

1



**CAREER COACHING
INTERNATIONAL**
Branding the Authentic You.
www.careercoachint.com

DESIGNING YOUR PURPOSEFUL CAREER

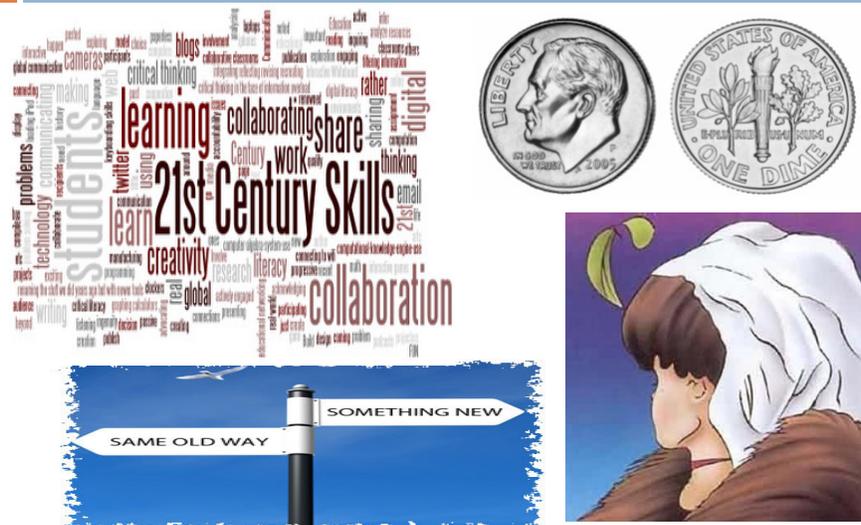
A hands-on workshop to build clarity of purpose, develop an authentic brand, and start building your opportunity pipeline.

Half-day Workshop: 25th May 2014



Four CORE messages.

3



Intentionally uncomfortable.

4

	Unconscious	Conscious
Incompetent	Not aware of a skill you lack	Aware that you lack a skill
Competent	So skilled that you no longer have to even think about it	Actively working at a skill although it requires a lot of thought

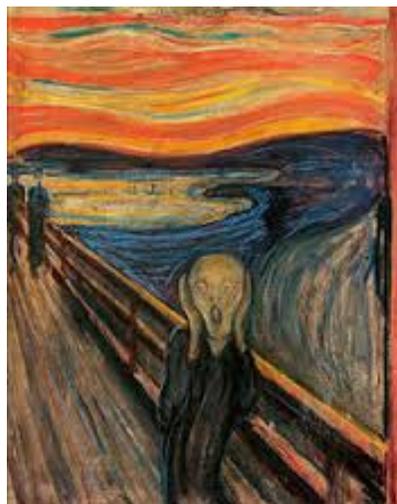
For many, today's career reality:

5

*Dazed and confused.
Unemployed.
Under-employed.
Frustrated.
Bored.
Demoralized.
Depressed.
Stressed out.*

*70% of employees
disengaged...*

*"Out of the fry pan, and
into the fire."*



BIG PICTURE: Broken "career system"

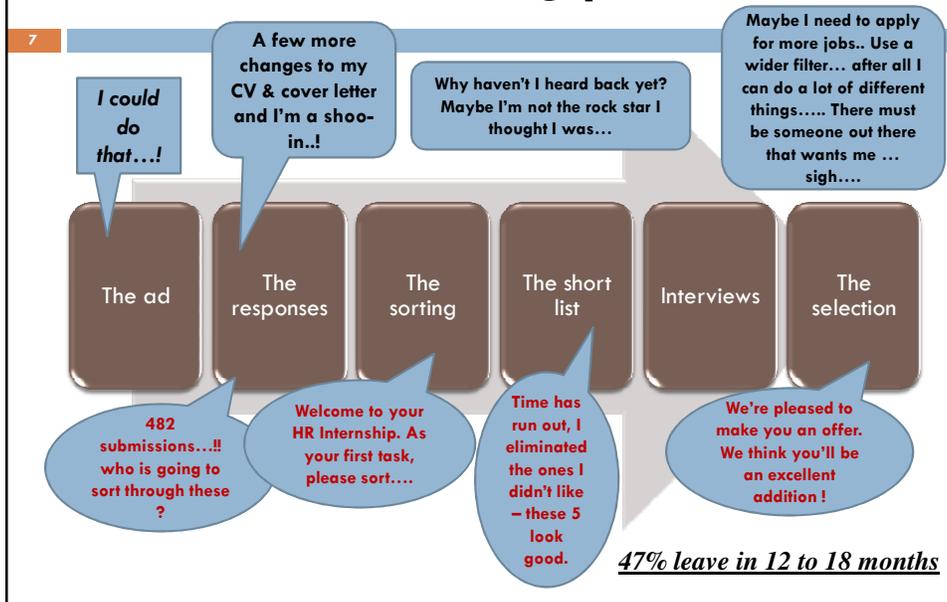
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A collage of images illustrating the broken career system: a man saying "People are our greatest assets", an iceberg representing hidden risks, a person at a fork in the road, and a button that says "I ❤️ Job Security".

People are our greatest assets

I ❤️ Job Security

Built on flawed hiring process.



“Poor Fit” in real life.

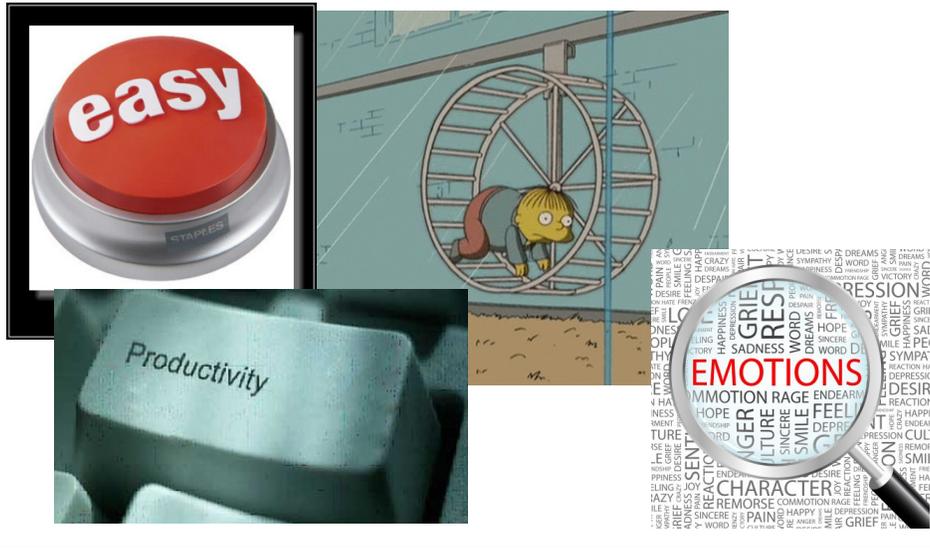
8

learning disabilities

HR says: “We hire for skills, and we fire for fit.”

So, why keep doing it?

9



Two clear choices: DO NOTHING,

10

Non Sequitur



OR: Become a baby unicorn.

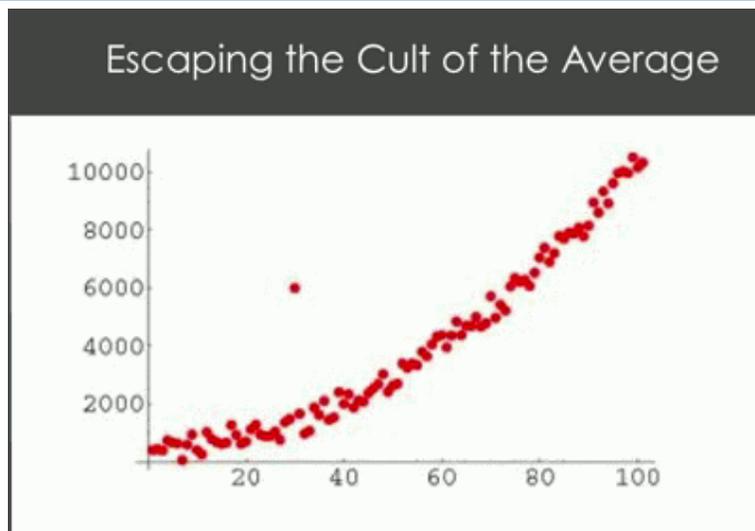
11



Shawn Achor (May 2011)
-- on becoming a baby unicorn

What kind of unicorn are you?

12



Your route to career success:

13

Deliberate, Authentic



with Clarity + Discipline

3 straightforward steps

14

1.

Please increase your signal to noise ratio before speaking.

BRAND⁺



3.



2.

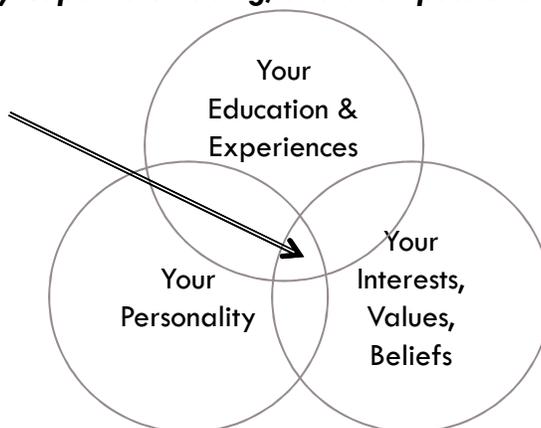


Raw ingredients of BRAND

15

Develop real clarity as to what you are really “wired” to do, highly capable of doing, and are “passionate” about.

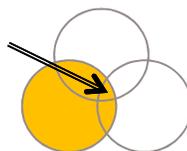
What is this “sweet spot” for you?



WORKBOOK: EXERCISE #1

16

- Take 5 minutes to complete the PAVF “personality survey” handout.



Involved	0	Cautious	2	Colourful	3	Co-operative	1
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P-A-V-F Scoring

17

- Add up each column. The four columns add to “60”.
- A score of 18 or above in any column is “dominant”
- Read out your (dominant) scores from P – A – V – F
- Example:
 - Score: P = 14, A = 12, V = 20, F = 14 → paVf = V
 - Score: P = 12, A = 19, V = 8, F = 21 → pAvF = AF

Personality Differences

18

a. Orientation

P – Producer

- a. Results
- b. What



b. 5 Ws

V – Visionary

- a. Ideas
- b. When/Why



A – Analyzer

- a. Detail
- b. How



F – Friend

- a. People
- b. Who



Extreme (dysfunctional) PAVF

(P ___)

“Bottleneck”

(___V_)

“Dreamer”

(_A__)

“Control Freak”

(___F)

“Social Gadfly”

Incompatibilities of PAVF

CONFLICT IS INEVITABLE....

- **A vs. V**
 - A wants order; V lives in chaos.
- **P vs. V**
 - P lives in the present; V lives for the future.
- **V vs. F**
 - V loves to be noticed; F wants to be loved.
- **P vs. A**
 - P breaks the rules; A makes the rules.
- **P vs. F**
 - P acts alone; F acts on consensus.
- **A vs. F**
 - For A, “right” is based on facts. For F, “right” is based on the group needs.

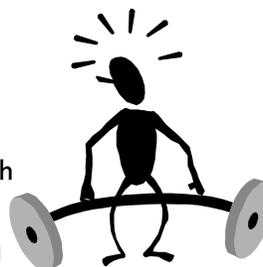
It's a (generally) “PA” world out there...

...be Proud of your “Weaknesses”

23

“I certainly hope that in this job, I will not be required to....”

- **Producer** – Have infinite patience with slow people and having to put up with non-performers
- **Analyzer** -- To trust every stranger and to take unnecessary risks
- **Visionary** -- Pay continuous attention to high detail and do a lot of repetitive tasks
- **Friend** -- To be hard on people and getting into conflictive situations frequently



WORKBOOK: EXERCISE #2

24

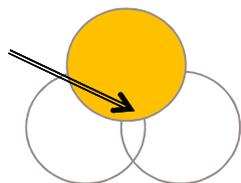
- What is your authentic, powerful “personality plot line” to be?



- Complete exercise #2 and choose 4 key words to build into your storyline.

Life as a backpack.

25



An 8-step “how to” Branding Recipe

26



1. *PAVF theme*
2. *Key Words*
3. *Define Values, Beliefs*
4. *Accomplishments*
5. *Opportunity Sought*
6. *Capabilities*
7. *Share often*
8. *Test & adjust to taste.*

BRAND: Role of the CV (résumé)



Many layers to your BRAND

28

- **Tagline (hook)**
 - Elevator pitch(es)
 - 10 sec, 30 sec, 60 sec.
 - Opportunity Sought
 - Capabilities
 - Your featured stories
 - Biography
 - CV (résumé)
- **You & your ACTIONS**

WORKBOOK: EXERCISE #3

29

- What would you do if you were meeting a number of complete strangers that may know something (or someone) that could be helpful to you. What would you ask them for?



- Work on Exercise #3 and start to craft a forward-looking “opportunity sought” statement.

30

Refreshment, stretch break

My contact details are:

tragan@careercoachint.com

613.266.7716

Please follow up with me if you have any questions...



BRILLIANCE

It's Not Just an Online CV

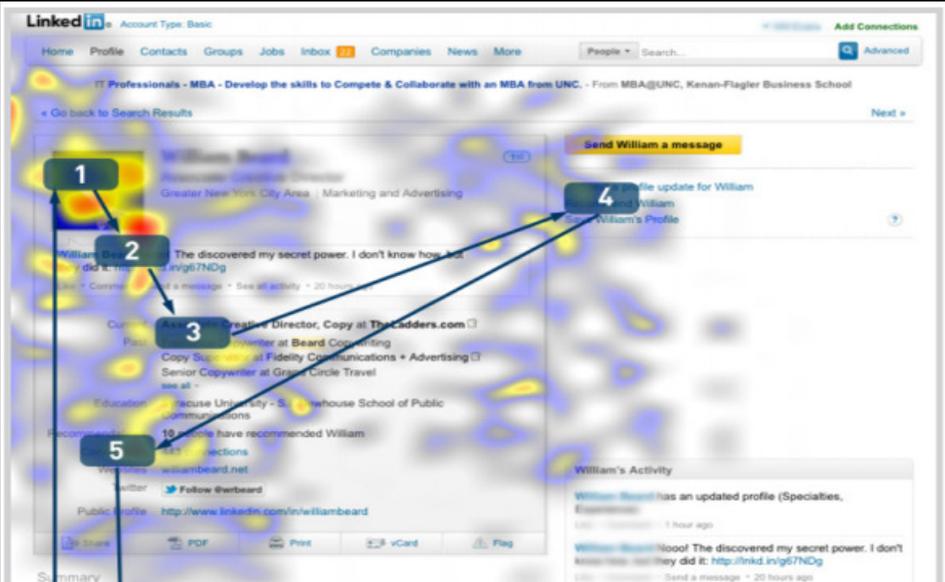
LinkedIn is, far and away, the most
advantageous social networking
tool available to **job seekers** and
business professionals **today**

Forbes Magazine



Here's what we're going to do

- Why Care** – Why you should lie awake at night.
- Photo** – A picture is worth MORE than a thousand words
- Headline** – I've made a decision in 5 seconds. **Your PAVF in Action!**
- Summary** – Time to shine. **Is your Elevator Pitch LinkedIn Ready?**
- Networking** – Online amplification of your face to face efforts



Heatmap (eye tracking) of how recruiters scan LinkedIn profile

<http://www.businessinsider.com/should-you-include-a-picture-on-your-linkedin-profile-2012-5>

Kenneth Mathias 1st
Marketer ♦ Analytical ♦ Passion for Tech ♦ I create winning products and marketing campaigns
Toronto, Canada Area | Internet
Current Election Campaigns (Various)
Previous Kathleen Wynne Leadership Campaign for Liberal Leader and Premier of Ontario, The Ministry of Research and

Lucas Chang - Business Consultant and Coach 1st
Change Management | Process Optimization | Talent Management
Markham, Ontario, Canada | Management Consulting
Current KnL interCHANG Business Consulting Inc.

Jeff Gladwish 1st
13+ Yrs Accomplished Marketing & General Management Executive 🏆 Technology, Social Media & SEO/SEM Savvy ▶ Team Leader
Toronto, Canada Area | Financial Services
Current D+H
Previous American Express
Education Queen's University
Send a message 475 connections

Your Name in

PAVF Adjective | Job Title Sought | PAVF-based Adverb or Action Statement

Current Peter's New Jobs
Previous Blastfront Management, March Networks, MPX Technology Corporation

REVIEW – THE HEADLINE 500+ connections

ca.linkedin.com/in/enfardella/ Contact Info

“OPPORTUNITY” YOU SEEK – I need to see it, understand it

ADJECTIVE FROM YOUR LIST – What best fits you & the job

ADVERB OR ACTION FROM YOUR LIST – How you do it.

Background

 Summary

REVIEW – THE SUMMARY

Throughout my career I have always excelled at making things work. Whether it was aligning product specifications with market needs, getting a project out the door on time, launching a new product or more recently, helping people find jobs, it has always been about focus and execution.

Of course, there is the underlying attraction to technology because I am a (reformed) geek at heart and always have and will love technology. However, that love is more about what you can do with the technology - increase profitability, reduce costs, deliver faster or respond sooner rather than with the technology itself.

I consider myself an accidental entrepreneur having ended up where I am now by happenstance. However, now that I am here, I am using my 25 years of technology and business experience to the fullest on behalf of my subscribers and partners. There's definitely more to come.

While Peter's New Jobs does keep me busy, there is always time for one more intriguing opportunity. If you would like to get in contact with me I can always be found here: leon@notarenewjobs.com



WHO YOU ARE – A few lines up who you are. Show personality.

EXPERIENCE – Summarize.

SUCCESSSES – Highlight your prominent successes.

WHAT ARE YOU LOOKING FOR – Tell me. Don't make me guess.

WORKBOOK: EXERCISE #4

38

- Construct Tag Line (**LinkedIn Headline**) and Bio (**LinkedIn Summary**) for your brand. Ensure they generally align with your “personality words” and your evolving “opportunity sought” statement.



- Work through Exercise #4 in workbook.

Going beyond LinkedIn

39



Key Questions:

- What is my online reputation now?
- What do I want my reputation to be?
- How do I build my brand online?

Primary Branding Objective

40

- Maximize positive associations
- Be known as an / 'the' expert in _____
- Demonstrate my competency in _____
- Expand my network of potential employers
- Build my confidence
- Differentiate myself in a crowded field
- Pursue a passion
- Provide a creative outlet
- Sell my services
- Sell products
- Sell advertising

It All Comes Down To ...

41

Authentic & Compelling

Creation

CREATE
CREATE
CREATE
CREATE
CREATE
CREATE

Persuasive & Consistent

Communication



LOTS of People Out There

42

<u>Platform</u>	<u>Users</u>	<u>Platform</u>	<u>Users</u>
YouTube	>1,000 M	Flickr	87 M
Facebook	1,190 M	Wordpress	75 M Sites
Google +	540 M	Pinterest	70 M
iTunes	500 M	Wordpress	66 M Blogs
Twitter	500 M	Ebooks	60 M (US)
LinkedIn	259 M	SlideShare	60 M
Tumblr	216 M	Stumbleupon	30 M
Instagram	150 M		

Options ...

CREATE
CREATE
CREATE
CREATE
CREATE

&

for the
communicate
this new

43

Networking

eBook

Micro-Broadcasting

Music

Photo

Video

Slide Sharing

Social Networking

Blogging

Image Grouping

WORKBOOK: EXERCISE #5

44

- What is your **Primary Branding Objective?** Write down a few thoughts that capture what you would like to achieve.

- Work through Exercise #5 in workbook.

45

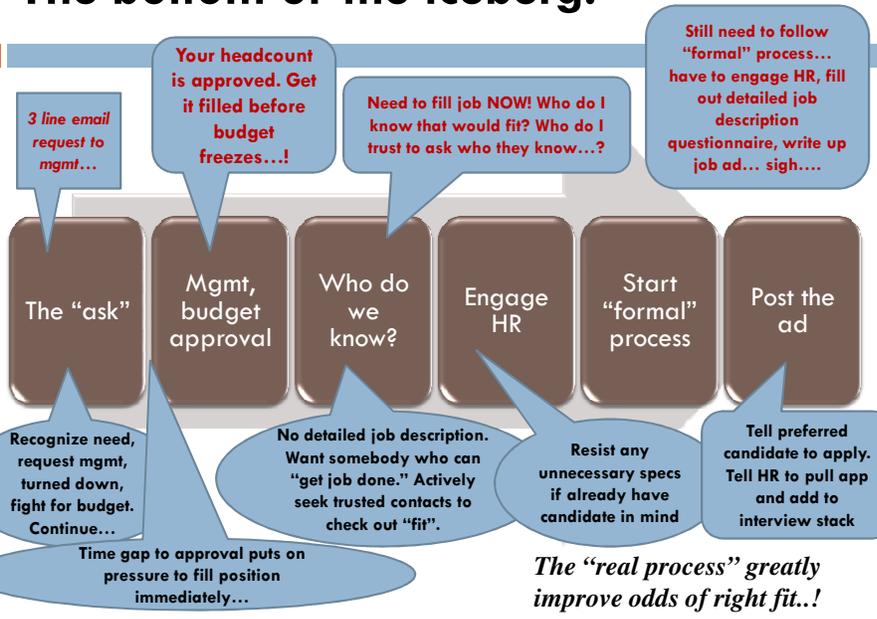
The Science of “networking”

The intriguing science behind effective networking, and how humans communicate:

Chemicals, Chaos, and 6 degrees...

The bottom of the iceberg.

46



Is it: *What I know?* or *Who I know?*

47

Neither of above is very helpful.

Instead, ask yourself:



Who knows me, and what
do they know about me?

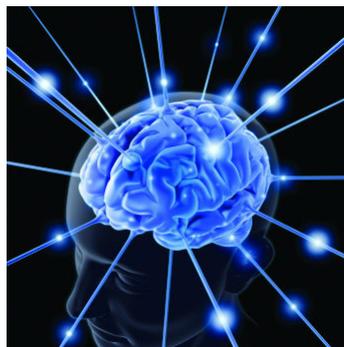
Your brain on chemicals

48

Cortisol → “stress”
driving “fight or flight”
response (amygdala,
reptile brain)

Endorphins, Dopamine
→ “selfish chemicals”
(incentives)

Serotonin, Oxytocin →
“pride, love, friendship”



Networking = "Curious conversations"

49

JOB as Objective? NO SALE

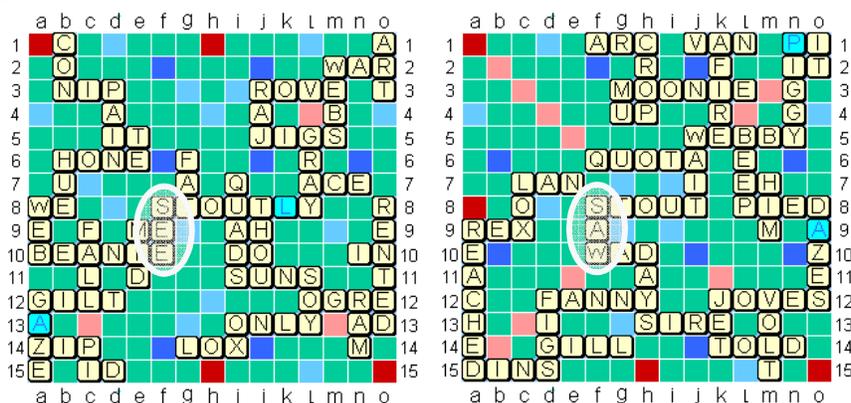
Be clear on what you really want



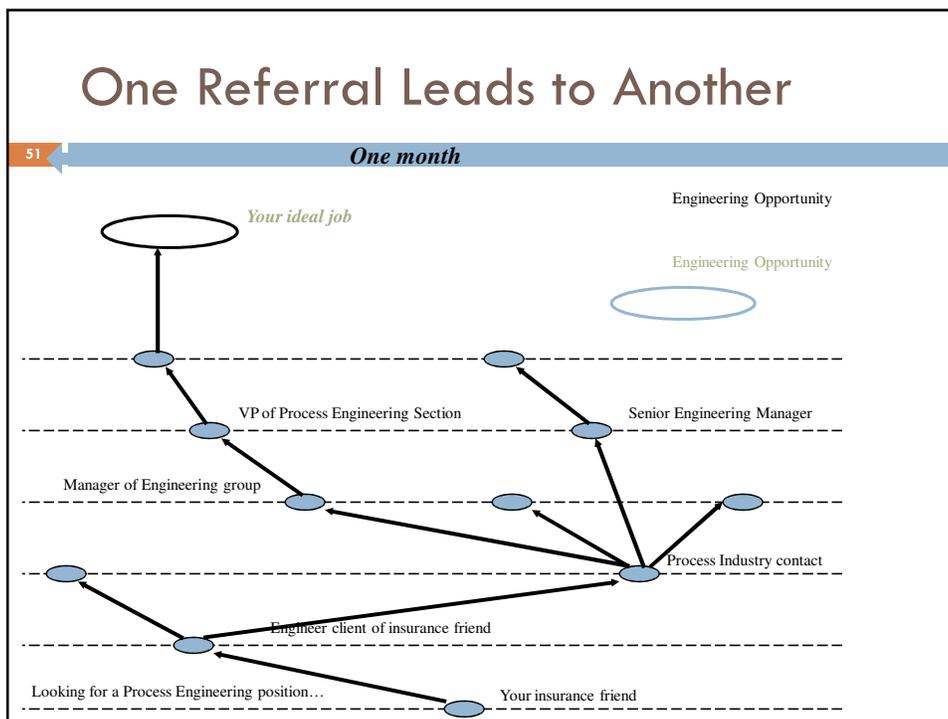
- **REAL objective:** learn something, "leave imprint" through informative & interesting conversations (4 sub-objectives)
- **Conversations "with and without purpose" ???**

"I know you're busy; can you spare just 20 minutes...?"

Scrabble: Linear or Random?



People? Think 6 degrees & Chaos theory....



LANDing in the physical world.

52

Get *real time feedback* and new *information* to incorporate into continuing career (opportunity) search. You *gain and build confidence and clarity*.

Have you ever bought a “new” car?

53



Start to actively “tune your filter” around what is important to you...and it will show up !

WORKBOOK: EXERCISE #6

54

- Now **bring it all together** in preparation for hands-on networking. Collect your tagline, work-style, and interests, and summarize.



- Work through Exercise #6 in workbook.

SPEED NETWORKING.

55

- Conduct a series of 6 minute conversations with fellow participants:
 - ▣ 2 minutes your intro;
 - ▣ 2 minutes their intro;
 - ▣ 1 minute your Q's;
 - ▣ 1 minute their Q's.
- Move to next session when you hear harmonica. Expect it to be hectic and confusing. **Don't over think it, and try to have fun.** Laughing helps.



Speed networking debrief.

56

- What worked?
- What didn't?
- What felt comfortable?
- What was uncomfortable?



