



# Take Your Career into Your Own Hands

*Defining Success On Your Terms*

# Reinventing Work

## *It Ain't Your Daddy's Buick*

### The workplace of the past:

- Fixed workplace where employees gathered
- Fixed work hours, fixed paycheck, benefits, such as healthcare and vacation
- Defined career path, and perhaps a mentor-boss
- Lengthy tenure, a funded retirement plan, and a predictable retirement date



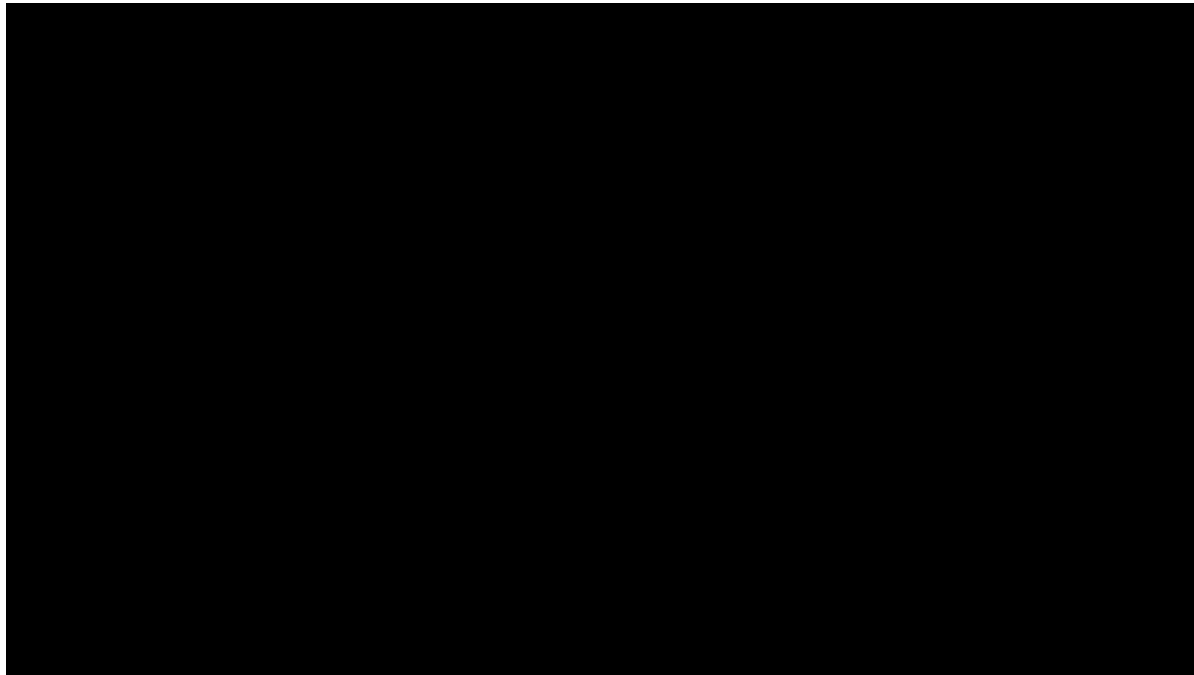
# Today's Workplace

## *The Age of the Free Agent*

- Remote or dispersed workforce
- Rise of the “contingent” workforce
- Work based on milestones, not hours worked
- Web-based project tracking and communications
- Portfolio-based skills, versus climbing a ladder
- Retirement may be postponed indefinitely



# A New Way to Find Work



The Internship – A New Kind of Job Interview

<https://www.youtube.com/watch?v=ewek-6TudOM>



# The “Red Ocean”

## *“Old School” Job Search Methods = Red Ocean*

- *6 qualified* applicants for every opening (2010 – 2013)
- Average of 100 – 500 applicants for every opening
- Feeding frenzy; commoditized work; lower wages



# The “Blue Ocean”

## *Blue Ocean Thinking Can Get You Hired*

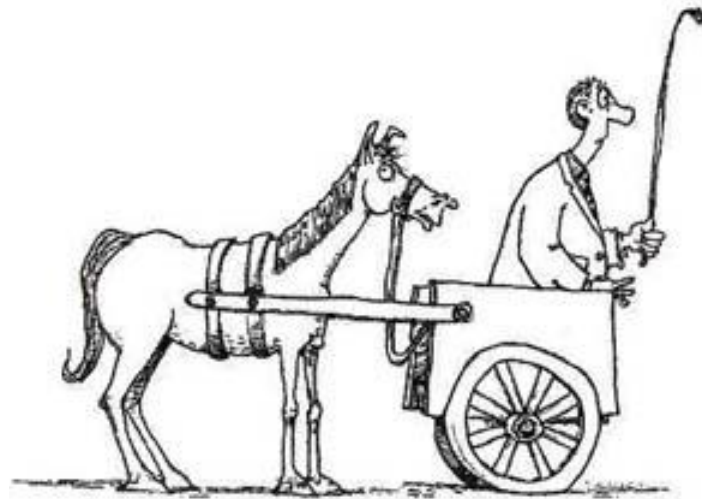
- Unique value proposition
- Evolving skills; embracing and leading change
- Fewer competitors; not enough qualified candidates
- Field led by innovators and thought leaders
- Opportunity to be a thought leader
- Salaries tied to value and impact (not commoditized)

- W. Chan Kim and Renée Mauborgne published “Blue Ocean Strategy” in 2005



# From Career Chaos to Opportunity

- Do you have the “cart before the horse”?



# Begin with the End in Mind

*Vision + Strategy + Tactics = Success*

- Start with your career vision
- Integrate your values, strengths and where you do your best work
- Align that vision with market demand (not just currently open jobs)

*"Strategy without tactics is the slowest route to victory.  
Tactics without strategy is the noise before defeat."*

*Sun Tzu*





# Vision

## *Example of a Career Vision*

- I am working for a Defined Benefit Consulting firm that does its best work in the interests of the client, and serves the \$100M – 400M in assets retirement plan market, with additional focus on Foundations & Endowments
- I am in a client-facing role, managing a team, and I “own my sandbox”



# Strategy

- Identify the target market list that matches your Ideal Company Profile (200+ in U.S. in this example)
- Profile their “language”
- Match your strengths to market demands
- Develop Personal Branding to broadcast UVP in alignment with Consulting firm needs



# Personal Branding Strategy

## *Authentic, Relevant and Compelling Messages:*

- Career Success Stories (S.A.R. format: Situation, Action, and Results, including metrics)
- Elevator pitch
- Resume and LinkedIn
- Email scripts (initial intro calls)
- Coffee Meeting scripts
- Interview responses and questions



# Tactics

## *How Should You Allocate Your Search Time?*

- Company Research \_\_\_\_\_%
- “Triangulating” (deep research) \_\_\_\_\_%
- Networking \_\_\_\_\_%
- Development \_\_\_\_\_%
- Job Postings \_\_\_\_\_%
- Interviews \_\_\_\_\_%



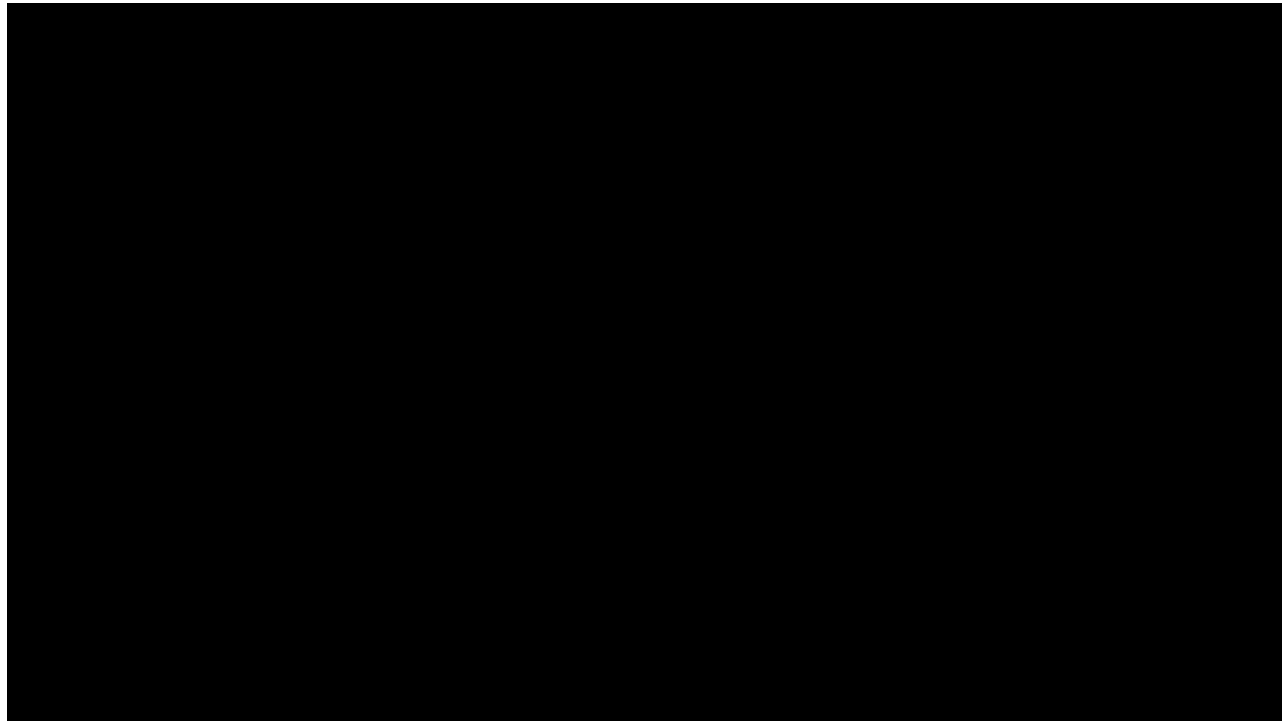
# Stop, Start & Continue

*What should you stop, start and continue in developing and executing your career strategy?*

- Stop thinking like an employee
- Start thinking of yourself as a free agent
- Start thinking of every job as temporary
- Continue to execute your self-marketing strategy, especially *after you are hired*



# Ever Get Discouraged?



The Pursuit of “Happyness” – The Interview

<https://www.youtube.com/watch?v=gHXKitKAT1E>



# How to:

## *Take Your Career in Your Own Hands*

- Embrace “Reinventing Work” philosophy
- Apply “Blue Ocean” Thinking
- Use the Vision + Strategy + Tactics model
- Ask for help from trusted advisors
- Set S.M.A.R.T. Goals
- Get an accountability buddy



# Take Action Immediately

- Choose one or two things you can act on now
- Taking action within 24-hours is proven to help you retain more and make progress quickly
- Schedule a specific time to follow up
- Get an accountability buddy to check in with





# Biography: Kathleen Winsor-Games

## *For Individuals*

Kathleen helps high performing individuals going through career transitions with strategies and guidance to help them navigate the constantly evolving job search landscape and discover the work they were meant to do.

For those who have landed in their ideal positions, there is still work to be done. She coaches good performers to be great performers. Kathleen helps clients recognize their unique gifts so they can play to their strengths and "*Work Inspired*."

## *For Emerging and Established Businesses*

Kathleen collaborates with executive management to support ongoing company success by helping them identify, attract, develop, engage, and retain the best talent through talent assessment, succession planning, executive coaching, and executive search. Her talent management strategies have a measurable impact on profitability and employee engagement.

