

**BRAINSTORMING**  
**YOUR REINVENTION**  
**IDEA**

**eBook + Audio + Workbook**

Congratulations! You've embarked on an important journey: the search to find a happier and more fulfilling career. No matter what kind of transformation you seek—to move up in your current company, find a different job within the same field, or to change industries altogether—this eKit will help you unravel what you want and provide you with the tools to begin charting a new path.

The first—and in many ways, the most challenging—question in any career reinvention is "What do I want to do?" The *Brainstorming Your Reinvention Idea* eKit provides you with a host of exercises and strategies for answering that question! Taking time at the outset of your journey to conduct an in-depth exploration of your needs, dreams and motivation will provide a strong foundation for your reinvention. It also ensures that you're able to evaluate every opportunity that comes your way using guidelines derived from your true desires and requirements, rather than untested assumptions.

This eKit contains worksheets designed to take you, step-by-step, through the brainstorming process. Whenever you see ► **Worksheet**, check the end of this document for the corresponding exercise.

Sound good? Then let's begin....

You are starting this journey seeking the solution to what ails you, hoping to discover, career-wise, what to do next. The question on the table is "What job will deliver the happiness and satisfaction I seek (plus nine months' vacation, a Maserati, and a lifetime supply of gummi bears)?", and you need an answer before you can start reinventing yourself.

There are a number of myths people hold about career reinvention, and number one on the list is that it's possible, in the beginning, to know "The Answer." So we'll begin our brainstorming work together by exploding the six most-common fairy tales right up front:

**MYTH #1: The first step of reinvention is to figure out the one job you should aim for.**

Most people start their search for a new career by looking for one target, because they're hoping it will be like a game of darts—a straight shot to bulls-eye. But reinvention is akin to the game show *Let's Make a Deal*—you'll probably have to look behind more than one door in order to win the big prize. Thankfully, in real life you get to keep opening new doors till you find the prize you like best!

The reason for the paradox is this: It's very difficult to decide on a particular reinvention goal without reviewing any others. Imagine shopping for a suit for an important interview. What would you think if the salesperson sat you down in the dressing room, and brought you exactly one selection to look at?

*How would you know you were making the right choice?*

Just as you need to try on a few different outfits before you pick the right suit, you need to try on a few different career ideas before settling on the job that's best for you. The game of reinvention is won by brainstorming multiple options to explore during your journey.

**MYTH #2: Picking the "wrong" reinvention goal means wasting time.**

The reason many people try to do Myth #1 is because they're worried they'll invest time and energy exploring a career option that turns out to be a bust. This fear is Myth #2, but the truth is that it's not possible to make a truly effective decision without gathering information about what *doesn't* work.

Let's go back to the analogy of selecting an interview suit. You might see a snazzy blue one that looks great on the hanger, but when you try it on, you realize the style is all wrong for you. As you continue your search for the best outfit, you now know to avoid any option with flat-front pants!

The same process is true when it comes to career reinvention. You can't know what works and what doesn't until you try a few job options on for size. When you try out a career idea that turns out to be a poor fit, you gather valuable information that will help you make better decisions down the road. When testing ideas for careers at the outset of a reinvention, there is no such thing as wasted time.

One final point: Like the fine print in a stock fund ad says, don't assume that past performance is predictive of future results. In other words, if you hated your previous career, don't assume you know everything about what you won't like in your future one. You may end up like a woman I once met who, hating the ups and downs of the retail jewelry business, decided to switch to the more stable field of engineering. After spending time and dollars getting a degree, she successfully landed a great gig. Three years later, having realized that the steady paycheck didn't make up for missing the social interaction she'd enjoyed in the store, she switched back.

**MYTH #3: You must know 100% of the "how" before getting started.**

Staying with our shopping analogy, if you believed this myth you'd have an idea of the suit you're looking for but you would not leave your house to buy it unless you knew exactly which store had it, what route you'd drive to get there, how long you'd have to wait at each traffic light along the way, which space parking space you'd get at the mall and if Ooey Gooey Caramel Brownie was the Blizzard of the Month at the Dairy Queen in the food court.

Just as in the search for your interview suit, you can't possibly know exactly how you'll get to your reinvention goal because you're missing valuable information that you can gather *only when you're in motion*. The only way to know the pathway to your new career is to hit the road and get going. You'll find out how to get there one step at a time.

#### **MYTH #4: Having a career you love solves all your problems.**

We have a tendency to pour all of our expectations for happiness into one single area of our lives. We believe that once that particular problem zone is fixed, everything else will fall into place and we'll magically skip off to the end of the rainbow. The truth is that there's a good chance that not all your unhappiness can be solved by a career fix—you'll have more work to do to get that pot of gold.

Maybe your job requires you to travel a lot, so you don't have much of a social life. You can find a job with less travel, but that wouldn't automatically solve the problem. Being home is the first step, but specific effort to build social life would also be required. If you believe that staying in town automatically means your inbox will be flooded with invitations, you'll be in for a lot of Saturday nights spent with a vat of Chunky Monkey and reruns of the Dog Whisperer.

#### **MYTH #5: You can find a career that's completely perfect for you.**

A very common illusion many people hold is that they're going to love everything about their new career. A variation on the "grass is always greener" theme, this myth ignores the fact that there are downsides to every job, no matter how wonderful it seems to be. You might dream of the access and perks of a movie star, but your vision of driving that Bentley from the movie studio probably doesn't include being tailgated by paparazzi from the *National Enquirer*.

No matter how great your new career may be, it is 100% guaranteed that it contains things you won't enjoy. It is very important to check, up front, what those not-so-good points are so that you can determine whether or not you'll be able to cope with them. If there are any deal breakers, you want to find them out *before* you land, not after your mother has read about your latest mishap in the supermarket checkout line.

**MYTH #6: You're making a decision for the rest of your life.**

This myth springs from the mistaken belief that once you make a choice, you will never change again. Centuries from now, paleontologists will find fossils of you sitting at that same desk. Understandably, you'd be anxious to make sure you're completely joyous and fulfilled while the stone is setting.

The idea that one choice determines the course of our lives springs from our historical relationship with work. In eras past, as a Company Man (or Woman), you made a commitment to a field and a firm for a lifetime, and in return received job security. The downside of this was that switching companies (never mind industries) was frowned upon. If you made a mistake and ended up not liking what you did, you were *stuck*.

In today's world the implied contract between companies and workers has been dissolved, yet the belief that every career choice is permanent still echoes in our mind. But with job security a relic of the past, periodic reinvention is the new normal.

You are brainstorming a career for the next stage of your life, not the rest of your life. Today's decision will carry you for the next five to seven years—not nearly enough time for the stone to set. Your circumstances or interests may change; the world *will* change. Remember that the ability to reinvent yourself is a life skill; once you master it, you have the power to adjust course as needed.



## BRAINSTORMING YOUR CAREER REINVENTION IDEA

Now that we've got the career myths out of the way, let's get into what you need to brainstorm your reinvention ideas. There are four steps you need to take:

**First...** Come up with a vision for the lifestyle you want to lead.

**Second...** Come up with a list of possible jobs that can deliver that lifestyle.

**Third...** Understand your priorities.

**Last...** Create a short list of reinvention ideas to explore.

Let's start with Step 1, creating a vision for your ideal lifestyle....

## STEP ONE: Create a Vision for Your Ideal Lifestyle

Remember that the primary purpose of your career is to deliver the lifestyle you want; therefore we begin every reinvention process not by asking, "*What job do I want to do?*" but by asking, "*What life do I want to live?*" We start with the *why*.

Why are you pursuing this reinvention? When asking the *why*, go beyond cause (e.g. your industry is in turmoil). Instead, look to the result you seek, lifestyle-and-passion-wise. Even if you're in a forced reinvention because you've been laid off, you still can ask yourself this question. Why? Because if you're going to go through the turmoil of making a change, you might as well end up with the life you want!

Even though you might feel impatient, I caution you not to dive right into, "What should I do?" Reinvention requires sustained effort over an extended period of time. If you're not moving towards a result that excites you, it's going to be a slog.

Know that I am not advocating the Pollyanna-ish belief that "Do what you love and the money will follow." We're in a very challenging marketplace, and following your passion is by no means an automatic ticket to the good life. Still, there are some very practical reasons why you want to incorporate your lifestyle desires and personal passions into your reinvention goals.

In today's world, one of the most important ways to stay competitive is to stay happy. There's no reward anymore for putting in your time. Pensions are disappearing, and companies are laying people off. Even government jobs are going through cutbacks. You

can't just say, "I'm going to do my time for the next 5 or 10 or 20 years. Then I'm going to retire with my pension and gold watch." Those days are gone.

To stay competitive, you must be motivated, happy and engaged. Why? So you have the desire to continually refresh your skills and adjust to market changes.

We're in an era of intense transformation. Business models are rapidly shifting; what works today may not work in three to five years. If businesses (and their revenue models) are changing, the people who work for them, with them, or sell to them must also change. The best motivation for doing this is to be happy and engaged in your job and know that it's delivering a lifestyle you love.

Another reason that you want to explore this question is that passion for a career sets you apart from the crowd. The marketplace is flooded with people looking for jobs. Employers are seeing ten or twelve people, all of whom have good credentials and similar backgrounds. How are you going to set yourself apart?

What makes you stand out from the crowd is passion. Out of ten people who all might be telling a really good story about why they should have that job, if you're the one who has the excitement, engagement and thrill, you're the one the employer will want. Passion gives you the edge that you need, and the best way to tap in it is when your target career delivers on both the interest and lifestyle fronts.

## Coming Up With a Vision...

Let's jump right in to the exercises that will help you come up with a vision for your ideal lifestyle. The first thing you'll want to do is to come up with a picture of how you see yourself living. Here are some ways to do so:

- I. **Visualize your ideal life.** In *The 10 Laws of Career Reinvention*, I talk about creating an ideal day lifestyle. If you haven't already done so, you'll want to work through that exercise (copied in this eKit for your convenience). Your next step will be to expand that picture to your ideal life. How do you see yourself living overall? Think about things like travel, flexibility in your schedule, and hobbies or classes you'd like to pursue. Flesh your vision out in detail. ► **Worksheet 1**
  
- II. **Think about your happiest life experience.** It could be something like a graduation, a trip you took, a time you won an award or were recognized for your work, or anything that you look back at and remember as a completely joyful moment. Ask yourself what made it so happy for you. What was going on during that time in your life? What were you doing? How did you feel? What skills were you using? What qualities did you get to express? As an example, maybe your happiest experience was a trip to Bali. Make a specific list of what made it so great. On that list could be things like meeting lots of new people and exploring a different culture, or learning about art and foreign cuisine. Be sure to include qualitative things as well, like getting to be adventurous, enjoying the fact that

every day brought a different activity, or enjoying the challenge of figuring out how to navigate a new city. ► **Worksheet 2**

III. Another facet to this exercise is to ask yourself the same question about your childhood. Maybe your happiest moment was when your softball team won the championship; you'd make the same kind of list which could contain things like, "We set a goal and won against the odds," "I got to be a part of a team," "It was a challenge to improve my batting skills," or "I loved socializing with my teammates and the other players." ► **Worksheet 2**

IV. A third exercise for creating a vision for your life is to think about your most passionate moment. This isn't from a physical perspective, but instead is a moment when you felt the most engaged with life, excited and alive. Maybe it was when you gave a big presentation or speech, swam with dolphins or went skydiving. Whatever it is, look back at your past and pull that moment out. Analyze the experience of what you were doing, what skills you used and how you felt. ► **Worksheet 3**

As you do these exercises, look for the recurring themes. What skills have you used repeatedly? Is there a certain type of experience that really excites you? Check out the patterns and make note of them. These recurring themes are going to become a roadmap that will guide you to a fulfilling reinvention goal. ► **Worksheet 4**

It's who you get to *BE* in those moments, as much as what you are doing, that you want to pay attention to. Your goal is to craft a lifestyle and a career where you get to be the qualities (e.g., adventurous, part of a team, setting goals, winning) that you most love. Create a list of 10 of those qualities you'd most like to be—your "BE" List. ► **Worksheet 5**

V. Another great exercise is to mine your "future self" for clues about what you desire. Imagine in your mind that it is 30 or 40 years from now. You have had a happy, successful and fulfilling life, and your future self is looking back at today. What would you want to say about the decisions you made in this moment, and the steps you took to make a change? How would you see your life unfolding from this point on? What story would your future self want to tell about your life? Jot down ideas and look for patterns. ► **Worksheet 6**

VI. Now you'll identify your money signifier. A signifier is an idea or concept that stands for something else in your mind. For example, money may represent security to you. Or it may mean freedom to you, or power, time, or status, or something else entirely. Each of these concepts would be a money signifier.

For this exercise, you'll delve into the deeper meanings behind your money signifier. For example, if your signifier is security, what does the concept of security mean to you? Does it represent a certain amount of money in the bank, a regular paycheck or a long-term contract? If your signifier is time, does it mean having summers off, not working on evenings and weekends, or the ability

to set your own schedule on a daily basis? The key is to understand what underlies your money signifier; in other words, what you're *really* seeking. Understanding your money signifier helps you ensure that your next career actually delivers what you think bigger paycheck represents! ► **Worksheet 7**

Using the information drawn from all of these exercises, come up with a lifestyle profile for your reinvention. It should contain a short two to three-sentence summary of your ideal day and life vision, a list of the top five skill sets you love from your happiest and most passionate moment exercises, a list of the top five qualities you would like to "BE", and a breakdown of your money signifier.

If in creating your lifestyle profile you see there are areas you need to tweak, a great question to ask yourself is, "What would I like to have more of?" Your lifestyle profile should make you feel happy, excited, engaged. It is the picture of the kind of life you want to lead and how you want to interact in your world. ► **Worksheet 8**

## STEP TWO: Build a Jobs List

Step 2 in brainstorming your reinvention idea is to come up with a list of jobs that can deliver your vision. In *The 10 Laws of Career Reinvention*, you were asked to come up with a few possible careers that could deliver your envisioned lifestyle. If you haven't done so already, now is the time to begin. You'll want to expand the list you created to seven to ten options.

There is always a danger in reinvention—I see this all the time among the clients who come to us—of having one great idea that you're extremely invested in (a variation on this is having a "sure thing", and not going any further). Don't fall into this trap! If that particular idea doesn't work out for whatever reason, you will be devastated. Having one prospective path is a very perilous position to take in your reinvention.

Don't worry; you're not going to pursue all ten job prospects. Your goal in doing this exercise is to train your mind to seek out multiple options. It may seem like a tall order to come up with seven to ten ideas, so here are some exercises to help you. Begin by asking yourself these questions:

- I. **Who else has the lifestyle I want, and what are they doing?** You may know someone who's living the kind of lifestyle you want. Look at what they're doing. Maybe they have lots of flexibility in their day-to-day schedule, or they take 12 weeks of vacation a year. What do they do for a living? Are they an entrepreneur who's built a company, or an independent consultant? I once knew an accountant who had an agreement with his firm to work six months (nonstop) for tax season. He spent the other six months of the year in Brazil! It was a win-win for them both; the company didn't have to carry a full-time employee during their slow



season, and he got to have the lifestyle he wanted. If you don't know anyone personally who's living the lifestyle you want, look to the world. Read newspapers and magazines to find role models who appeal to you, and review the jobs they're doing. I encourage you not just to look at movie stars; instead, pay close attention to general interest stories about day-to-day people and mine them for ideas. ► **Worksheet 9**

**II. What did I want to do when I was in high school? What would be a contemporary version of that career, based on my skill set?** For example, in high school you might have wanted to become a psychologist. Instead you went into human resources; in looking at your current skill set, you might add career coach to your list. ► **Worksheet 9**

**III. Where are the opportunity pockets?** One of the first steps toward reinventing yourself is to learn how to identify pockets of opportunity in the midst of seemingly bad news. In order to do that, you must put your reporter hat on. There are gems of good news buried in the midst of the depressing reports, and you must become skilled at mining them. Here are some ways to do that:

- i. In *The 10 Laws of Career Reinvention*, we talk about staying plugging into market trends. Analyze which way the market seems to be moving, both overall and in your industry. ► **Worksheet 9**

- ii. Look at industries and companies that are adding jobs. Even in the midst of bad reports about the labor market, there are still some industries that are adding jobs (e.g. healthcare). ► **Worksheet 9**
  
- iii. Look at countercyclical industries—when one industry goes down, another rises. For example, one of the legacies of the housing boom and bust was an oversupply of condo buildings and bank-held housing. Real estate sales might be slow then, but property management might be strong. If your industry is one of those in a downturn, ask yourself what corresponding industry is on an upswing, and target it. ► **Worksheet 9**
  
- iv. Look at "hot" industries (e.g. the "green" market). Explore how you can realign your skill set to tap into those trends. ► **Worksheet 9**
  
- v. Look at local markets. How are the bigger societal trends showing up in your own community? I once read a story about a logging town that was hard hit by the housing downturn, due to decreased demand for lumber. One particular company decided to move into sustainable hardwoods which, due to the green movement (see previous point), was a growth area. They added jobs when everyone else was laying people off. Seek out these micro-pockets of opportunity in your own community.  
  
► **Worksheet 9**

- vi. Look at smaller companies. Young entrepreneurial firms are often hotbeds of innovation because they're nimbler and moving into growing niches. They're usually seeking talent to help them get to the next level. Read *Inc.* and *Fast Company* to see what's happening in the entrepreneurial world. ► **Worksheet 9**
  
- vii. Look at business reports in the news. When companies start new initiatives or launch product lines, it's often reported in the news. Pay attention to those stories! They represent opportunity pockets. Don't just think, "How nice that Company X is launching a new product." Think about how you might contribute. Really analyze it; say to yourself: "Company X has this new initiative. How can I translate that into what I do? How can my skills help them achieve their goals?" You may come up with a completely fresh idea. ► **Worksheet 9**

**VI. How can my friends help me come up with ideas?** Tap your buddies for help in brainstorming jobs. Don't ask them what they think you should do; this is an opinion question, and their response may be laden with their own baggage. Instead, ask them what they *see* you doing. What seems right for you? These types of questions tap into their observations about your skill sets and talents. Ask five people and see what comes up. ► **Worksheet 9**

Using the data gathered from the suggestions above, make a list of seven to ten job possibilities. ► **Worksheet 10**

Now that you've got all of these ideas, it's time to analyze them!

First, *look for repeating themes*. Are things like interacting with people or investigating stories continually appearing on your list? Make note of them. Also analyze your lists for similar skill sets; maybe all of your jobs involve using your visual skills or managing projects? See what continually comes up and list the repeating themes and skill sets. ► **Worksheet 10**

Next, drop your jobs list into broad categories. Maybe one of the jobs in your list is in the movies. Instead of just saying "movies," perhaps look at film and entertainment, which would encompass video or television, online or offline. Take a moment and identify the broader categories for any specific jobs on your lists. ► **Worksheet 10**

Second, *take your jobs list and match it against your lifestyle profile*. Which jobs are most likely to deliver your vision? Rank the top seven, in order of the ones most likely to deliver your lifestyle and give you the opportunity to express the qualities on your "BE" list.

► **Worksheet 10**

## STEP THREE: Understand Your Priorities

Now that you've got a list of jobs and a picture of your ideal lifestyle, it's time to evaluate that list against your priorities!

Your goals for your career must be consistent with your needs. Pay particularly close attention to this section, because having a successful reinvention is about finding a workable intersection between your lifestyle requirements, what you require from your job to feel satisfied, and what you require in order to meet the obligations of your life. These requirements are your priorities, and there are five areas to think about:

- **You must know your requirements from a lifestyle perspective.** Example: wanting the flexibility to pick up your children or the ability to make your own schedule.
- **You must understand your requirements, content-wise, for the job and the position.** Example: wanting an international job or to work with innovative products.
- **You must understand your requirements from an environmental perspective.** Example: preferring to work for a large company, a small firm, or to work independently.
- **You must understand your money requirements.** You want to consider your money needs from three perspectives: the absolute minimum amount required to remain a going concern, what you'd ideally like to earn, and your "I am so lucky" dream salary.
- **You must understand your priorities from a contribution perspective.** How do you want to give in your job? This is another way of asking yourself what you want to do for work, but asking this way focuses you on the higher purpose and reminds you that your

job is to help others (the company you work for, or your clients if you're independent) achieve their goals.

Distill your requirements into as comprehensive a list as possible. Knowing your priorities will give you valuable data to use when evaluating potential reinvention options. You'll want to have at least 30 things on your priorities list; not because you're looking for an opportunity that fits all of them, but because you need a broad enough pool from which to choose those that are most important to you. ► **Worksheet 11**

Make your priority list as qualitative as possible. Stay away from naming specific companies, and instead focus on the profile of what you want. For example, if you've always dreamed of working for Disney, look at its qualities. It's a major entertainment company that focuses on children and creates experiences in many different outlets like television, amusement parks, products, and movies.

After coming up with 30 priorities, here's how you'll work with your list:

- 1. Identify your essential requirements. These are your must-haves.**

Keep your must-haves list to no more than five items. This is a potential pitfall for a lot of people, because they unconsciously carry in their mind a list of 10 or 15 must-haves. No job can possibly satisfy that many requirements. (Neither can a partner!) You've got to have standards—that's why you have five—but you can't make the list so long that it's impossible for any job to satisfy your desires.

Your must-haves are just as it says: your job must have 'X'. If a job doesn't have one of the five things, take it off your possibilities list. Don't be tempted to make an exception for a missing item! When your new career doesn't have one of your must-haves, you are setting yourself up for continual disappointment. Say one of your must-haves is international travel. Don't look at jobs that only contain domestic trips. You may be getting everything else you want in the position, but if one of your must-haves is international travel, you'll be miserable every time you get on a plane bound for Peoria instead of Paris.

## **2. Identify your "very important" list.**

These are the extremely critical items that you want out of your new career. This list can be no more than 10 items. On this list you'll put the other deal-breakers BUT, you must resign yourself to the fact that you will not get all ten qualities. You'll probably get seven; the other stuff you will have to give up because so much else is right. That's just life.

## **3. Identify a "wouldn't it be nice" list.**

Everything else goes into your "wouldn't it be nice" list. These are the dream qualities of a career that in a perfect world you'd love to have. You'll get a few things from this list—the fun is discovering which ones—but life goes on and you're still happy, even if you don't.

The point of this exercise is to have an effective sorting tool that helps you know in advance where you're willing to compromise. It will also help you know what you're willing

to trade off and what's non-negotiable. This list contains the guidelines you'll use to evaluate your reinvention opportunities, so spend time doing this exercise. ► **Worksheet 11**

## **What Are You Willing to Give?**

Another key to understanding your priorities is knowing what you're willing to give up in order to accomplish your goal. Reinvention is a process that requires you to put something into it in order to get a return. Ask yourself what you're willing to give in order to have the job that fits your priority list.

*Am I willing to go back to school?*

*Am I willing to have less free time?*

*Am I willing to volunteer or work pro bono to prove my legitimacy to those who could hire me?*

*How long am I willing to wait in order to get a job that fits my priorities?*

*Am I willing to work part time in order to buy myself time?*

*Am I willing to take an interim job that puts me on the right path?*

*Am I willing to make it a multi-step process, or do I feel I have to hold out for the end goal right up front?*

*Am I willing to move or commute a longer period of time?*

Spend time thinking through these things, and jot down your ideas. ► **Worksheet 12**



If you find you're having trouble sorting out your priorities or are getting stuck as you go through these questions, turn to a coach, a trusted friend, or a longtime mentor for assistance.

## STEP FOUR: Create a Reinvention Short List

Go back to the job list you ranked in order of likelihood to deliver your lifestyle and your "BE" qualities, and look at it now based upon the priorities you've laid out. Pick the top three options that are most likely to deliver your "must-haves" and your "very importants."

### ► Worksheet 13

You now have a workable short list of reinvention ideas! These ideas are based upon their likelihood to deliver a lifestyle you want to lead. They are the ones that give you a chance to express the qualities on your "BE" list. They're the ideas that fit with your highest priorities.

Reinvention involves tradeoffs and balanced priorities. It requires giving up some things to have other things you want more. It requires putting in effort and time, but the reward is having *most* of what you want in your career and in your lifestyle. Things won't be perfect—life never is—but you will have satisfaction, happiness and joy in a way that is *real*.

## IT'S TIME TO GET MOVING...

From the three jobs on your reinvention short list, pick the one that interests you most right now. This is the goal you'll pursue for your reinvention. ► **Worksheet 14**

You're probably saying to yourself, "How can I only choose one? I thought I had three options." At the outset, it's important to focus on one reinvention goal for the following reasons:

- 1. You have other things to do besides reinventing your career.** You don't have a lot of time. You have the demands of your current work and your family and friends. If you're trying to pursue multiple options at the same time while living your life, you can very quickly become overwhelmed.
- 2. Other people will get confused.** If you tell people you're pursuing three reinvention goals, they will become confused. They will get the impression that you don't really know what you want, and it will be difficult for them to offer assistance and advice. It's important to channel the efforts of others by giving them one goal to focus on. Don't worry about looking silly if you change your mind down the road. Tell them you are exploring this particular option at the moment; that way you leave the door open to make a switch.

If you're anxious about choosing one reinvention goal, remember that this isn't a permanent choice. It's just the one that looks most interesting for now. As I said earlier

when exploding Myth #1, you'll need to try on a few different career ideas before settling on the job that's best for you. You'll just do it, one idea at a time.

Having multiple options is like having insurance for your reinvention. Maybe you'll get down the path and you find out your first reinvention goal isn't quite exactly what you'd envisioned. You've found out information that you couldn't possibly have known upfront. If something comes up that makes you say, "This goal doesn't work for me," you've got two additional options as a back-up plan. You're not starting back at square one.

Now it's time to start testing that idea in the real world so that you can gather the information you need. Make a list of five action steps you can take to immediately begin exploring your new career. Set up a networking meeting with a contact in your target industry, or sign up for a class. Look for places to volunteer. Take the idea that you brainstormed and get out in the real world! ► **Worksheet 14**

## **WHAT TO DO IF YOUR JOB IDEAS AND YOUR PRIORITIES DON'T MATCH...**

In reviewing your jobs list, you might find that none of them has a chance of delivering on your priorities. If you find yourself facing this challenge, here are a couple of steps you can take to solve the issue:

### **Step 1: Review the jobs on your list and see if anything can be tweaked to more closely align to your priority list.**

Perhaps you prefer to start your own company, but one of your top priorities is providing health insurance for your family. See how you can tweak your goal; for example, you could target a job with a company in the field where you eventually hope to have a business.

### **Step 2: Evaluate a portfolio approach.**

Can you combine two jobs that together will deliver your priority list? Perhaps one of your requirements is a certain amount of earnings, but your jobs list is heavy with artistic options that don't bring in as much financial remuneration as you need. Look at combining two skills sets; e.g. consulting in an area of expertise and pursuing your art. Each one fills a different need, and together they deliver the whole.

### **Step 3: Review your priorities.**

Are there places where you might need to compromise a bit so you can move forward on the job front? Life is about balancing your requirements from a lifestyle, interest and

financial perspective. It's about finding a workable intersection of the three; having enough of what you want in each category so that you feel satisfied.

#### **Step 4: Brainstorm a job list based upon your priorities.**

Another step toward finding workable jobs for your priority list is to brainstorm a job list based upon your priority list. This can work when you're having an issue of timing. Maybe you've found that the careers on your list don't fit the stage of life you're in; e.g. you want to open a dive shop in the Caribbean, but for the next four years have to pay for your kid's college tuition. Look at what jobs you can do based upon your priority list; see if there's an option that will move you in the direction of your ultimate goal, but still meet your most important priorities of today. ► **Worksheet 15**

#### **Step 5: Make the job a hobby.**

If you're having problems reconciling your jobs list with your priorities, consider whether or not the job should actually be a hobby. There are many things that we fantasize about doing that sound exciting in theory, but really don't fit the priorities of our lives. You might look at your jobs and worry that although they would be extremely fulfilling from a passion front, getting them to the level where they'll be viable means you'll have to sacrifice a critical priority to such a degree that you will never have peace of mind. By keeping a certain job idea as a hobby, it can still bring enrichment and fulfillment to your life, but allow you to satisfy your priorities as well.

## **Step 6: Call for help.**

If you find that you just can't bring your job ideas and your priorities into alignment, ask for help. This is a challenge where a coach or trusted mentor can act as a sounding board, give you input and help you balance the needs, desires and passions of your life. If you're a member of our [Reinvention Launch Club](#), just post your questions our private community forum and we'll be there help.

See you there!

## WORKSHEET 1: YOUR IDEAL DAY & IDEAL LIFE VISIONS

My Ideal Day:

You wake up in the morning—where are you? What does the room look like? Who's with you? Visualize all these details and make them real. You get up and get started with your day—what do you do? Do you have a leisurely breakfast with your family on a sunny patio, or go for a long run, or roll down to your home office to check out the latest headlines online? It's your day—start it the way that makes you happiest. After that, you begin work. Don't panic here—you don't have to know exactly what you're doing! Just know that you begin work and decide what that looks like for you. Do you leave to go to an office filled with people, or head off to a quiet writing studio in your backyard, or go to a sunny loft and greet your small team? Is the environment intense and invigorating, relaxed and laid-back, or creative and a bit crazy? What do you do for lunch--- go to a new restaurant with your co-workers, read a book in the park, go for a quick bike ride? Continue visualizing the details of your day and write them here:

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The qualities I got to express (e.g. warmth, analytical, persuasive, funny, goal-oriented):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

The skills I got to use (e.g. problem-solving, public speaking, sales, people connector):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_





## WORKSHEET 4: YOUR RECURRING THEMES

Looking at your answers for the previous exercises, identify any recurring themes. What skills have you used repeatedly? Is there a certain type of experience that really excites you? Check out the patterns and make note of those.

My recurring themes:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

# WORKSHEET 5: YOUR "BE" LIST

As you review your happiest experiences and most passionate moments, look for the qualities you most enjoy being. Some examples could be connected, warm, powerful, persuasive analytical, adventurous, curious, etc. Make a list of the qualities you most enjoy being below:

My "BE" list:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_



**WORKSHEET 6: ASK YOUR "FUTURE SELF"**

Imagine in your mind that it is 30 or 40 years from now. You have had a happy, successful and fulfilling life, and your future self is looking back at today. What is the story that your future self would want to tell about your life? Take a moment to do this visualization and answer the following questions:

What was the story your future self told about this present moment?

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What steps did your future self say you took to make a change?

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## WORKSHEET 7: MONEY SIGNIFIER ANALYSIS

Take a moment and identify your money signifier, then analyze what that concept means to you:

1. *Money represents* \_\_\_\_\_ *to me.* (e.g. security, time, power, freedom)

2. \_\_\_\_\_ *means these things to me.* Insert the concept from above, and list all the different ways it could tangibly show up in your life. For example, if security is your concept, it could show up as a certain amount of money in the bank or enough cash flow to meet expenses; if it's freedom, it could show up as the ability to travel or take twelve weeks of vacation each year:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

f. \_\_\_\_\_

g. \_\_\_\_\_

# WORKSHEET 8: LIFESTYLE PROFILE SHEET

How I envision my life (a two or three sentence summary of your ideal day and life vision):

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The skills I most love using (the top five skill sets that showed up in your happiest experiences and passionate moments):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

How I want to show up in life (your top five "BE" qualities):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

What I am seeking in my lifestyle (the tangible things underlying my money signifier concept):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

## WORKSHEET 9: JOBS BRAINSTORM

**Question 1:** Who's living the lifestyle you want, and what are they doing? List ideas here:

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**Question 2:** When you were in high school, what did you want to do for a living? Based upon your current skill set, list some ideas about what a contemporary version of that high school dream job might be:

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**Question 3:** Where are the opportunity pockets?

Market trends:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Industries adding jobs:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

The "hot" fields:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Areas of growth in my community:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Smaller & entrepreneurial firms:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Product launches and business initiatives in the news:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Question 4:** What do my friends see me doing, job-wise? List their ideas here:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



# WORKSHEET 10: JOBS LIST

Using the data gathered from the suggestions above, make a list of seven to ten job possibilities:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

Review the jobs above for repeating themes and list them here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Review the jobs above for skill sets needed to perform them, and list the repeating talents here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Broad job categories:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

Rank the jobs, starting with those most likely to deliver the qualities on your "BE" list::

- #1 \_\_\_\_\_
- #2 \_\_\_\_\_
- #3 \_\_\_\_\_
- #4 \_\_\_\_\_
- #5 \_\_\_\_\_
- #6 \_\_\_\_\_
- #7 \_\_\_\_\_

## WORKSHEET 11: PRIORITY LIST

Make a list of your 30 top qualitative priorities. Here are the categories to use:

- Lifestyle (e.g. the flexibility to pick up your children or make your own schedule)
- Job content (e.g. international focus, or innovative products)
- Job environment (e.g. a large company, small firm, independent)
- Financial (e.g. your minimum, expected, and dream salary or earnings)
- Contribution (Your job is to help others—the company you work for, or your client—to achieve their goals. What do you want to do, work-wise, to help them with their mission?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_

23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_
29. \_\_\_\_\_
30. \_\_\_\_\_

My new career must deliver these five priorities (my "must-haves"):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

It is very important that my new career deliver these ten qualities (my "very important ones"):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

I would love if my new career delivered these things (my "wouldn't it be nice" list):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_





## WORKSHEET 13: REINVENTION GOAL SHORT LIST

Go back to the job list you ranked in order of likelihood to deliver your lifestyle and your "BE" qualities, and look at it now based upon the priorities you've laid out. Pick the top three options that are most likely to deliver your "must-haves" and your "very importants", and list them below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WORKSHEET 14: REINVENTION GOAL ACTION PLAN

From the three jobs on your reinvention short list, pick the one that interests you most right now:

My reinvention goal: \_\_\_\_\_

Make a list of five action steps that you can take to begin exploring your new career idea (e.g. set up a networking meeting with a contact in your target industry, sign up for a class; research places to volunteer):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## WORKSHEET 15: ALTERNATE JOB LIST

Brainstorm jobs you can do based upon your priority list. Consider options that can move you in the direction of your ultimate goal, but still meet your most important requirements:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_