

Hi. Welcome back to the Amazing Career Project. This is Video 3 and we're focusing on amazing career success on your terms.

Today's takeaway is this: you're unique, you're special, you're amazing. Do not doubt it. Yes, indeed, you do deserve to have life and work as you truly want it.

Okay, let's start talking about what is amazing career success on your terms. First of all, let's talk about vision and what you see for yourself.

Just like week I had a comment on one of my forum posts. It was talking about Tory Johnson, who is the Good Morning America workplace expert. She's so inspiring, so interesting. She has an amazingly, crushingly busy schedule and loves it. Wouldn't think to complain about it because she said, "I signed up for this. Why would I ever complain?"

She has a very big vision. This commentator said, "I understand what you're going for but we all don't have to have these big visions, do we?" It was an interesting, interesting comment.

I want to talk about how big your vision needs to be. You know what my answer is? Big is not the descriptor we're looking for, it's authentic. That's what we need. What fits your life? For some women, they literally want to be CEOs of multi-billion dollar organizations. For others, they want to work privately as a coach, or write a book, or speak to 10 people.

Some people are happy in audiences of 5000, right? Some people want to write 10 books, and you want to write a blog. It doesn't matter how big it is. It matters. Is it authentic to you? Is it going to give you juice? Is it going to connect the dots and let what you're doing now be the culmination of everything you are? That's what's key.

We don't need to worry about how big it is. If it fits you, it fits. Okay?

The other piece is: you need to understand what makes up career success for you. What are the descriptors? What's the energy? What's the essence that you're looking for?

I want to share my essence. Not to project it onto you but as a starting board for you to think about, "Oh that fits. That doesn't." I'd like to share it.

For me, the elements of amazing career success have this. Life of passion, power, purpose with authenticity and clarity.

I choose these words incredibly carefully and here's why: because I lived 20 years as a working individual without any of those things. No passion, no power, no purpose, no authenticity and no clarity. I know what it feels like to live that way and I never want to go back there again.

Let's even break it down. I'm asking you to start thinking about words that are going to describe your amazing career success on your terms.

Passion, what does that mean for me? I realize that in 18 years of corporate life there were moments I enjoyed it. There were times I did market research. I thought that was really cool to develop new products and talk to customers. But would I say I was passionate? No.

One of the key reasons was I never really felt committed to be excited about selling and marketing other peoples' products. Nothing really jazzed me. I just didn't feel passionate about it. I didn't realize that the reason for that is I'm more passionate selling my own products, my own books, that kind of thing.

I never had passion. I never thought that these products were making an enormous difference in the world and that's important to me. I don't want to spend every waking minute doing something if it doesn't matter. That's just me: passion.

Power: as we've talked about in other videos, power is important. Access to it internally and externally. I felt very powerless. There were always toxic political environments. There was always time where you couldn't tell the truth. I would be sitting in boardrooms presenting a P&L forecast. I'd say, "Can't we all tell the truth, here? We're losing money. It's not working." No. Power: I never felt powerful.

Now I do. I feel like I have the power to shape where I'm going, passion, power.

Purpose: the third, for me is purpose. I've found in my research with women, so many women--and I don't mean to make sweeping generalizations, but I think the research supports it--we want to feel like what we're doing has significant contributive value, has a purpose.

We want to feel that we're a vessel that makes a difference. That has a purpose. Once you connect with what that is to you. What is your purpose? What is your mission? For me, it's to be a change agent. Helping people transform, turning my mess into a message. That's what gives me a sense of purpose.

What is it for you? I want you to start thinking about it.

The authenticity and clarity piece: I'm not happy if I'm not authentic. I'm not happy if I can't be transparent. Part of that is how I grew up. I seem to be able to sense--and some of this is the energy healing work I've done--I can sense what people feel. I can walk into a room and I can say, "Oh, she's afraid. He's mad. He's exhausted. She's resentful." I can feel it or so I think.

When you feel what people are thinking, and then what's coming out of their mouth is not aligned, you know it. It's jarring. For me, authenticity: I can be who I am. I can be transparent. I don't have to lie. I can say it like it is. That's really important.

The final piece for me is clarity. I spent so many years being unclear. What do I want? Why do I not like what I'm doing? How can I figure it out, that finally having a sense of clarity?

That doesn't mean it's always in the sharpest of focus. Sometimes it comes out of focus and you have to do something different. Then it comes back in but there's clarity about who you are and what you want to do.

That's it for me. That's amazing career success on my terms. I want you to start thinking about it. What is it for you?

Now as we start dimensionalizing it, I want to talk about a few things that are going to be helpful to you. One is the idea of a job versus a calling. I once read about this a long time ago on Bloomberg and I thought: this is the most interesting thing I've ever heard.

There's a difference. They're not the same. This is how I conceive of them. A job--if it's a decent job, a good job that you don't dread that you don't get sick on Sunday night thinking about going to--a job allows you to use yourself, be somewhat interested and connected to what you're doing.

It provides the security--if you can call a job secure; today's times are tough. Security and stability: gives you a paycheck, direct deposit into your account, so that you can do what lights you up on the outside. That's a job. If you hate your job then it doesn't fit these criteria at all.

A calling is something else. A calling is something that is so compelling you wrap your entire entity around it. You can't stop, often to the detriment of your checkbook, of your marriage, of your health. You just can't stop yourself.

I've had both. I had the 18 years of jobs and now the calling. Some people say to me, "I want a calling." Well, you don't choose the calling; the calling chooses you.

It's often because you've had such a situation, such a trial and such a tribulation that when you come out of it you have a burning need in which to help other people.

Sometimes it's when you've disengaged from a life, from a lifestyle or something that's given you new perspective.

Know the difference, and here's the thing: often, most often, a calling is not going to give you that paycheck, that regular sense of security and stability. That's not going to happen.

Don't put upon a calling all the things that you want in a job, and the same with a job. If it's not a calling, don't wish for fantastical passion with it. It's probably not going to be that way. Decide what works for you and go with that. Neither one is better. Neither one is worse. Go with what fits you, even if it is a job.

I'm going to do my work as a film editor but what really lights me up is something out here. Even if that's where you are today, you still want to do your job with great success. Nobody wakes up in the morning and says, "I'm going to chunk it today. I'm just going to blow it."

We want to feel successful. Even if it's the job that you want, let's find a way to juice it up for you and make it even more successful.

Let's talk about what is amazing career success on your terms, defined uniquely by you.

A few other things: it's important to understand it's not a destination. Like my story, 18 years in corporate, then I became a therapist. Sure, the three year Master's and the intensive training, I thought I'd end up forever as a therapist. After trying it on, which we're going to learn about later, and living it, it wasn't my identity. It didn't fit.

Coaching fits. Speaking, writing, training, that fits. It's not a destination. Get that out of your mind. It's a journey.

Some people say, well I don't want to make the mistake of getting a Master's and realizing. I get it. I didn't want to make that mistake either, but I have to say I used every skill that I learned. Every minute of the day I'm changed by that Master's in Marriage and Family Therapy by being able to sit with anything: rape, incest, violence. I can sit with it all now. I can learn to embrace the person in front of me and love them and accept them. I use that every day.

It's a journey. How do we get on that journey? How do we jump start it? That's why you're here. You've got to know yourself. We talked about that in the last video but now I want to really talk about what it means to know yourself.

You are going to take my career path assessment. I hope you've already done that as your homework. If not, please do it. It takes time. It takes you going inside and exploring, but it's vitally important.

In that, you're going to start looking at yourself in the following dimensions.

First of all, what is your personality like? Are you gregarious? Are you humorous? Are you organized? Are you meticulous? Are you curious? Are you intellectual? You've got to know what your personality is like, because first of all it's going to help guide you to what you want in your career. Also, you can do your career in many different ways. I work from home. I have a home office but I also like to engage with consultants and colleagues and clients.

You've got to figure out how you're going to do the work you do, so that it fits your personality. Understand it. Figure it out. What is your personality?

Number two, know your values. It's important that you know what your non-negotiable values are. Click below, the link in this video, and there's a wonderful resource in your homework. A values list and you're going to be able to look through these hundreds of values and see which resonate. What do you need to honor to be happy? If you don't have that in your career, it can't be successful. It can't be fulfilling if you're not living your values.

Here's another piece, your talents. I see talents and skills differently. The way I see talents are: what were you naturally born gifted at? Sometimes people don't even see that they have a talent because it comes so naturally.

For me, for instance, using my voice, being a singer, taking chaos and turning it into something organized. These are talents. I didn't really even know they were until someone says, "How do you do that? How do you get up on stage and talk to 500 people?" To me, it's a great joy. The problem is shutting me up and getting me off.

What are the talents that you have? Go back to childhood; go back to teen and young adult. What were you known for in school? What did people think of you? "Oh, she was the singer. She's the athlete. She's the brilliant scholar." Those are talents.

Skills are different. Skills are areas that you've decided to hone. I may be interested in English, but I had to hone the skill of writing. That takes work. Skill is what you've worked on honing and perfecting.

Here's the thing. You can be great at something, and highly skilled, and hate doing it. That was the big revelation for me. You don't want to work with something you hate. You don't want to do every day, even though you rock at it, you don't want to do it if you hate it.

You have to start teasing out, what are the skills I love to use and what are the skills I never want to use again?

Standards of integrity: what are the things that you simply will not compromise on? You've got to know this to be successful. If you're looking for a job, you can have that list in your mind. That's how you can filter, "Am I going to be a good fit in this job?"

Today jobs are tough to find, I know it. It's still about, is this fit right? Not about, will they hire me?

You have to know: what am I not negotiating about? What am I not compromising about?

For me, for instance, my standards of integrity are fairness, kindness respect. Authenticity and transparency, we talked about that again. I will not budge. I will not work with people who aren't honest, who don't tell the truth. Done that. Been there. No.

What are those for you, those standards of integrity? Who you really are, who you admire and what values and traits they possess.

Your vision: we talked about vision needs to be just right. Let's start breaking it down.

Where do you literally see yourself? How can you visualize yourself? What does it look like you're doing when you're having amazing career success? We're going to talk in a minute about the power of creative visualization. Hang on for that.

Dreams: in the career path assessment, we're going to have you take an exercise where you're looking at all the dreams you've ever had to be or to have. I want a sailboat. I want to write a book. I want to sing with a rock band. I don't care how fantastical they are. You're going to write them down.

Then you're going to look at what's the reason behind that. What's the desire that's going to be fulfilled? Then you're going to indicate a "to be." I want to write a book. Why? To be a recognized thought leader. I want to go to Disney with my family. Why? To be a great parent. I want to teach other women how to have amazing career success. Why? To be an inspiring role model.

You get the idea. Start looking at your wild fantastic dreams and then break them down into the "to be." Then you're going to start understanding that these are your life intentions. These are your dreams, and that you have it in you to make them happen.

Finally, an important question to ask, it's your legacy. When I'm 90 looking back, what do I have wanted to do? What do I want to have given? What do I want to have stood for? What do I want to be remembered for?

You don't want to look back and say, "I didn't do anything that I set my mind to." You want to make sure that when you're there, looking back, you're leaving the legacy that you [long] to.

Two other points that I want you to remember when you're thinking about crafting your

vision of amazing career success on your terms: I've noticed--and I recently taught a class at NYU and this came up--that women want to bring their whole selves to work.

I remember in my corporate life I felt that there were parts of me that had to go underground. Suppress that. Don't bring that out. Kindness, empathy, honesty, pieces went underground. Or the fact that I sing on the side or that I'm creative. Put that away. That doesn't belong here.

If you have to bifurcate yourself, if pieces of you have to go underground you're not going to have amazing career success. You want to bring the whole thing.

I don't mean I'm walking around through the halls singing every day. I mean I'm bringing that spirit of loving music, of loving creativity. I'm bringing that to everything I do.

If you feel that parts of you have to go underground, it's time to shift. It's time to figure out how you can bring your whole self to work.

What I want to leave you with is the idea of creative visualization. The best book I've read about it--and I want to differentiate between the secret and everything else that I'm talking about--the best book I've read is Shakti Gawain's Creative Visualization. Read it. There's a link to it in your homework, in your resources.

This is not about sitting on your couch eating bonbons and having a "build it they will come" mentality. It's not that at all. It's about visualizing in your mind, as concretely as you can with all your senses, what you want your outcome to be.

I want to share this, it works. I had this experience that when I wanted to write this book, after I did a year long research study, and I knew that this was important information on the 12 hidden crises working women face. I knew it had to come out. I had to write this book.

I got nose from so many agents. One agent said, "Write it about celebrities." Really? This is not about celebrities. I got nose 52 ways to Sunday.

It never deterred me. I knew I was going to write this book. I knew I was going to find a great publisher. I actually saw it in my mind that I was walking with my children into Border's, which is no longer there, where I live and we would see it on the shelf. What do you know? It happened exactly the way I saw it.

It works. Why? Because when you visualize you're marshaling all your resources, internal and external. Again we're like that heat-seeking missile. We visualized it, we felt it. Your system doesn't know that it's in your mind. Your system thinks you did it. It helps you break the barriers down so you can get there.

Read the exercises that I'm offering you in the homework. Begin to creatively visualize. Smell it, see it. What are you wearing? What are you saying?

You're on your way to creating amazing career success the way you want it. Thank you and see you next time.