

SAY YES!

TO YOUR COMPELLING VISIONS

VIDEO
#10

FIT IS IT - EVALUATING THE BEST NEXT DIRECTION TAKES
KNOWING WHAT MATTERS MOST AND FITS BEST

How to determine the right direction –

Important concepts to remember:

- **If you're running away from something negative without taking steps to address it, you'll find that sooner or later, it will just repeat itself.**

Hundreds of women come to me for career coaching and they just want to run as fast as they can out of what they have. Often, they're experiencing toxic environments, nasty bosses, crushing deadlines, downsized departments, tedious work, being passed over for promotions and the list goes on. But it's vitally important to know this: if you run from a negative situation without working on addressing your challenges NOW, those challenges will simply re-appear in the next position, no matter how hard you work to escape them.

- **How to avoid that?** You have to shift yourself, your thinking and your actions TODAY, to bring about a positive change in the current situation, and to attract a more positive experience in the future.

KEY TAKEAWAY

Your career growth will be thwarted if you're pointed in the wrong direction.

■ **Essence vs. Form**

There are two key elements involved in building an amazing career:

1. Understanding the “essence” (the heart and the energy) of what you want to do professionally, and
2. Finding the right “form” of it (the type of structure, job, position, role, parameters, etc.), that fits all the other aspects of who you are – your dreams, legacy, values, needs, financial goals, your plans for the future, family life, geographic desires, and much more. For example, just because you fantasize that owning your own business would be fun, you need to investigate the reality of that particular “form” of work, and make sure it’s a good fit for you.

■ **How to achieve the right essence and form? You must understand:**

1. **What matters the most to you** - Amazing careers come from a deep acknowledgement of what matters to you, and a fierce prioritization around what you care about, including your values, needs, wishes, and preferences. (If you haven’t already done so, take my [Career Path Self-Assessment](#) to get to the heart of who you are and what you want.)
2. **The core life elements** that are vitally important to you:
 - Money
 - Lifestyle
 - Relationships
 - Control
 - Flexibility
 - Risk
 - Retirement/Savings
 - Working for yourself or others
 - Meaning
 - Other _____

What, specifically, do you want to create and achieve, in all of the above arenas?

Write down your goals in these areas, for the near term (6 months from now), and for 1 year, 5 years, and 10 years out.

3. **The conflicts, fears and doubts you face** internally about pursuing a new path. These include: fears that you won't make enough money, concerns that someone in your life doesn't want you to do this, it's too risky, you'll be too "old, broke, burnt out," etc. if you do this. Which fears and conflicts do you need to proactively address, and which are you ready to simply release?
4. **The right timing** – It's important to understand that what's right for you in this chapter of your life is most likely going to change in later years. Look critically at your money, energy, excitement, family life, motivation and lifestyle, and assess what's right for you now versus what you might want in the future.

MYTHS & ASSUMPTIONS -

Don't fall prey to these common myths, erroneous assumptions or projections that aren't necessarily based in reality or fact, such as:

1. "If I get out of for-profit and move into non-profit, the work will be more fulfilling."
2. "Working for myself in my own business will be much easier than this!"
3. "I'm good at X so I'll be good at Y (such as "I'm good at volunteering as a school aide so I'd love being a full-time teacher.)."
4. "Work-life balance will be more doable if I own my own business."
5. "I'm not good with money so I can't have my own business."
6. "My career has dried up in the recession so there's nothing else I can do."
7. "Just getting the same role in another company will definitely be better than this."
8. "I can't get the recognition I deserve here – I'm stuck and have to move."

Look deeply at all your assumptions and projections, and make sure they're based in reality before you commit to any real change.

Steps for Determining Best Direction:

Gain Clarity Through a Process of Elimination

Look at all the options in front of you, and cross out all those that make no sense for you or that you feel are absolutely wrong. You may be underestimating yourself, so write down the reason you feel it's wrong. If it's "I don't have what it takes," or anything about your skills and ability, think again. Put a question mark after it. Thousands of folks have achieved amazing careers who thought at first they didn't have what it takes.

The 4 "Buckets" - Which Of These Do You Want? Check all that apply...

I want:

- TO STAY where I am, but I want more success, recognition and reward in my current situation
- A NEW JOB (leave your current employer)
- A NEW career (a new function, role and/or industry)
- TO START A NEW BUSINESS (evaluating and deciding if you want to launch a business)
- OTHER _____

Begin determining what you really want now. Evaluate which direction feels the most right – the most exciting, rewarding, positive to you right now. If there are several, choose the top two that are most compelling right now.

Remember – timing is everything. A path can be right for you now, but wrong for you later, and vice versa.

Think about everything that matters to you, and match it against the potential directions in front of you.

Still don't know? Then do this exercise –

Sit in a comfy chair, turn off your cell phone and answering machine, and take three deep, long breaths. Then imagine in your mind's eye that you stay in your current job, but somehow you've made it more successful and rewarding. Visualize in your mind having greater success in this new direction. What comes up for you about that as you see that in your mind's eye?

**Rate how compelling that direction feels to you – scale of 1 to 10 (1 = not at all). Why?
List the pros and cons of staying, if you could make it better.**

Now do the same for each option above. Visualize in your mind having success in this direction. What comes up for you when you think about the new path – exciting, motivating, energizing, or the opposite – draining, deflating, depressing? What ideas, beliefs, fears, obstacles, limitations come up?

Now think about these potential directions and how they fit into your current lifestyle and financial situation, as well as what you want for your future. (I'm not a fan of the "Build It and They Will Come" strategy – if you want to make a big and risky move, I believe you need to have at least some money handy – or access to money -- to help you support yourself in the transition.)

After visualizing success in each of these directions, determine the top two that make you feel the most excited, engaged, and compelled right now.

Moving forward with these directions -- One more step:

Answer these questions:

IF IT'S: "I WANT TO STAY!":

Look at what you've created in your current situation. What do you want more of? Are you sure that's what you want? Determine exactly what will bring you an experience of "amazing." Don't let your ego (or your fears) run the show.

What is standing in the way today of you having more of what you want, in your current situation? What is the biggest obstacle in the way of your getting it?

IF IT'S: "I WANT A NEW JOB!":

What is making you want to leave? Label and name it. Make sure it's not just your bruised ego talking, rather than your heart, mind and spirit. What do you want to create in the next job, exactly? And make sure your primary motivation for wanting a new job is not about running away from something.

IF IT'S: "I WANT A NEW CAREER!":

It's important to tease out the essence vs. form of this new direction. Explore the new career directions you are thinking about, and what they might entail and demand (more on "Trying it on" in Video #13). Are you ready, willing and able to do what it takes to bring it about? Are you being realistic about what a new career can bring to you?

IF IT'S: "I WANT TO START A BUSINESS!"

- Read Michael Gerber's book *The E-Myth Revisited: Why Most Small Businesses Work and What To Do About It*. It will teach you how to avoid the one fatal assumption so many entrepreneurs make that leads to failure in their small businesses.
- Do not fall prey to the "Build It and They Will Come" myth – Watch my video "[Believing the Myth of Build It and They Will Come](#)." I've learned the hard way that positive thinking is NOT a sound business strategy.

For additional information to help you determine the best next direction for you:

- Watch my "[My 52 Mistakes](#)" video
- Watch my "[The Pendulum Effect](#)" video
- Watch Ric Elias' TED Talk: "[3 Things I Learned While My Plane Crashed](#)" (about learning what matters most to you)
- Re-read your Career Path Self-Assessment responses to Questions #9 – New Insights for the directions you want to pursue.

Answer these questions:

1. What would you give up everything for?

2. What stands in the way of or conflicts with your vision?

3. What one direction compels you the most right now?

4. What one step can you take toward that vision today?

Great job! Thank you for committing yourself fully to a life of passion, power, and purpose, and to doing the work of building an amazing career!

– Kathy Caprino