

CAREER LEAP ONLINE COURSE

How Will You Get There?

Transcript

You are now about half way through the course. Congratulations. I hope you are feeling pleased with your progress. The next phase is awesome.

In this phase, you'll begin to shape your career identity to best position yourself for your new career. You'll assess how you see yourself and how others see you. You'll review and establish your online presence, and consider how to ensure your first impression counts.

You'll be getting out into the market and leveraging your network. It's a busy time. You'll need to take active steps and implement strategies to help you stay on track, maintain your energy and remain focused. We will spend time developing ideas to help you do just that.

Let's get going.

The first two phases of this course focused on thinking about and planning your career leap, which is a lot of fun and relatively safe. You can do much of it from the comfort of your lounge room or office. It would be easy to stop right there and keep dreaming, without actually getting out there and implementing the change.

But that's not you, because you want to leap! So let's look at what you need to do next to get your career into shape. And it starts by looking at YOU.

We all see yourself in a certain way.

I entered the new world of owning and running a consulting practice after leaving a senior executive position in the corporate world. This move was far harder than I expected. I was naïve, assuming that to get the business rolling all I needed to do was tell a few people I was now working for myself. Initially I had no idea what I was specialising in and the service I was offering, so I couldn't clearly explain what I did. I didn't know how to position myself. I felt like a fraud, or like a three-year-old playing dress-up in clothes that didn't quite fit.

My connections, colleagues and even friends saw me in a certain light, and when I sought to step out of that light and head somewhere else many of them didn't know how to react, what to say or how to help.

I realised I had to get comfortable with a new identity: I was no longer a corporate executive but a business owner running a consulting practice. This didn't mean I changed my values or who I was as a person, but I had to alter how I saw myself as it related to my career, and how others saw me too.

A career leap means you are moving away from being one thing to being something else.

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If you want to reinvent and reshape your career, and the market has a different view of you from the one you have, then it will be difficult to leap. Understanding your identity isn't a simple exercise. It is something we work on our entire lives!

Let's spend time considering how you see yourself in relation to the work you do now. Think about it:

Do you define yourself by your professional occupation or title?

Do you define yourself by the status attached to your current role or the wow factor when you say what you do?

How do you respond when someone in a social setting asks you what you do?

Much of how we see ourselves is shaped by the role we fill at work. It forms a crucial part of our identity. This means that when you change roles and move in a different direction, it is understandable that your identity will shift too, and you may feel uncomfortable with this.

The more you understand yourself and the value you offer, the easier it is for you to know what you stand for and how you want to be seen by others. Having those insights is crucial for when it comes to crafting your positioning in the market.

Turn to the section of your workbook titled 'Look In The Mirror' and ponder the questions I have there for you to reflect on. This is an important step for you to complete before moving on to the next lesson.