

HOW TO REINVENT YOUR CAREER

In 5 Easy Steps



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Reinvent Your Career in 5 Easy Steps

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“Hide not your talents. They for use were made. What’s a sundial in the shade?” ~Benjamin Franklin

“It’s never too late to be what you might have been.” ~ George Eliot

Dear Friend,

In a 2017 blog post, Jim Clifton, the Chairman of the world-famous polling organization, Gallup Corporation, observed that “only 15% of the world’s one billion full-time workers are engaged at work.” Although it is significantly better in the United States, at around 30% engaged, but that means that roughly 70% of American workers aren’t engaged. It’s far worse in Japan, “with a staggering 94% of Japanese workers not engaged at work.” Indeed, to demonstrate the historical seriousness, stress and clinical burnout and subsequent suicide rates in Japan have caused the Japanese government to intervene.

Mr. Clifton concluded that this epidemic of workers’ disengagement from their work was the reason “why global GDP per capita, or productivity, has been in general decline for decades.”

While Mr. Clifton may be concerned about the global GDP and productivity, I am concerned about **you**, who may be one of those workers who is disengaged from your work. Worker disengagement can be caused by or result in serious personal problems such as stress, burnout, emotional disorder and low self-esteem. Disengaged workers experience more safety

incidents at work. And if you're unhappy at your work, it could easily extend to unhappiness in other areas of your life, including your family.

To put it bluntly: because we spend a large chunk of our adult lives at work, if you are unhappy at your work, if you're disengaged from your work, then you owe it to yourself to take actions to remedy the situation. ***You must consider a career reinvention.***

You MUST consider career reinvention if your job does NOT:

- Bring you a sense of purpose
- Pay you acceptable level of income
- Provide a service or solution to humanity
- Excite you
- Deepen your connections with those you serve or work with
- Provide you with training, room or resources for growth

Career reinvention may feel like a challenge. Maybe you've tried changing jobs in the past or changing career paths, hoping with each move that this time it might be the right fit, only to find out after short a period of time that it still doesn't feel like that ideal career you've dreamt of.

Perhaps, you feel like you're just stuck on the treadmill at your current job, with no time or energy left over to figure out what your next move could be.

Many of the people you know may also be in jobs they don't enjoy, and you might find yourself wondering if maybe this is just normal – just “how it is”.

Perhaps, you feel totally stuck, discouraged or even wonder if finding work you love is just not going to happen for you.

Many of us were taught that when we land a job, even if it is a job we dislike, we should stick with it, work harder and maybe our boss will notice and give us a raise. After all, any job is better than no job, they say.

But, if you have to be stuck in a job you hate, of what use is your talent? What happened to your dreams?

Why are you giving up on your happiness, fulfilment and satisfaction? Why are settling for less?

You see, no matter what your age, your career, or your stage in life... a fresh start, i.e. reinvention, may be the only thing standing between you and a brand-new life. Finding a new way to do an old thing - or leaving something that is no longer working - is a wonderful way to begin again.

What is reinvention?

Reinvention is a do-over or a starting of something new. Sometimes people lose their way, they forget their dreams, or they let them go for a number of reasons.

At some point, life opens up opportunities to begin again... to reimagine itself and regenerate.

Life wants to be lived to its fullest potential, and it will nudge you again and again until you are reminded of who you've always wanted to be and what you've always wanted to do.

Reinvention isn't something to feel guilty about. Reinvention is the letting go of what isn't working and saying hello to new options and opportunities. You should never feel guilty of ending a career or job that is not working for you. As one lyricist sang: "I'm no longer feeling it." When you get to a point you are no longer "feeling" your job, you must re-invent your career.

Reinvention doesn't require changing the things you love; it calls for changing whatever no longer suits you or beginning new things that better express who you are now.

Here are Five proven steps to help you re-invent your career in 2020 and beyond:

1: Clarify Your Direction

You see, finding an ideal career can sometimes seem elusive when we haven't truly clarified and defined what an ideal career actually means to us.

Ask yourself some key questions. What is your dream job?

Even if you don't know exactly what job it would be, start to get very specific about every aspect of it you can imagine: What do you really want in a career? What is your life like when you have this job?

What is your schedule like, who do you work with, where do you work? What do you spend most of your time doing? What is your ideal salary? What kind of lifestyle do you want?

It's challenging to find ideal work without clarity on what that really means to you.

Grab a pen and paper right now and clarify your direction... brainstorm all of the things you would like to have in your ideal job.

Get really specific and clear on every aspect you can think of.

You might even set this list aside and come back to it in a few days to add more things that are becoming crystal clear for you in this process. The clearer you are in your thinking, the easier it will be to find that job that is meant for you.



Then, create a vision board with pictures, phrases or representations of those things you want in your ideal career. Put the board someplace where you can see it every day to keep you motivated and inspired and remind you of that ideal career you're working toward.

You deserve to have the work you love – so don't hold back. Get really clear, and then make and display your vision board.

2: Strategic Action Plan



idea → plan → action

Now that you are totally clear on what your dream job looks like, you can get there easily with a step by step plan.

At first, figuring out how to find or create your ideal career may seem overwhelming and like there are many moving parts. Simply beginning to prioritize these and set up a solid plan makes the process realistic, manageable and enjoyable.

You must determine where to focus your attention when searching for your dream job and where not to waste your time.

So again, grab that pen and paper, and sketch out a plan for getting to your goal.

What steps do you need to do first? What are some things you might want to try that will help you?

Some ideas: read a career book, visit a career counselor, use a strengths inventory to get really clear about what you do (and love to do) most.

You might list all of your strengths and passions, and then brainstorm how those could be put to work in the marketplace. You could also get some ideas from trusted friends and mentors who might see some ideas that you haven't even considered.

You must determine where to fit in key stages of the job search like conducting market research, updating your resume or LinkedIn page, and networking.

If you get stuck, you could sit back and consider that ideal career vision you have. If you could break down how you'll get there into three main stages, what would those three stages be?

Strategizing your actions makes it manageable, fun and immediately possible to move forward, step by step, toward your goal. As you achieve each step, you build momentum to keep cruising forward effortlessly on any and all of your goals.

3: Upgrade Your Skills



Sometimes, the only thing standing between you and your dream job is a skills upgrade.

Perhaps you've always loved graphic design, but need to take a course in web programming to put that to work as a web designer.

Or, maybe you have all of the technical skills you need, but you'll need to polish your interview skills to land that great position... or brush up on business skills to start your own company.

Stop right now and make a thorough list of the skills that are needed to get you into your dream job.

As you do the review, you might see that you're strong in some areas, but that you could definitely use support in some others.

Make note of those areas, and then consider: ***How might you get started on upgrading those skills? What are the steps?***

Add these steps to your Strategic Action Plan.

Do not be intimidated about how to upgrade your skills. In this era of “knowledge democratization,” acquisition of new skills and education is far easier and more accessible than just a generation ago.

Yes, some careers or skills might require you to get back to college for a new degree, or perhaps, a graduate degree or post-graduate certification.

Many can be acquired from your local community (junior) college.

And yet, so many skills, education and certifications can be acquired through so many online courses and programs (free and paid) available everywhere these days. A simple Google search will lead you to many of these.

Some popular platforms include LinkedInLearning, Udemy, Udacity, Lynda.com, Coursera, Khan Academy, Codecademy, Skillsoft, Skillshare and YouTube.

Once you have the necessary skills in place, feeling frustrated and stuck will melt away. Your skills will propel you forward into your ideal work!

4: Optimize Your Environment



The people you surround yourself with, your work and home atmosphere, and anything else you might either want to add into or take out of your life are all factors in your environment.

If you're committed to finding a work you love, but all of your friends tell you that's crazy and you should just take your paycheck and enjoy life on the weekends, that environment may not be so supportive.

It doesn't mean you necessarily ditch that group of friends, but you might want to add in more time with others who are supportive of your dreams.

By so doing, you're already a whole lot closer to being automatically set up for success than you were before.

A few things to consider when optimizing your environment:

Evaluate the people you surround yourself with. Do they support, motivate and inspire you, or do they bring you down?

What can you do to more consistently be in environments where you're surrounded with people who are doing the work that they love, and who encourage you to find that too?

What could you add to your environment to make success easy, fun and inevitable?

You might spend a bit of time every week clarifying your strengths, listening to recordings from empowering speakers who do work they love, or developing your business plan.

What is detracting from your ability to achieve success with ease and joy that you could eliminate from your environment?

If you're trying to start a business, but your workspace is so loaded with clutter that it takes you an hour to find a space to get down to work, well, that's not so supportive. Get rid of the clutter and watch your business soar!

Make a list of things you could add into your environment to support you, and things you could take away that would make you more successful.

One of the most critical tools and strategies for finding a new career is networking. Research suggests that you are five times more likely to find a job through your network than through a traditional recruiter.

Networking is the number one strategy for accessing the “unpublished job market.” Indeed, it's been estimated that more than 70% of jobs filled each year, especially above the entry level, are unpublished, that is, filled without being advertised. Having a plan in place to capture that market is critical when you're trying to make a career move.

It is, therefore, imperative that you develop strategic relationships with people in the industry that you are planning to break into.

Remember, networking is not about blabbing to everyone you meet that you're looking for a job. You should start first by getting relevant information and referrals, and then build on those. Link up with as many people in that industry as you can through your social media (especially LinkedIn) and other networking channels. Learn the language of the industry and make yourself present during personal meetings and conversations.

5: Master Your Psychology



Putting any one of the secrets I've shared so far to work in your life will make a huge difference for you, without a doubt. And, with that said, this secret might be the most powerful one to help you move confidently into work that you love.

Sometimes, no matter what you do to create a change, something underneath it all can still hold you back.

It's completely normal to encounter fears, doubts, and limiting beliefs when you're considering a new career path.

You might be thinking you're not good enough, or that you are too old or too young to make a change. Or you're thinking that your marriage or relationship might not survive your career change. What if you're scared of re-locating to another city or region of the country? Or the world, for that matter?

There are a lot of great ways to work through these psychological factors so they no longer have power over you and your success.

Number one is simply to become aware of them – to really notice how a certain doubt creeps up every time you consider taking the next step toward your ideal career, for example.

Knowledge is power. Once you start to bring these processes out of hiding and into the light of your awareness, you can work with them, and release them!

In my coaching programs, I offer my clients a lot of powerful strategies for mastering their psychology once and for all.

Having someone support you through the process of releasing fears, doubts and limiting beliefs that have been holding you back makes a huge difference.

In fact, hiring a coach was one of the single most important steps I took to help me master my own psychology and go for my goals.

In the meantime, you can support yourself by becoming aware of the “inner game” issues that creep up and threaten to hold you back.

I'll be emailing you again soon to see how you're doing with putting these steps to work in your life, and to see if you have any questions or if I can support you in any way.

You absolutely deserve to do the work that you love, every day of your life. Starting now!

I'll be in touch soon.

I hope you found this short report helpful. If you do, please leave a [comment on my website: www.ThePurposeFoundry.com](http://www.ThePurposeFoundry.com)

Or send me a message at patrick@thepurposefoundry.com

P.S. You got a quick chance at a really special offer when you signed up to get this report. You may have passed then, but if you are still interested in the offer, I'd love to allow you to take a second look.

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I'd like to invite you to take advantage of a special, "*Get Hired Now!*" personal, 60-minute one-on-one coaching session where we will work together to...

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- 2. Create a crystal-clear vision of the type of job you're best suited for** and that aligns with your values, the income level you desire, and what it will take to make it happen – FAST.
- 3. Uncover the hidden challenges** that may be sabotaging your success with getting the job of your dreams.

You will leave this session renewed, re-energized, and inspired to get hired now in the best, highest paying job you've ever had.

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