

EXPLORE

IT TO TRY IT ON

VIDEO
#14

MAKING IT HAPPEN – PLANNING AND PRODUCING

Creating amazing success requires a S.M.A.R.T. plan with well-crafted goals that will move you forward, not sabotage your success.

Important concepts to remember:

- Don't "Metafizzle!" Help yourself through the inevitable moments of discouragement, doubt and worry. The energy required to bring into being what you want is much denser than the energy of dreaming about it. (Check out *The Energy of Money*, pages 20-24 for more about that.)
- You'll need a large dose of perseverance at this point – it's often a steeper challenge than you anticipated to remain on the path of transitioning away from who and where you were to where you want to go. Don't give up! Use your mentors and helpers to bolster you when you need some support. To move forward, you need to determine the one right direction you'd like to pursue, for the next chapter of life and work. Now's the time to make a definitive choice between the "four buckets" here:

The Four Buckets

- **STAY** but: want more success, recognition and reward
- **NEW** job (leave your current employer)
- **NEW** career (new function, role and/or industry)
- **LAUNCH** or buy a new business



KEY TAKEAWAY

Dreaming is not doing.
You must take the right
kind of action if you want
amazing results.

Goal Planning

- **Goals need to be a natural outgrowth of where you are**

- **Goals that will help you succeed need to be S.M.A.R.T.:**
 - SPECIFIC** Break them down into digestible, bit-sized outcomes
 - MEASURABLE** Include metrics that define the outcome so you'll know without doubt you've achieved them
 - ACHIEVABLE** Make sure the goal is something you believe you are capable of achieving
 - REALISTIC** Create goals that are doable within your concept of reality
 - TIMELY** Focus your goals on burning issues that will most beneficial to your growth

- **Timing**
 - Develop key goals for each stage of your growth continuum:**
 - 3 months
 - 6 months
 - 1-3 years
 - 5 years

Producing Results

Whether you are working for someone else, or changing careers, or thinking of a new business, there are six core steps to take to seize new opportunities

6 Core Steps for Capitalizing on New Opportunities

1. Understand the best direction for your growth today
2. Analyze and determine the help you need to get there
3. Find/hire/connect with skills and experience to support you
4. Partner with top individuals who will complement your skills
5. Communicate your specific goals to everyone you meet and within your support community
6. Market and promote yourself powerfully

Which Bucket is Right for You?

In the previous video, you were guided through a process of determining which of these “buckets” is the best direction for you:

Do you want to:

- **STAY** but: want more success, recognition and reward
- **NEW** job (leave your current employer)
- **NEW** career (new function, role and/or industry)
- **LAUNCH** or buy a new business

TIPS FOR MOVING FORWARD AND MAKING IT HAPPEN

STAY but: want more success, recognition and reward in your current situation

Determine three concrete actions to take that will pave the way to more recognition, opportunities, and growth, including:

- Take on a substantial new project
- Volunteer in another division
- Oversee a new direction
- Hire a new direct report
- Find a sponsor and mentor who can support you
- Get 360° feedback on your strengths, weaknesses and contributions
- Understand any obstacles that the organization and your managers and colleagues believe are in your way – and get help as to the best way to address these barriers
- Obtain new training or experience that will expand your toolbox

NEW job (leave your current employer)

- Brainstorm and define 30 organizations you’d love to work for
- Find contacts who personally know professionals in these organizations
- Ask everyone you know, “Do you know anyone I should speak to?”

- Research your ideal organizations and understand culture, fit, and credentials/ experience needed for your desired positions
- Continue to develop your LinkedIn community
- Reach out to as many past and current colleagues (whom you like and respect) as you can
- Request Testimonials and Endorsements
- Find new ways to be service and use your talents
- Build your presence – live and digitally
- Join new organizations, networking groups, meetups
- Get out there!

NEW career (new function, role and/or industry)

- Do the research necessary to understand what's involved
- Evaluate the new skills, credentials and expertise you need
- Plan how you'll close the gap on skills, training and experience you need to make the transition
- Build a Budget/Financial plan to ready yourself for the transition
- Continue to build your support community to help you and reach out to them
- Continue to “try on” the career in concrete ways so you can ascertain if it's right for you
- Integrate what you learn to refine your direction

Start a New business (evaluating if you want to launch a business)

- Do a comprehensive competitive analysis to understand exactly what you need to succeed in this arena and how you'll be different
- Build a solid budget – evaluate the funds and capital necessary to launch and understand where/how you'll access this money
- Hire a financial consultant and business advisor whom you trust to help you flesh out your plans and vet them
- Interview others who are successful in this field, and also those who have left it – understand what it takes to be successful

- Develop a full business, marketing and financial plan
- Determine the best next steps to move your launch forward
- Join organizations that support women’s business development

Answer these questions:

1. What are your S.M.A.R.T. goals for the next:

3 months:

6 months:

1-3 years:

5 years:

2. Who will you go to for support when you feel a bit stuck or when any doubts or confusion emerge?

3. What is the ONE most important step you need to take this week, to keep you on the path of creating the reality you long for?

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