



GROW

CAREER PLANNING

BY TRACY F. BARRY
FOUNDER OF GROW WOMEN LEADERS



A COMPREHENSIVE GUIDE TO
PLANNING THE PERFECT
CAREER FOR YOU.

COMPLIMENTARY FREE E-BOOK

LET'S GET YOUR CAREER PLANNING EXPERIENCE STARTED!

TRACY F. BARRY
FOUNDER OF GROW WOMEN LEADERS



Thank you so much for requesting access to the Grow Women Leaders: Career Planning Guide.

I am so thrilled to have you and I am going to make sure you have a great time. Just to give you insight, I created the career planning guide to help women understand their worth when it comes to career development and advancement. And in return, get hired and advance their career in their industry of choice.

I know that it is important nowadays that women are able to achieve and reach potential in any giving area of life, but require that they get the support they need so that they are able to make an impact on the world.

Please consider activating your full experience to our program using the code emailed to you at academy.growwomenleaders.com to get access to the full CC+P with 5 career development streams to choose from and exclusive bonus content.

We look forward seeing you on the inside.



- INTRODUCTION
- ATTITUDE BEFORE CREATING A CAREER PLAN
- THINK OF A CAREER PLAN ALONG WITH YOUR LIFE PLAN
- FLEXIBLY MODIFY YOUR CAREER PLAN
- FLEXIBLY MODIFY YOUR CAREER PLAN
- ALWAYS QUALIFY
- SPOTLIGHT



TABLE OF CONTENTS



- PREARE FOR THE INTERVIEW
- BUILD NETWORK
- BE PRESENT
- CULTIVATE RELATIONSHIPS
- PERSONAL BRANDING
- BUILD A PROFESSIONAL NETWORK
- CONCLUSION: CREATE YOUR ACTION PLAN

ALL ABOUT CAREER PLANNING



INTRODUCTION

A career plan refers to "a **concrete action plan constructed to clarify one's ideal image for the future and realize the ideal.**" A career plan is a plan that allows you to build up your career with a firm awareness of it. The first thing you should decide is **your ultimate goal**, where you want to reach. To get there, you need to back-calculate what you wish to or should do.

The word "career" generally refers to work experience or career, but "career" here is used in a broad sense to refer to the **continuous experience** an individual has throughout his or her life. A career plan is a concrete action plan created to realize the future image (career vision) of work and work style.

If you identify the skills and experience you need to achieve your future vision, **calculate back** and make a plan, you will see what you should do by when.

SOME FACTS

A career plan is a **guideline for the entire career**, including job change and independence. It is necessary to create a career plan because it is no longer possible to deal with a career plan left to the company due to changes in society.

Due to the uncertainty of companies and themselves, it became necessary to **secure jobs** by developing individual abilities.

In the coming era, it is important to have a **clear career plan** as an individual, not as an employee of XX company, and to make independent career choices based on it.



ATTITUDE BEFORE CREATING A CAREER PLAN "VALUE SUBJECTIVITY."

FIRST, THERE ARE TWO THINGS TO KEEP IN MIND ABOUT YOUR CAREER BEFORE YOU START BUILDING IT.



01. THERE IS NO OBJECTIVE CORRECT ANSWER.

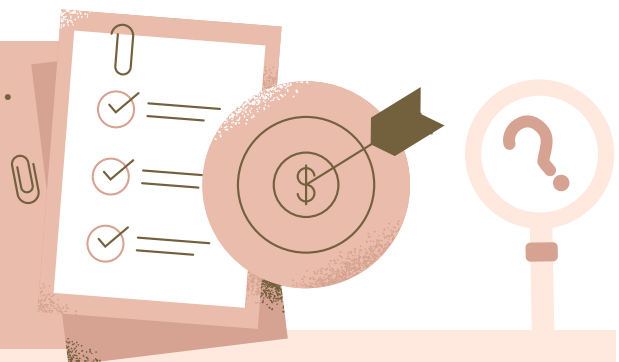
There are **no goals or uniform criteria** for a career that everyone should aim for.

If you identify the skills and experience you need to achieve your future vision, calculate back and make a plan, you will see what you should do by when.

Without objective criteria, "how to make a choice that is convincing to you" is important. Grasp your judgment axis. If there is no correct answer and no endpoint, you have to make a subjective judgment and make a choice. Also, **be aware of your values** to not be dissatisfied with employment or change jobs later due to objective opinions (such as those considered good by the world). That is very important. It is effective to know your own "career anchor" to see the judgment axis when choosing a career and working style.

02. THERE IS NO ENDPOINT (GOAL).

The goal you thought was the goal will become a passing point when you reach it. Therefore, once you create a career plan, it is not the end, and you need to update it from time to time.



BENEFITS OF MAKING A CAREER PLAN:

- The benefit of developing a career plan is to **clarify** what you need to do now and what goals you need to achieve within a few years. If you don't have a dream right now and are tired of repeating the same day, making a career plan will clarify what you need to do now and motivate you to do your current job.
- You may want to consider changing jobs to improve your skills. Even in that case, the purpose of realizing the future image becomes clear, so it becomes **easier to determine** the axis of a job change.
- If the job change axis is not fixed and you change jobs somehow, mismatches are likely to occur, and the possibility of repeated job changes increases. Making a career plan and setting a career change axis will be easier to find a company that **suits you**.

THINK OF A CAREER PLAN ALONG WITH YOUR LIFE PLAN.



If you think about your life plan and your career plan separately, you are more likely to have to give up on one or the other. Therefore, it is a good idea to consider your career plan together with your future life plan.

There are more work style options, such as remote work that works without going to the office, dual jobs from two regions, and a location that takes vacation while working. Assuming such diverse work styles, let's make a career plan with a view of life events such as marriage and childbirth, what kind of lifestyle you want to work in the future.

PROFESSIONAL SKILL ACQUISITION IS IMPORTANT

In the conventional membership-type employment that assumes lifetime employment, it has been required for one company to gain experience by transferring to various departments and acquire comprehensive abilities.

However, in the future, it is expected that employment focusing on "jobs" (job-type employment) will advance due to the declining working population and increasing demand for specialized human resources.

Therefore, to become a human resource who can play an active role in the next 10 or 20 years, it will be important to have specialized skills that any company or industry can travel.

FUTURE CAREER PLAN CONCEPT

How should you think about your career plan in the face of major changes in work styles, such as work style reforms, shifts to job-based employment, and the penetration of remote work? Introducing and realizing an effective career plan in a work environment is expected to change in the future.



When considering a career plan, first decide what skills you want to acquire and play an active role with a future outlook. And it is better to set up the most effective way to acquire that skill without being tied to one company, to change jobs and side jobs.

FLEXIBLY MODIFY YOUR CAREER PLAN.



Making a career plan does not mean that you will follow suit. This is even more so nowadays when the working environment is changing drastically. Don't be depressed or impatient and give up your career, even if the environment and circumstances change and things don't go according to plan.

If you feel that things aren't going according to plan, try to revise your plan each time. Rather, in the coming era, sticking to a career plan once made can be a risk. It can be said that flexibly correcting the trajectory every few years according to the situation is an effective way to get closer to the future image.

Even if you change the plan on the way, the skills you have acquired so far will not be wasted. Rather, by multiplying the various skills acquired as changes occur, it is possible to become a unique human resource. To survive in the future society, it may be important to build a career plan with "acquisition of expertise" and "response to change" in mind.

Creating a career plan takes time, but it is very important for a better life. There is an opinion that "a career plan is unnecessary" because of the uncertain future. Still, I think it is necessary to make a career plan in an era when such unexpected things happen.



JOB MARKET RESEARCH



What is the labour market?

The labour market is a concept that brings together those who offer job openings and those who seek such opportunities. This includes both open positions in public and private companies of all sizes and segments. Such a market, then, encompasses the existing interaction between employers and labour. It includes professionals with the most varied backgrounds and skills in a fierce competition for vacancies that meet its objectives. A feature that contributes to greater competitiveness is the higher qualification of the available labour.

When looking for a new job or at the beginning of your professional life, knowing how to look for a job is very important. It may seem simple, but with strong competition from other candidates and weakened markets, details make all the difference. From the production of the curriculum to the way it is disseminated, everything interferes with its visibility in the face of companies. The professional needs to focus on his search, know how to position his past experiences, and remain confident and safe in this task. With some good attitudes, it is possible to be closer and closer to the new opportunity that is so desired! See how to conduct your search and some tips on how to stay financially stable during this period.

If you are looking for your first job, you have no experience in the job market. So, there is no point in competing with professionals who already have some background of practical knowledge. The main tip is to **invest in qualification.**

Presenting a curriculum with courses, training, and participation in seminars, lectures and workshops usually hold the attention of recruiters. A candidate with many qualifications shows interest and effort. These are basic requirements for hiring. So **invest time and resources in yourself.**

It is necessary to go beyond the formal education of schools. Earning your high school diploma or even graduation is no longer an advantage for your first job. It is necessary to go ahead.

For example, for those who are attending high school, it is very worthwhile to invest in a professional course. This experience will open many doors for your first job. In addition, it will help you to identify what the job market looks like in practice, the challenges, and your skills to face them.

The proposal to seek a qualification more focused on a professional day today is very good. Also, know that you are closer to being called for a first job interview with this qualification. After all, recruiters will assess that you are already interested in a particular area. This way, they will be able to identify, in a personal conversation, if you have the profile that the company wants.



MAKE A GOOD RESUME.

Now that you know what to focus on, pay close attention to putting together a good resume to get your first job. The main challenge here is to overcome the lack of professional experience. So, know that it is necessary to value other skills when filling out this document. **The curriculum is essential.** He needs to sum up all of his qualifications. This is your first contact with the contracting company. That way, you need to get attention at the first moment. Only then can you get your first job.

The first proposal is to always look for vacancies that have something to do with your education and your area of professional interest. So, you're already ahead. You will be able to stand out when assembling the curriculum and answer all questions at the time of the interview. Then, when filling out your resume for your first job, it is always worth reinforcing your skills and plans for the future. Make sure that there are no grammatical errors. For that, you can use tools like Word and even brokers available for free on the internet. Also, **never lie on a resume.**

Put on the first page all your contacts, such as full name, email, phone, and social networks (professionals).

Remember to mention and highly value your academic background. Detail the name of the course and all the subjects you have learned. If there are practical activities, please describe them as well. They will support you to prove more knowledge about the area of your first job searches.

The information mentioned so far must always be at the beginning of your resume. They should gain more prominence to get the recruiter's attention. Also, remember to start in descending chronological order. That is, from your oldest formation to the most recent one.

After that, open a field on your resume to highlight volunteer work, freelancing, participation in Workshops and Lectures. This will prove to the recruiter that you have the willpower and interest in the first job.

NO FALSE INFORMATION.

It seems very obvious, but it does serve as a hint. Never use false information in your resume or interview for your first job. If you do not know the subject or do not contribute to the topic, choose not to respond.

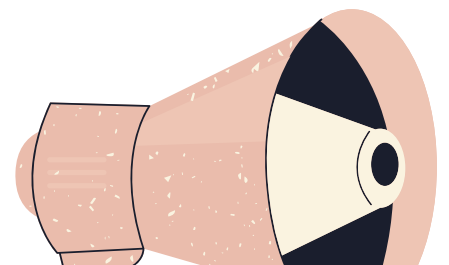
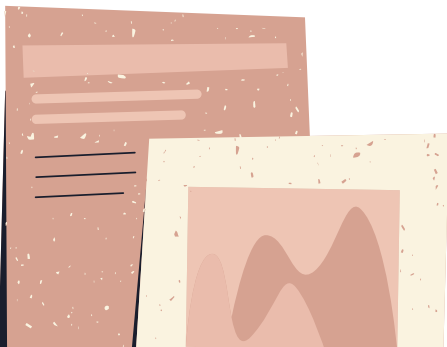
This way, you avoid problems at the beginning of your professional career. Remember that recruiters know each other. Many are professional colleagues. Thus, lying in an interview for your first job can cause many problems in future opportunities.



STRENGTHEN YOUR NETWORKING.

Networking is very necessary for any professional, and only a few understand their impact on seeking employment. First of all, having a network of contacts is a way to disseminate your resume and you as a prepared and competent professional.

Every place and occasion is appropriate for strengthening relationships, making friends, and exchanging good ideas about the professional world. It is necessary to show concern so that you can gain confidence. These people can make referrals about you, reinforcing your quality and training.



PREPARE FOR THE INTERVIEW.



Following all the steps here, at some point, you will be asked to interview for your first job. Get ready! This is a very important step.

- The first guideline is to research the company. You can search for information on the website, social networks and even connect (professionally) with the employees of this company. Evaluate what they say about the institution and search for news in the media about the company.
- Be on time for your first job interview. If the time is noon, arrive at 11:45 am. Thus, you will also show interest and availability. These are important points that will count for your next qualifying stage.
- Also, take care of your look. Here, we are talking about clothes and accessories: no caps, torn clothes, or many colours. Be discreet and elegant. Show that you adapt to all professional environments.
- When starting your job interview, ask questions. Interact with the interviewer and let the conversation flow. This will strengthen your communication skills, another important point for your first job.
- Finally, learn to talk about yourself and your professional goals. If you haven't thought about it yet, train at home, in front of the mirror. This will give you more security.

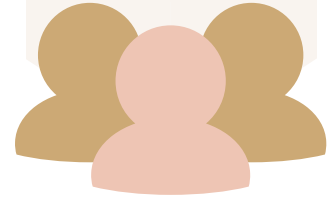
MAINTAIN SELF-CONFIDENCE

Your qualifications, experience, and skills are all you have when looking for a job.

It is essential to have full confidence that these characteristics will put you where you deserve it. No matter how long it takes to get your spot, be sure to trust your potential.

After being followed in the negative, many will no longer apply for more competitive places, even if they are qualified. This will become a path of no return, and the great recruiters will no longer see you. Regardless of the difficulties, remain confident in your qualifications!

BUILD NETWORK.



Having a good network remains one of the most efficient ways to enhance your career. As in advertising, there is no advertising more effective than a word of mouth recommendation - in this case, the product is you, your trajectory, your competence, your skills. Among the thousands of résumés and the appointment of a former coworker who is now a manager or a friend from college days, have no doubts: you will enter the selection process through the front door.

For this reason, learning to deal with your network remains a key strategy to keep your employability high. But with the phenomenon of social networks, how to separate, invest, choose those contacts that deserve your attention, those that only make volume in your professional networks? Creating and establishing a network of professional contacts - the so-called networking - is one of the starting points in searching for a new job opportunity. It is initially easier to "establish relationships with people in your world" who can offer exchange relationships.

Getting back in touch with coworkers, college friends, course teachers, or even family members can be a good strategy. Symposiums, lectures, and fairs are also great places to meet people from the professional environment. The tip, then, is always to have a business card in your pocket and not hesitate to introduce yourself to other people. When looking for a job, many people close themselves off to new opportunities out of shame in their situation. "The secret is not to be afraid. Pay attention to your surroundings, and don't be afraid to approach people in your area," he says. But be careful not to appear insistent or inelegant. It is essential to make networking a habit. "Structuring a network of contacts takes time and is not done overnight, as it is important to invest time and also be a reciprocal intention. "When you show willingness and real interest in the other's story, you build a true network. After all, networking is a time of exchange, and it is also possible to learn new professional practices with one another.

When we talk about networking and how important it is for the development and life of any professional, we want to strengthen the idea that opportunities arise from people to people, even with all the virtual interferences. As well-developed networking, you will have the chance to be inspired by people, improve and strengthen relationships, make new friends, improve knowledge, develop skills, exchange ideas, follow trends, have access to the best opportunities, among others. Do not forget that professional competition is increasingly intense, and many professionals are looking for a chance. Many invest heavily in networking because of the capacity and speed of response that this strategy can give back to anyone involved.

SEE, IN PRACTICE, HOW TO BUILD A GOOD NETWORK OF PROFESSIONAL RELATIONSHIPS AND BROADEN YOUR HORIZONS.



HELP PEOPLE.

In the same way that people can contribute to your professional life, you can also help theirs. This is a very simple and effective way to network and maintain relationships in the future. After all, a professional will always remember the one that was useful at some point. It is worth noting that this type of aid does not mean exchanging favours. The truth is that, in one way or another, when it benefits someone, you get it back.

The empathic side should prevail without creating the feeling that you do good by expecting something in return. This can happen, for example, when referring a good professional to a position as a business partner. Indirectly, his competence will be reflected in the success of this partnership. Do not expect the person to repay because the benefits of helping them will come in another way.

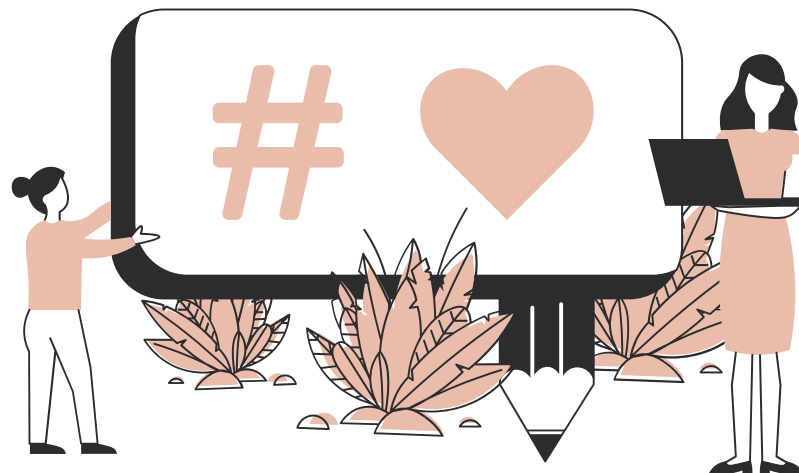
USE SOCIAL MEDIA.

In our personal lives, we have used social media for a long time. However, it was only in the last few years - especially with the expansion of LinkedIn - that they started to be also used for professional life. Even in the most popular ones due to their more intimate nature, such as Facebook and Instagram, creating the company and professional pages has increased considerably.

The reason is obvious: if it is difficult to have contact with a larger number of people, in reality, it does not happen in the virtual world. You can connect and maintain relationships with professionals and companies everywhere. Therefore, take advantage of the full potential of the networks, as long as it is thoughtful and consistent with your area of operation.

LOOK FOR AFFINITIES.

The most enduring relationships are those in which people have common interests. This is easy to understand since these affinities are what unite them, especially in the professional area. Just think that it makes more sense to maintain relationships with architects if you are an engineer or have a construction company than with musicians, for example. It will depend on what your goals are and those of the other person. However, having affinities is a way to get closer to others and strengthen future relationships.



BE PRESENT.

In social networks, such as LinkedIn, it is very common for users to add each other and then disappear. It may even seem useful, at first, to create as many connections as possible, but it is not! In the digital and virtual environment, it is essential to remain present in people's daily lives to, in fact, network in their professional lives. So chat, interact, share and exchange information. Whenever possible, book a coffee with that connection that only exists on the internet so that it extends to reality.

USE YOUR CREATIVITY.

Do you want to meet someone relevant to your professional environment? So, be creative! To stand out among so many other people, there is no point in taking an approach like any other. Learn to have an interesting, fun, and out-of-the-ordinary conversation. Of course, that doesn't mean trying to show up, let alone being unpleasant. However, being creative and friendly is a great way to win people over.

For example, on social media, instead of just enjoying and sharing other people's publications, present your ideas and discuss your opinions with originality. For example, when wishing a happy birthday, it may be better to send a simple congratulation than that colourful and impersonal card taken from Google.



CONVEY SINCERITY.

Unfortunately, many people try to be what they are not on social media and even real life. However, this practice is very bad, not only because it is not true but also because it makes relationships superficial. By the way, some people confuse networking in their personal lives with taking advantage of others.

Consequently, they use false and unethical devices to benefit from their relationships. So try to be sincere and inspire confidence in people. With that, you can conquer new connections and still earn many points with the current ones.

STAY INFORMED.

This tip is important for the real environment and even more for the virtual. If someone agrees to be part of your network of connections, it is because they are interested in knowing what is most relevant and new in your area. Therefore, always try to be well informed about your profession, the job market, among other topics. Read, research, talk to other professionals, in short, search for information wherever they are.



CULTIVATE RELATIONSHIPS.



That is why you went to great lengths to attract new contacts and establish connections. He was creative, sincere and ran after those very interesting people, both in-person and on the internet. This does not mean that your mission is over. On the contrary, it is just the beginning. Understand that networking should be cultivated day by day and that contact with people and professionals in your network should not happen just when you need it – enjoy the posts of people connected on your social networks, interact with them, congratulate them on achievement and check something you know is of interest.

Anyway, don't go away and suddenly appear out of nowhere. Friends, friends, network apart. There is no problem in discerning people from your personal life, with whom you have intimacy and differentiated affection, from people who have never been to your home but with who you have an interesting professional relationship. Yes, separate your networks of friends from the professional network. If networking is a network of relationships, it makes every sense to keep you active and interesting. Your profile receives constant visits or is remembered in positive situations.



ATTEND EVENTS.

The events are real networking opportunities, as they allow greater proximity to people and make it possible to make new contacts. Events such as lectures, fairs, congresses, conferences, and seminars are excellent for exchanging experiences and ideas, updating the relationship portfolio. Within these events, you will meet several people from the most varied profiles. Filter conversations and create a greater connection with those who show similar interests to yours. Thus, when you find them in forums and debates promoted by channels such as Facebook and LinkedIn, a deeper dialogue will quickly be established. This may even result in a desire for a professional partnership to develop projects in a certain area.

TALK ABOUT THE JOB MARKET.

Talking about the job market is to open your mind to changes and innovations. Every day new ideas emerge, and a professional who wants to stand out must enter the market with a willingness to transform with him. Find people who are willing to talk about the future of the professions, trends in the areas, and bold work methodologies, to achieve audacious goals and objectives focused on results

Participate in discussion groups in your area, whether on professional networks, professional blogs, or communities of colleagues from undergraduate or graduate courses. Try to stay active, show interest, and show what you are developing in the field, in your work. Small cases, questions for strategic people will legitimize your knowledge.



The more you learn about the news, the more easily you can relate to different types of people, with the ability to talk about complex issues and contribute in a consistent way to a productive dialogue – something very welcome in companies looking for differentiated professionals.

TAKE COURSES.

Even if your training and experience are vast, never stop learning, as the courses are a complement and an update. Academic training, for many areas, is decisive in the life of a professional, but many systems serve to contextualize the current situation. Take courses that have to do with your area of expertise and find several other professionals searching for the same goal. It will be a moment of exchange and professional improvement, but essentially an opportunity to network and increase the relationship network. Seminars, workshops, and lectures are also excellent opportunities to exchange cards and meet people in your area of interest. Whenever possible, book lunches and cafes with people who are strategic for your career plan.

FOLLOW THE COMPANIES OF YOUR INTEREST IN PROFESSIONAL NETWORKS.

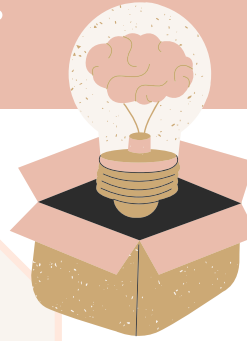
You must be clear about where you want to direct your career. What is your area of interest? What companies would you like to work for? What position do you intend to reach in the next two years, five and ten years? With the scarcity of talents, it is very common for vacancies, hiring, and transfers of professionals to be announced in these spaces. Knowing that there is a strategic vacancy at the right time will increase your chances of getting the job

The fact is that networking is not just about adding people or having a lot of likes on your page. Your network's relationships, new or old, need to be cultivated constantly, with content, information, interaction, and, above all, a good conversation. Anyway, networking in professional life requires time, dedication, and a lot of patience. It is not something that is built overnight. However, as part of your daily life, it becomes natural and flowing. So, dedicate yourself to your network and pay attention to any opportunities that may arise. From there, just reap the rewards of that effort!



PERSONAL BRANDING.

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The brand is a name, term, symbol, design or combination of elements that must identify the service goods of a supplier or group of suppliers and differentiate them from those of the competition". Therefore, in a society full of options and commodities, representing a single word in people's minds, which elevates a brand to a distinct and more visible position, is the greatest challenge.

Personal Branding is nothing more than personal brand management. The main objective is to create value for your personal brand and manage that value competently, make a difference with your content, and identify your image in all your contact points, or better, throughout your relationship network.

Most purchasing decisions are based on trust and the feeling of connection, or emotions, that people feel about a particular product, service, or individual. Managing this process requires professional skills, and, for this reason, Branding is essential. Personal Branding is a topic that has been widely discussed since the beginning of the digital age. Its importance has never been more critical than it is today.

The simplest definition of Personal Branding would be the act of identifying, positioning and promoting yourself. So, let's see how to create a personal brand that is authentic for you. Anyone with access to the internet and social media can establish an audience, position themselves as an expert and start attracting customers to their business. And that is exactly what many people are doing.

UNDERSTAND WHAT A PERSONAL BRAND MEANS

Branding can be defined as "creating a unique name and image in the minds of consumers, finding a differentiated place in the market." Typically, this is achieved through targeted message campaigns. For example, do you remember Nike when you hear the phrase "Just do it"? For sure. Or thinking about McDonald's, seeing a clown in red shoes and a yellow suit? Most likely. Modern companies spend huge resources for people to have an image and associative array associated with the brand.

When building a personal brand, the same principles apply, but on a personal level. Remember your reaction when you mention chef Gordon Ramsay or Hilton hotel founder Conrad Hilton? All who are familiar with their activities instantly imagine a certain image created by these people over the years.

DEFINE YOUR PERSONAL BRAND



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Where to begin?

Answer the following questions:

How do you see yourself?

Hearing your name, what should people think?

In which niche of the hospitality industry do you have expertise?

What qualities characterize you?

Remember that your strengths can change over time, and you will become familiar with more than just the areas you initially identified.

RECORD WHAT YOU CAN DO WELL.

It is important that you like this activity, or at least suit you. For example, if you are an experienced auditor, but you are sick of it, you will not build a brand. Turn off the beaten track or try your skills to apply without serious losses. For example, an auditor who knows how to do calculations will quickly jump into digital marketing. If you don't know how to do anything yet, then choose two or three directions and spend two months diving into them. Be curious, read articles on these areas, watch YouTube, go to free events. For a year, you can try yourself in 5-7 guises, after which the choice will find you by itself;)

For example, you want to try yourself in the office plant care niche. The service is specific, but there are many plants in large offices. They get sick and die, they need care, and sometimes an intensive care doctor is required for an expensive palm tree. At the same time, you can sell these plants to them. Talking further, we will give examples of such a naturalist-entrepreneur

BUILD A SYSTEM OF PROOF OF YOUR POSITIONING

Unlike other people, I ...

- I am well versed in such and such a business

- I help companies/people achieve such and such results.

For example, unlike other people, I know how to care for plants properly.

If it works, now let's complicate the formula: Unlike COMPETITORS, I ...

- I am well versed in such and such business

- I help companies/people achieve such and such results.

For example, unlike companies serving office plants, I am responsible for the oxygen level, thanks to which the staff works more productively. In my case, plants are not only beautiful and cosy but also an increase in the efficiency of your business.

CHECK

There are two ways to build a personal brand. First, you don't make an effort, and people draw conclusions based on rumours, feedback, and information you post on social media. Not the best option, right? Second, you take control of the situation and create the desired image yourself. Which way do you prefer? Most likely the second one.



So, first, check the public domain information that shapes your brand:

Google your name. What are the search results showing? Analyze social media. What do you see? Is it desirable to know everything for future employers and industry colleagues? Ruthlessly remove any information that doesn't match your successful personal brand.

CONTROL YOUR ONLINE PRESENCE

After you put things in order, you need to maintain it:

- Set notifications for any comments on social media pages, on LinkedIn, and others like it.
- Take care of the security of your accounts.
- Limit the list of what you can post online
- Conduct audits regularly.
- Continue to monitor what is being said about you. Make sure every mention matches your image.



GET DOWN TO BUSINESS!

After the preparatory work, move on to action. Start building your personal brand:

Launch a personal website, its design and usability should be associated with you. Publish content that communicates your values, mission, and goals as clearly as possible.

Be conscientious about what you post on social media. Follow influential industry organizations and industry news. Share relevant content that will help build your authority. Refrain from "liking" questionable people and publications, do not post photos of poker games on weekends, these things can affect your future career.

Share your experience with the whole world. Write articles for trade publications, give interviews and give feedback. For example, while studying hotel management at Les Roches School, students can write their own column on the university's blog.

BUILD A PROFESSIONAL NETWORK



Join industry associations and organizations
Find out about the acquaintances of your friends and family members, and they may be able to introduce you to other professionals in the same field of job. Follow influencers on social media.



COMPLETE A FEW MORE TASKS:

How much does your appearance match the desired image? Can you improve it? How? Write a list of recommendations for yourself.

Do you have a photo session, no more than six months old, supporting the desired image? Pick 3-4 key photos from it.
Write your legend or "improved bio": where you are from, who you are, your values, and key achievements from 2000 characters.

Prepare a short reference about yourself (reference list, expert list, press portrait) for one paragraph of the text. Learn the "elevator presentation" in several sentences to be able to position yourself when you meet and interest the interlocutor immediately. Do not overdo it with creativity; proceed from "how can I help people?"

Decide if you will have a style "anchor" to improve memorability? It can be a repeating element, colour, thing—for example, big glasses with black frames or always a red scarf around the neck. Answer yourself to the question, how does this anchor match the desired image? Make sure it's not just a side bow but a piece with meaning for your look.

What will be the social proof of your positioning? Awards, portfolio, recommendations, first places in the ratings? Organize everything and give it some form: put it on the site, pack it in a folder, prepare reviews about yourself. Make sure your target audience can find this evidence easily.

Personal brand imposes certain restrictions not only on the external image but also on behaviour. You will have to pay close attention to what you say, in what manner you do it. People want to know what kind of person you are, not just what kind of expert you are. They are interested in your hobbies, where you buy your groceries and why you are still not married. Your personal and civic positions should also harmoniously fit into the framework of the image. I advise you not to publicly raise the topics of politics and religion unless, of course, your positioning is connected with them. These topics cause heated debate, resentment and delineate the camps of opponents. If you do not know how to manage a wave of negativity, do not provoke it.

CONCLUSION: CREATE YOUR ACTION PLAN



1. Review your notes and what you have learned so far.
2. Determine what you will need to achieve the kind of career you have envision.

YOU'LL NEED

NOTES

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THANKS FOR READING



CAREER PLANNING



A COMPREHENSIVE GUIDE TO
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CAREER FOR YOU.



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GOOD LUCK!