CAREER **DESIGN**

W O R K B O O K

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# INTRODUCTION

If you recently lost your job, you may be feeling stressed and overwhelmed. Or if you are seriously considering leaving your current role or getting back into a career, it can be very stressful.

But don't worry, you can take control of the situation and use design thinking and stress-reducing techniques to create a plan for your future. It's never easy to lose a job, but you can take control of the situation by not dwelling on the victim mentality but moving into a creator mentality. You can create a plan to move forward and overcome this challenge.

1. **SELF-REFLECTION**

The first step is to identify your strengths and weaknesses. Take some time to reflect and list out your skills, talents, and experiences. This will help you determine what type of job you should be looking for. Also consider getting feedback from others on your core strengths that you might not be aware of. If you feel yourself getting overwhelmed or stressed, take a deep breath and remember what you are thankful for.

1. **RESEARCH**

Next, do some research on the job market. Check out job postings and see what skills employers are looking for. This will give you an idea of what you need to focus on when applying to jobs. This will help you further identify gaps in your skills and things you could begin to learn and grow in.

1. **DESIGN**

Once you know what type of job you want to be considered for, it's time to brainstorm creative solutions. Think outside the box and come up with potential alternatives to the traditional job search. You could look into freelancing, starting a business, or taking an online course to gain a new skill. Be sure to get ideas from others, your peers or experts in that community. Exposure to new people and concepts can help you explore what’s available. Then design not only your resume, but who you can network with, how you want to show up as in an interview, salary negotiation plans, what you will accept and not accept and how you as a brand will make yourself available and visible in a saturated job seeker environment…

1. **DETERMINE**

Next, make a plan of action. Write down the steps you will take to find a new job and set a timeline for yourself. This will help you stay on track and motivated. Finally, take action and start applying to jobs, networking, and exploring other job opportunities. Build a plan around everything and adjust it as you work on it. Don't forget to evaluate your progress and adjust your plan as needed. Remember that you have the power to take control of your job search. With a little bit of design thinking and some stress-reducing techniques, you can create a plan to find the job of your dreams. Good luck!

This workbook has areas for you to work through the following steps and help you explore and examine options you may not have considered. You have more clarity and calmness when you have a good gameplan.

I hope this workbook helps you on your journey and please share it with others who need help.

# STEP 1: DISCOVER | SELF-REFLECTION

|  |  |
| --- | --- |
| **Date:** |  |
| **Name:** |  |
| **Role/Title:** |  |
| **Company:** |  |

## INTERACTIONS

|  |  |
| --- | --- |
| **TASKS** | **TASK SENTIMENT** |
| What are tasks are you responsible for doing? | How do you feel about each task? |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **PEER** | **PEER SENTIMENT** |
| Who do you regularly interact with? | How do you feel about these interactions with these people and why? |
|  |  |
|  |  |
|  |  |

## REFLECT

|  |
| --- |
| **How do you feel about your answers above?** |
|  |
| **Which areas are the biggest obstacles and why?** |
|  |
| **Which areas do you most enjoy and why?** |
|  |

## CORE VALUES

As a card sorting activity and using the list below or from this list of 200 (<https://scottjeffrey.com/core-values-list/>), you can only pick 3 and list them in the area below:

* Dependability
* Reliability
* Loyalty
* Commitment
* Open-mindedness
* Consistency
* Honesty
* Efficiency
* Innovation
* Creativity
* Good humor
* Compassion
* Spirit of adventure
* Motivation
* Positivity
* Optimism
* Passion
* Respect
* Fitness
* Courage
* Education
* Perseverance
* Patriotism
* Service to others
* Environmentalism

**MY TOP 3 VALUES**List your top three values from the list above or from the link above.

|  |  |  |
| --- | --- | --- |
| 1. | 2. | 3. |

**MY CURRENT COMPANY’S LISTED VALUES**

As above, look at the values and list the company values where you work. Only list the top values the company TALKS about or POSTS.

|  |  |  |
| --- | --- | --- |
| 1. | 2. | 3. |

**MY CURRENT COMPANY’S LIVED VALUES**

Now, looking at the culture and leadership, list the top three behaviors the company is actually doing. It may not align with the stated values and that’s something to think about.

|  |  |  |
| --- | --- | --- |
| 1. | 2. | 3. |

**MY IDEAL COMPANY’S LIVED VALUES**

List your idea company’s values. How do they differ from your current company? How do they differ from your values?

|  |  |  |
| --- | --- | --- |
| 1. | 2. | 3. |

## PURPOSE

|  |
| --- |
| Why do you work? |
|  |
| What **defines good** or worthwhile work? |
|  |
| What does **money** have to do with it? |
|  |
| What does your **growth, experience or fulfillment** have to do with it? |
|  |
| What do **work relationships** mean to your work, your career or your advancement? |
|  |

## SELF INVENTORY

|  |  |
| --- | --- |
| In which **activities** are you spending most of your time? | How do you feel about that? |
|  |  |
| What are my **skills, talents** and assets (hard skills like Photoshop, developing code, etc)? | Which of these do love to use the most and why? |
|  |  |
| What are you **not skilled** at but want to be? | Why haven’t you learned this yet? |
|  |  |
| How do you like to **learn** and expand your skills, talents and assets? | What ways do you NOT like to learn? |
|  |  |
| What are my **best habits and personality traits** (soft skills like organization, leadership, problem solving, etc.)? | Which of these do love to use the most and why? |
|  |  |
| What are some **bad or poor habits** and personality traits that you don’t have? | How have you overcome these trait challenges in the past? |
|  |  |
| What is your **leadership** doing? | How does it make you feel? |
|  |  |
| What does your **environment** look like and where are you doing most of your work? | How does it make you feel? |
|  |  |
| What **tools, devices and objects** are you working with? | How does it make you feel? |
|  |  |

**What other questions do you need to ask yourself?**

**What else do you want to catalog about your current state situation?**

# STEP 2: DISCOVER | FEEDBACK

## PEER INTERVIEW AND FEEDBACK

Use this section for multiple people. Get as much feedback as you can to help you get a 360 perspective on yourself.

## MAKING THE REQUEST

Asking for time will take 30 minutes to an hour. Let them know you want to learn more about them and their opinions of your performance, skills and opportunities to improve.

## ANSWER JOURNAL

|  |  |
| --- | --- |
| **Date:** |  |
| **Name:** |  |
| **Role/Title:** |  |
| **Company:** |  |

**ABOUT THEM**

|  |  |
| --- | --- |
| **OUTER JOURNEY** | **INNER JOURNEY** |
| What part of your job do you love or enjoy doing the most? | Why do you love or enjoy it? |
|  |  |
| What part of your job do you enjoy or not enjoy? | Why do you not enjoy it? |
|  |  |
| What is the company doing to live their values? | What do think are the company’s values? |
|  |  |
| Does leadership have a clear strategy, vision and plan? | What are they doing internally to share and embody that plan? |
|  |  |
| Are there any other things about the company that you should know? |  |

## FEEDBACK RULES

1. **Ratings are subjective.** Rating from 1-3 to keep it simple, one is low and high is 3. Ask them for a rating and ask for a reason or recommendation on what you can do to change or improve the rating.
2. **Ask for the truth.** Insist they not give you answers you want to hear, but provide you with areas you are really struggling with. Without the truth, you will not be able to improve.
3. **Listen carefully, don’t react or defend.** The goal of the feedback is to get a clear and accurate picture of the things you do well, where you can improve and get suggestions for taking steps to get there. Injecting defensiveness may shut down the conversation. It is hard to hear the truth, but in the long run it will help you find blind spots.
4. **Be willing to accept their opinion with an open mind.** Perception is reality, so you must be prepared to understand the work environment from their perspective.
5. **Ask for clarity.** If you get feedback that you don’t agree with, ask for detail about the situation, the observed behavior and the outcome it led to. Ask what they would have done differently. Do not defend it, do not comment and do not react.
6. **Make sure to show appreciation.** Giving feedback is often associated with the fear of being judged. Get rid of it and show appreciated for the feedback and insight that will make you better in the long run.

**MY PRODUCTIVITY**

|  |  |  |
| --- | --- | --- |
| **QUESTION** | **RATING** (1-low, 3 high) | **REASON / RECOMMENDATION** |
| Makes realistic goals |  |  |
| Meets deadlines |  |  |
| Follows through / completes tasks |  |  |
| Looks for efficiencies |  |  |
| Shows good judgement |  |  |
| Doesn’t overcommit |  |  |
| Prioritizes work |  |  |
| Organized |  |  |

**MY COMMUNICATION**

|  |  |  |
| --- | --- | --- |
| **QUESTION** | **RATING** (1-low, 3 high) | **REASON / RECOMMENDATION** |
| Listens to others |  |  |
| Processes received info |  |  |
| Communicates effectively |  |  |
| *Verbal communication* |  |  |
| *Written communication* |  |  |
| Email etiquette |  |  |
| Telephone etiquette |  |  |

**MY LEADERSHIP**

|  |  |  |
| --- | --- | --- |
| **QUESTION** | **RATING** (1-low, 3 high) | **REASON / RECOMMENDATION** |
| Leads by example |  |  |
| Finds realistic solutions |  |  |
| Acts decisively |  |  |
| Unifies the team |  |  |
| Resolves conflicts |  |  |
| Establishes clear expectations |  |  |
| Provides solutions |  |  |
| Delegates clearly |  |  |

**MY PERSONAL DEVELOPMENT**

|  |  |  |
| --- | --- | --- |
| **QUESTION** | **RATING** (1-low, 3 high) | **REASON / RECOMMENDATION** |
| Even tempered under pressure |  |  |
| Sets high standards for self |  |  |
| Sets challenging goals |  |  |
| Actively works on self-development |  |  |
| Technical skills |  |  |
| Creative |  |  |
| Punctual |  |  |
| Attendance |  |  |
| Work consistency |  |  |
| Dependability |  |  |
| Displays enthusiasm / attitude |  |  |
| Cooperation and collaboration |  |  |

**OPEN ENDED QUESTIONS**

|  |  |
| --- | --- |
| How would you describe me if someone asked you? |  |
| What are my biggest strengths? |  |
| What are my biggest weaknesses? |  |
| Where do you see me in 5 years? |  |
| Why should a company hire me? |  |
| What do you think is my biggest professional or personal achievement? |  |
| How I handle stress and pressure? |  |
| What type of job do you think I’d be perfect for? |  |
| What type of environment do you think would best suit me? |  |
| What other people should I talk to about getting feedback? |  |

**PERFORMANCE QUESTIONS** *(facts not opinion)*

|  |  |
| --- | --- |
| What are your biggest professional achievements (list top 5)? |  |
| What outcomes or impacts have you directly made for your current or previous company (such as revenue increase, cost reduction, processes streamlined, etc)? |  |
| Who could and will write you a performance recommendation? By when will you have that in your possession? |  |

# STEP 3: DEFINE

Looking back on your research, you are now armed with more insight about yourself and others. Take time to reflect on the information and start to synthesize it into something you can start defining about yourself, your strengths, your challenges and your wants/needs in a new career. Take this time to work on this list with as much detail as possible.

This will help you when preparing your resume, your interviews, your networking, your approach to interviewing, salary negotiations and your approach to accepting or declining offers. Be prepared to challenge any former concepts you had of yourself and be open to hearing the truth. With each job and every new team we learn, we change, and we evolve. So, be willing to accept things you have learned, what you hear from others, and insert those into a better understanding of who you are and what you want.

## MY UNIFIED TALENT PROFILE

**What do I like doing?**

**What do I value?**

**What kind of company is my ideal? What do they value?**

**What type of environment will help me thrive?**

**What am I great at? What are my strengths?**

**What are my top professional achievements?** *(like certifications, kudos, promotions, etc.)*

**What impacts and outcomes have I driven for my last few companies?** *(like cost reduction, revenue increases, process improvements, etc.)*

**What am I not great at?**

**What do I need to learn or grow?**

**How and when will I do that?**

**What do I want to be doing in 5-10 years?**

**MY SKILLS INVENTORY**

|  |  |
| --- | --- |
| **HARD SKILLS** *(photoshop, development, or teachable skills)* | **SOFT SKILLS**  *(personality traits, behaviors, patterns)* |
|  |  |
|  |  |
|  |  |

# STEP 4: DESIGN

Everything is design but few things are designed well. Now that we are ready to design, the question is --- what should we design? Here is a list of things you should consider designing with your team.

* Self-Presentation
* Networking
* Interviews and conversations
* Salary Negotiation
* Accepting or Declining

## Self presentation

You need to consider how you present or brand yourself. A lot of people approach this as only doing a resume. However, there are a ton of ways you can present yourself. Like you could have a printed portfolio, you could have a website with an online portfolio, a Behance site, or an Instagram, Twitter, YouTube, Linked In posts, Blogs, business cards, resume, etc. There are so many ways to present yourself so go crazy and think of all the things you could do to really create self-presentation that truly reflects who you are, what you believe and value, while showcasing your strengths and your skills. Once you have a long list, then narrow it down to the areas you feel will drive the biggest impact.

**List of all the possible ways you could present yourself whether physical or digital. Then pick the top ways that will be most effect to the audience you are trying to reach.**

|  |  |
| --- | --- |
| **PHYSICAL** *(attire, hair style, headshots/photos, what do you bring, etc.)* | **DIGITAL**  *(portfolio, videos, blogs, etc.)* |
|  |  |
|  |  |

**Using your “value” words, brainstorm which colors, images, and fonts represent that and create a style ”mood-board” that represents how you show up. Be sure to get several head shots to include as well. This will be the visual brand that you can present in all the above ways you selected.**

* You can do a free mood board on Canva: <https://www.canva.com/create/mood-boards/>

**Design your brand by consistently using the same colors, font, images and style in all your physical and digital presentation manifestations.**

## Networking

Ideate on all the different ways you could network for either helping you find opportunities, mentoring, advice, guidance or accountability. The ways could be formal or informal. Once you have a long list, then narrow it down to the areas you feel will drive the biggest impact.

**List of all the possible ways you could present yourself whether physical or digital. Then choose the top 3-5 ways that will drive the biggest impact:**

* Idea 1
* Idea 2 \*
* Idea 3
* Idea 4 \*
* Idea 5 \*
* Idea 6
* Idea 7
* Idea 8

## Interviews and conversations

When having conversations around your career, whether about a promotion, transferring internally, or an interview, being prepared is the key.

**RESEARCH**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | Job Listing Link | Hiring Manager | Team Members | Other Contacts |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**TIMING / SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | Contact Name | Role/ Phone/Email | Date/Time | Questions |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**ACHIEVEMENTS**

Copy unified talent profile answers into this area of this section.

**What are my top professional achievements?** *(like certifications, kudos, promotions, etc.)*

**What impacts and outcomes have I driven for my last few companies?** *(like cost reduction, revenue increases, process improvements, etc.)*

YOUR MISSION  
based on the unified talent profile, your values and the values you seek in a company have been identified. But now, it’s time to create your mission. Your mission will be fueled by your passion, purpose and commitment to any organization’s success. But you need to really solidify what you care most about and how that would align to your dream company. Your mission should show how you can help their business goals and your personal goals as well, for making a positive difference for the company and yourself.

|  |  |
| --- | --- |
| **MY MISSION IS….** |  |

**SCRIPTING**

Using the unified Talent Profile, create a questions and answers script to help you prepare how you want to answer questions. Additionally, it will help you prepare what questions you need to ask.

|  |  |  |
| --- | --- | --- |
| **INTERVIEWER QUESTIONS** | **MY ANSWERS TO THE QUESTIONS** | **MY QUESTIONS** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**PRACTICE**

List your practice partners and use the scripting list above to practice and refine. Practice your promotion pitch with a mentor or adviser who can role play it with you, and who will serve as the devil’s advocate, bringing up hard challenges and questions that you need to be prepared to answer.

|  |  |  |
| --- | --- | --- |
| **PRACTICE PARNTER NAME** | **AREAS TO IMPROVE** | **NOTES / COMMENTS** |
|  |  |  |
|  |  |  |

## 

## SALARY NEGOTIATION

As an exercise, write down your current or last salary, then do a salary comparison for the industry and write that next to your salary and find the difference. Next, write the salary you think you deserve, it’s usually 5-10% more that your current salary, especially if you haven’t had a raise in a while. And list why you are at where you are and the reason for the difference by industry. If you know the salary range, start on the high side and be willing to work down. Next, list the lowest offer you would be willing to accept. Then list why you deserve this high salary and why you would be willing to go this low. This preplanning helps you stick to the numbers and reason you gave so it’s not a shock when they lowball you, you now have a way to prove your value with a higher number with the why area.

|  |  |  |  |
| --- | --- | --- | --- |
| **CURRENT SALARY** | **INDUSTRY AVERAGE** | **DIFFERENCE** | **WHY?** |
|  |  |  |  |
| **DESIRED HIGHEST SALARY** | **LOWEST ACCEPTED** | **DIFFERENCE** | **Why this high/low?** |
|  |  |  |  |

## ACCEPTING OR DECLINING

Prepare two emails in advance as a response before you start interviewing so you can simply cut and paste your pre-created response that you can edit before you send.

|  |  |
| --- | --- |
| **ACCEPTANCE LETTER** | **DECLINE LETTER** |
| Thank you for the opportunity to interview at your company…. | Thank you for the opportunity to interview at your company…. |

# STEP 5: DETERMINE

Once you have the entire workbook filled out you now have a career advancement plan which acts as a prototype for the career you want. But how you do test it? Now you can enlist your network and share the entire package with them and get feedback, recommendations and insights to help you polish and prepare for the interview and landing the job. Make a list of all the self-presentation elements into your personal brand catalog and update the reviews names.

## MY BRAND CATALOG

Catalog where all your brand elements are and the status *(not started, in progress, completed):*

|  |  |  |
| --- | --- | --- |
| **TYPE** (website, blog, video, etc.) | **URL / LOCATION** | **STATUS** |
|  |  |  |
|  |  |  |

## BRAND REVIEWERS

List your reviewers, recommendations and the status of the updates.

|  |  |  |
| --- | --- | --- |
| **REVIEWER NAME** | **CHANGE RECOMMENDTIONS** | **STATUS** |
|  |  |  |
|  |  |  |