

Hello, welcome back to the Amazing Career Project. We are on Video 10 and the topic is Fit is It, evaluating the best direction for you, and we are now in the phase, the step up, say yes. Remember those five steps? Step back, let go, say yes, explore and create, we're in the say yes phase.

All right, the takeaway for today is your career growth will be thwarted if you are pointed in the wrong direction. It's not that we can't make mistakes; we do, we take missteps, but you're going to find that your amazing career success is much closer to where you are today if you can find the right direction for you now, and not have to go through a lot of missteps to get there, so how do we determine what the right direction is for our personality, for our style, for our preferences?

The very first thing I want you to look at is, if you want a dramatic change; let's say you were like me, corporate world, I'm done, I want to be a therapist or I want to start my own business. The question to you is this, are you running from something?

I launched a few years ago something called My 52 Mistakes, an informal social media video project, and one of the first videos, which I will share with you in the link in the assignment was The Pendulum Effect. It's something I named and here it is, and I learned a little bit about this in my therapy training as well, so let's say you're here. You're in a job or you're in a field and you really don't like it, and you don't feel respected and you don't feel well treated, and you just kind of hate it.

Well, there's a lot of emotion around that. There's a lot of pain, humiliation, confusion, and then you snap, one of those crises we talked about. You wake up and you say that's it, I've had it. What many people do is go [makes noise] like a pendulum, completely to the opposite end of the world, as far away as this thing can be, and in my mind, in my story, that was therapy. I wanted to stop being hurt and hurt others, and I wanted to heal and transform lives. [makes noise] Well, that's awesome.

The problem, however, is there is a reason you were doing this. There's some skills and some talents and some abilities and some focus areas that were right for you. All of it wasn't bad. What we don't want to do is throw the baby completely out with the bath water, so here I was, this corporate person. I had great marketing skills, communication skills, leadership skills, [makes noise] I want to throw the baby out and become a therapist.

So, the key thing here is are you trying to run from something, and I say this to all my coaching clients. Before you run, before you leap, before you take that new job, before you start that new business, before you launch a new career, I want you to address what isn't going right, right now. Even if you think, for instance, you're in your job and you can't stand it one more day, I don't want you to jump if you can avoid it.

I want you to shift right here, because if you don't, what you go and create over here is going to replicate. You're going to have the same problem. It might look a little different, different field, but they're the same things, so if you're running from something, let's help you address what it is so that you can pick the best direction and not throw the baby out with the bath water.

The second piece is something I talk about all the time, essence versus form. You have got to find the right form of what you want, so let me explain what I mean. In every job that you have and every job that you want and every career path, when you're thinking about it, there's an essence of what you want, the energy of it, the values, what you think it's going to give you at the core.

So for me, when I was thinking about being a therapist or when I launched my coaching practice, the essence was, I'm going to have control, I'm going to help people, I'm going to choose who I want to work with. I can say yes and no. I can use my psychology background and my writing. There's an essence.

The problem is, where the issue is, then you've got to find the right form of it and there are thousands of forms for every job you can think of, so when people come to me for instance, and they say, "I'm ready to start my own business," I will always ask, "Why do you want to start a business? What is the essence of it?"

And if they're corporate women and they give me examples like, "I've had it with the boss, I want to be in control, I want more work life balance," I would say this, "Those are not big enough, good enough reasons to start your own business." It's in there as factors to consider, but that's not why you start your business.

And by the way, work life balance when you're launching a business, you don't get much of it, so I want you to understand what the essence is you're looking for and then we've got to find the right form for you.

For instance, if you are terribly risk averse, if investing money when you're not sure about the return, is going to make you so stressed and so unhappy, perhaps owning your own business is not what you want, but we'll find the right form. We just have to make sure we're thinking of those two things.

The third piece is, in order to find the right career, have amazing career success or the right job, you've got to look at all the other pieces that make up who you are. You know you can call it the wheel of life and there will be an exercise in the homework that you can look at, but I want you to think about these things. What's the role of money in your life, how much money do you need? I want you to understand that.

Now a lot of people come to coaching and they have an idea of what they need; they need hundreds of thousands of dollars, like what I used to make, and then when we really dig deep, do they really need that to be happy? Many people, I would say maybe 60 percent, say no, actually they don't. They can downsize, they can move, they can have a simpler life. You've got to know, how much money do I need to make.

Often I ask how much money do you need to earn, how much is coming in, how much is going out, and people don't know. You've got to know; you've got to be intimately connected to your money situation.

Another thing you have to think about; what sort of lifestyle do you want? Do you want to travel, do you want adventures in other countries, in the Caribbean and sailing, or do you want a simple life? You've got to know that because your job, the essence and the form, has to fit all of these things. How about being home with family or your relationships? What do you feel you need to be happy?

So let's say you're in a career that demands that you're traveling four out of five days, is that going to work? Control and flexibility, we talked about that; some jobs inherently you don't have a lot of control over your time. If you have a very high powered CEO job, you probably don't have a lot of control, not always, but probably. If you're working for yourself, maybe you do. Think about what you want, control possibilities. Think about geography. Do you want a job that you can do anywhere.

For me, for instance, I didn't want to move five times while my kids were growing up. Coaching was wonderful, I do it on the phone. I run my business from my home. Think about it, where do you want to be?

How about your tolerance for risk? Are you okay with not knowing what's happening tomorrow? Are you okay with not knowing that month what you're going to make, which is not ideal in any business, but when you're just starting out, you don't have a sure thing. It's not like a corporate job. How are you with risk? Are you conservative, does risk make you scared, are you okay with it, what do you think?

I'd also like you to think about what does your future look like? What do you want it to look like? It's very important that you factor that in, especially if you're in the age range of 40 and above. The future comes very fast, so what do you want in savings? What do you want for retirement? You need to think about that and you need to prioritize what matters most to you because it definitely impacts the direction that you go in today.

Your mission, your purpose, we talked about that in the last video. When you're 90 looking back, what do you want to say you've done? What do you want to have stood for here and is that a priority for you in what you're crafting right now? If it is, we have

to honor that and make sure that the aspects of your mission and purpose are definitely being reflected in what you do for a living.

The final thing I want to bring up is timing. Sometimes what we want desperately doesn't fit too well in the timing of our life. Let me give you an example. When we talk about prioritizing here, I remember when my children were little, and they are 15 and 18 now, I said to myself there is one thing I don't want to blow. There is one thing I don't want to live with and that's regret about how I parented.

And for me, me personally, this is not a judgment to anyone else, I wanted to be more in the fabric of their lives than I had been in the corporate world. In the corporate world, I'd leave at 8:00. I'd be home at 7:00. I'd be exhausted. We'd make dinner and I'd collapse on the couch. I just wasn't able to be physically present. I didn't want that; I knew I didn't want that.

Now, I've heard talk of CEO women who are living in other parts of the country from their families and they feel that it works. Everything is up to you. It's your authentic wishes but you've got to figure them out, not live someone else's life, and timing is everything.

When I look now, my kids are older, they're launching to college, they're in high school. I'm able to do things I couldn't have dreamt of 10 years ago because I had the time to focus. All right, so the key exercise here is prioritize what matters most so that you will not have regrets in 10, 20 and 30 years.

I want to touch on determining the right fit for you, the right direction. I want to debunk a few myths that I hear over and over every single day with my coaching clients. Number one, if people are fed up in the direction they're in and they say, "Oh, I want a new career, I want a new industry." I hear an awful lot, "I want to work in a non-profit. I think that's fulfilling." I want you to know perhaps it is, but perhaps it isn't. You're still going to go and do a job. You might be doing sales, you might be doing finance. I don't want you to glamorize other fields without learning exactly what that job really is. It may not feel more fulfilling to work in a non-profit setting. It depends on that non-profit.

The second piece is another myth. If I work for myself, I will "blip". I will make all the money I want, I will have all the balance I want. Not necessarily, working for yourself, it depends on the business model you have. It depends on the business you've launched, so let's not glorify. Let's not think everything's going to be the grass is going to be greener. Let's figure out what fits.

Here's another myth. If I'm good at "blip," I'll be great at that as a career. I want to give you a quick example. I'm a singer; I'm good at being a singer. I've sung at people's weddings, I've sung on CD's, I've sung with Liza Minnelli with a big group at Sony

recording studios. I'm good at it and I've dabbled in getting paid for it. Wow! I don't want to make a living as a singer.

I want to use my voice, make a living as a speaker, trainer, what I'm doing now, but just because you're good at something doesn't mean you want to make a living at it, that you want to incorporate it into money and negotiations and the structure of making a professional life of it, so I'm going to help you figure out, I love it, but do I want to make a living of it.

Another myth; a lot of people say to me, "I'm not good with money. I think I can have my own business." That's a myth. You can learn to be better with your money. It isn't immutable. You can get better, you can take classes, you can get training, you can get a financial consultant. Don't let that stop you.

Here's another myth. I'm going to leave this company because I've had it and the same role I'm doing now is going to be better. Not necessarily; you've got to figure that out. You've got to find out what the culture is over here. You've got to find out how happy people are and who really fits there, so don't just jump because you think, "I'm out of here and something else has got to be better than this."

Finally, don't think you have to leave if you want more of respect or money or value or responsibility. I'd recommend that if those are the reasons you're leaving, let's see if you can get what you want now. Then, when you're ready, truly ready to leave, you're going to attract something bigger and better that you're ready for.

All right, so determining next fit; how do you really do it? You're going to think about all these things we've talked about and you're going to do a process elimination, and we're talking about four key buckets and if you fall into another bucket, throw it in there, but the four buckets are:

I want to stay exactly where I am. I want more, more success, more recognition, more money, more responsibility, more leadership.

The second bucket is, I want a new job. I want to leave my employer, but I pretty much want to do the same thing. I like my graphic design, I like my writing, I like my finance work.

The third is, I want a whole new career. I want to do completely different things in a new industry, or change industries and do similar things that I'm doing.

The fourth is, I want to start and own my own business. I want to launch my own business.

The very first thing I want you to think about if you are contemplating starting a business and you don't know much about it, here's another book. Michael Gerber's "The E-Myth Revisited," E for entrepreneurial myth. He talks about why so many small businesses fail. The book is fantastic. Read it if you're contemplating starting a business.

And the key lesson of that whole book is don't make the fatal error of thinking that because you know how to do a technical skill or service, that you know how to run a business that offers that. They're not the same. I know this for a fact. Being a coach and running a coaching business are completely different.

In particular, around coaching, you've got a business to develop, you've got to market, you've got to drum up new opportunities, you've got to get out there, you have to demonstrate your expertise, very different from sitting at your desk coaching. Read that book and start to understand, is that what I really want.

Okay, so these four buckets I want you to evaluate now which makes the most sense and if you truly don't know, I'd like you to do this exercise. I'd like you to sit in your chair, sit in a comfortable place and close your eyes and breathe very deep, to the gut breaths so that you're more relaxed and you're disengaged a little bit in what's going on in the chatter of your mind.

Then I want you to visualize this. For each of those buckets, if you're wondering about each of those, like should I stay in this job or should I leave or should I start a new career. I want you to bring to mind where you are today, imagine that you are much more successful in that job. Imagine it and see it. The things that you're struggling with have gone away; you're more successful. You have more money, you have more responsibility, you have more joy in it.

Then I want you to ask yourself, is this what I really want? Do I really want to be successful in this job or do I want to leave? Bring each of those to mind and then write down what comes up for you. You very well may visualize that you got that promotion you wanted, you got that raise, whatever, and it still doesn't feel exciting to you.

Write it down, scale of 1 to 10. 10 is yeah, that really has juice for me. One is no, I'm done with it, and do that for every bucket, staying, the new job, the new career, and starting my own business, if you really are contemplating those. See what comes up and let your higher self guide you about what is truly the right fit for you.

Thank you so much. Don't forget to click the link. Do your homework and I will see you next time. Thank you.