talents, find gaps, and develop a plan to fill them.

TALENT AND INVENTORY

Imagine a warehouse full of your talents. Unfortunately, they are not well marked. Go through the warehouse and pull out all the talents that you can find and list them here.

TOP SHELF TALENTS

Now, go through the warehouse and pull out your top five talents, list them here. Think about your biggest strengths, and the talents that best relate to your destination career.

1.

2.

3.

4.

5.

ELITE TALENTS

It is likely that the competition in your destination career will share some or all of your talents. Differentiating yourself in one or two areas will give you a significant competitive advantage. These are elite talents and separate the best from the rest of the pack.

What one or two areas could you grow your talents to become a truly elite performer or expert. Which areas are realistic? How do they add value? How do they relate to your destination career? These may or may not be talents that you already have—in most cases they will require you to grow these talents beyond your current level

ELITE TALENT GROWTH PLAN

What will you do to become an Elite Talent?

TALENT ASSESSMENT

Now that you have completed a thorough inventory of your talents, it's important to understand the baseline talents needed in your destination career. You may have come across these in your marketplace research, if not then take the time to research further.

What talents will you need for your destination career?

TALENTS NEEDED	DO I HAVE THIS TALENT?	HOW WILL I GET IT

GROWTH PLAN

List out the steps that you will take to fill in the gaps for your destination career, and the steps you will take to achieve Elite Talent Status. Give yourself a timeline and indicate it here.

MODULE 2

MARKET YOURSELF – BRANDING FOR SUCCESS

- YOUR VALUE PROPOSITION
- DIFFERENTIATE YOUR VALUE PROPOSITION
- HERO STORIES
- SUPPORT YOUR BRAND
- CRAFT YOUR MESSAGE
- DEVELOP YOUR IMAGE
- COMMUNICATING YOUR BRAND IMAGE

This module is focused on the story that you present to the world. This story will be the centerpiece of your career marketing campaign and will tie together your value, your message, and your image.

YOUR VALUE PROPOSITION

It's important to start by understanding how your talents tie to the needs of your target career. Being able to make this connection for potential employers is crucial to attaining your career aspirations.

Describe the value that you provide. A useful approach is to fill in the blanks for "I help A to get B"

DIFFERENTIATE YOUR VALUE PROPOSITION

Now, differentiate yourself. Take your Value Proposition, and add the following: "Unlike others..., I am ____"

HERO STORIES

Stories are the lifeblood of a successful brand. It has been demonstrated that people relate to stories in a deeper and more memorable way than a simple recital of facts. The more unique the story, the more memorable it will be.

Describe some stories that demonstrate your value, that show how you went above and beyond the norm to accomplish a great result. Be detailed and specific and use a narrative format.

SUPPORT YOUR BRAND

It is important to be able to provide evidence to back up your value proposition. Your Hero Stories are a good and powerful start, but what other forms of evidence can you use? Below are some categories, note what evidence you have in each category.

Specific Results and Accomplishments

Testimonials

Recognition

Samples of your work

Your Network

Other Evidence

CRAFT YOUR MESSAGE

This is where you pull it all together. This is your message and will serve as the compass point for all of your communications.

What is the problem that you solve, and for whom?

How do you solve the problem?

What value do organizations get from you?

What makes you unique?

What evidence do you have to support your message?

DEVELOP YOUR IMAGE

A major part of your brand is your image. Your image is how people see you, what their perception is after they have met you. It is often referred to as "the hall test", "executive presence" or "looking the part".

What do you want people to think about you after they meet and spend time with you?

Which of these characteristics do you already have?

What characteristics will you be working on?

How will you dress? How should you groom?

Are there any other physical considerations?

Are there any skills that you need to add? (ex. Public speaking, professionalism, etc.)

What materials do you need to market yourself (ex. Resume, cover letter, business cards, LinkedIn and other social media, website)?

Are there certain groups that you should join?

Is there anything else that you need to complete the brand image?

COMMUNICATING YOUR BRAND IMAGE

Once you have developed your brand and your image, it's important to plan how it will be demonstrated to your audience. Planning your encounters ahead of time will help you control the message and ensure that your target audience is coming away with the perception that you wish them to have.

Use the worksheet below to plan the regular encounters that you will have with your audience.

Situation where you will encounter your audience	The nature of the encounter (first impression, in-depth, etc.)	The result that you want	How you will use your brand to get extraordinary results

MODULE 3

ENGAGE YOUR TEAM – POWER NETWORKING

- YOUR CURRENT NETWORK
- NETWORK ANALYSIS
- ACTION PLAN
- YOUR FUTURE NETWORK
- SOCIAL MEDIA CONVERSION

As in most endeavors, having a team of people to help and support you is a real difference maker when it comes to finding opportunities in your destination career. Building, maintaining and leveraging this team (which is commonly called your network) is the most powerful thing you can do to attain and succeed in your destination career.

YOUR CURRENT NETWORK

List the members of your network here. Think about everyone you know, from business contacts to personal contacts. Rate each on a scale of A-C. A being someone that is of high value to you and can certainly help forward your career. B being someone that may have some value or someone that may be a good connector for you. C being someone with little or no value.

NETWORK ANALYSIS

A strong and effective network is more than a list of names. An effective network is a collection of mutually beneficial relationships. As in any relationship, professional network relationships require knowledge and work to maintain.

Complete the following for each key person in your current network.

Contact Name:

What are their personal and business interests?

What areas of common ground do we have?

What are their talents?

What are their ambitions and goals?

How can I help them attain their ambitions and goals?

Do they know my ambitions and goals?

How can they help me with my ambitions and goals?

Have I asked for advice from this person, or what advice could I ask for?

How do I talk to this person, what style or topic area resonates?

What would put them off?

Are there any past issues that need to be resolved between us, or any that can provide a basis for strengthening the relationship?

Is their image of me consistent with my brand image?

Would I consider our relationship to be good?

How frequently do we interact? Is it an appropriate amount?

ACTION PLAN

After completing your network analysis, develop an action plan to improve the relationships in your network. Prioritize the high impact relationships first and think about how you can strengthen or maintain them, or how you can leverage the strong relationships.

RELATIONSHIP	ACTION	TIMELINE

YOUR FUTURE NETWORK

Who should you know to be successful in your destination career? Design your future network now. List 15-20 people that you should know in the future and your plan to build that relationship now.

NAME	ACTION

NAME

ACTION

NAME	ACTION

SOCIAL MEDIA CONVERSION

While LinkedIn and other social media are great tools to help build an effective network, they are often relied upon too heavily. Very few effective relationships are conducted entirely through social media. It is important to convert the most important of these social media connections into true network relationships.

Look through your LinkedIn contacts and identify those contacts that could be useful and whom you don't really have a relationship. List their name here and how/when you will connect with them to turn them into active network allies.