

**CAREER**

**REINVENTION**

**BOOTCAMP**

**Module 1:**  
Visioning Your  
Reinvented Life

**Audio + Transcript**

**Pamela:** Let's get started. First, we're going to be talking about Module 1 in the reinvention process. That is "Reinvention Intention: Paint the Picture of the Life You Want."

If you've read my book, *The 10 Laws of Career Reinvention*, you know that I begin by saying it starts with a vision for your life. That is Law 1. The reason that it starts with a vision for your life is because careers and jobs are the delivery mechanisms for the life that you want to lead.

As I've been teaching this, most people come in and say, "I've got to figure out what job I want." I say, "Take a step back." When you start with a job you want, it's really difficult to create. Then you start asking questions and thinking, "I don't know. Is it going to make me happy?" and all these other things.

That's because you don't have any kind of vision for what kind of life you want. You can't know whether or not this job is really going to bring you what it is you seek.

The feelings that you have about what you want on a bigger scale are what are driving this reinvention. It's the desire to want more, to be more, to be different, and to experience different things.

The first step of this process is to tap into what those things and experiences are and how you want to be, and to use that as a framework to evaluate these careers and jobs and to first of all come up with the list and then evaluate them from there.

This is why we begin at this moment. The first big question of reinvention that you have to ask yourself is why do you want to reinvent yourself? It's the bottom line.

What change do you think this is going to bring? What is it that you seek? I encourage you, when you ask this question, to go deeply into it. When you say, "What do I want out of my reinvention?" it's something like thinking, "I want a new job."

Why do you want a new job? You say, "I'm bored with what I'm doing?" Why are you bored with what you're doing? You say, "I'm not feeling challenged." Why? You say, "I'd like to use this different skill set." Just keep asking yourself the why question. Why do I want this? What is it that I'm seeking?

If you find yourself saying a lot of what you don't want, I encourage you, as you're using this reinvention notebook I just recommended that you get for this class, to look at that list of "don't wants" and shift them into what you do want. This is a very subtle tweak that will make all the difference in your reinvention.

It is impossible to create from a "don't want." There's no picture for you. If you're saying, "I don't want this," and then I say, "What is it you do want?" if there's no picture, you're stuck thinking, "I don't know." This is why you may find yourself in a circle.

This is where many of our clients may find themselves in a circle because they're really clear on what they don't want. When you say, "What is it that you do want?" there's a big blank. As long as that canvas is blank, you can't begin to paint a picture. You can't create.

The key is to be able to fill that picture in. You start by saying, "What is it that I do want?" Those "don't wants" are great beacons. They can direct you down that path, if you take a look at them and start to shift the languaging and move towards what you do want.

You're asking yourself this big question. Why do you want to reinvent yourself and what do you think this change will bring? This is the first step in creating a personal life map. One of the things you want to think about in your life map is what's going to define success for you?

Here's the thing. You're doing this to have something that's more fulfilling and to feel more connected, passionate and engaged in what you're doing, or in other words, to feel more successful in life.

You need to know, for yourself, what success means. Again, this is about getting really clear so that you have a picture from which to create.

There was an interesting article that ran in *Harvard Business Review* by a woman named Laura Nash and a man named Howard Stevenson. They created a model called "Just Enough." This has to do with success. They did some analysis and studies.

They found that there are basically four components of success. The first is happiness, feelings of pleasure or contentment about your life. Would you say you're happy? You're thinking, "Wow, I'm feeling content. I'm feeling pleased about what's going on."

The second component of success is achievement. Those are accomplishments that compare favorably against similar goals. That is something along those lines where you say, “I’ve got the goal to get this degree.” Then you go and get that degree.

You set a goal and then you’ve actually accomplished something that is favorable against that goal. That will give you a sense of achievement.

The third component of success is significance. That’s the sense that you’ve had a positive impact on the people that you care about, that sense of meaning. Have you made a difference or brought about a change that is actually meaningful for you or the people you care about?

If you have children, that could be doing something for them that you’ve made a positive impact, like by being there for their soccer games. Something like that would have significance. That would fall in the significance category.

The fourth category of success is legacy. That’s a way to establish your values or accomplishments so as to help others find future success. That’s something where you invest for the future and a lifetime. Why does your life have meaning?

If significance is about doing something meaningful for those people that you care about, then legacy is about making an impact in a bigger way and knowing that you’ve made a difference in the world in the way that you hope to do.

Happiness, achievement, significance and legacy are the four components of success. Why this is important for our purpose is that you have to define what each of those categories are for yourself. This is going to be part of your life plan.

You want to find activities that provide the release and pleasure and bring you happiness. You want things that challenge you and that you can master and build on. That’s achievement.

You want something that has an impact or gives back to others. That’s significance. You want something that builds for that next generation, which is your legacy.

Here’s what they found in this article and in doing these studies. Unless you hit on all four categories with regularity, any one win in one of those categories is going to fail to satisfy.

I'm going to give you a worksheet to do an analysis of these categories for yourself. If you find that all your goals are achievement oriented, that's like accomplishments that compare favorably against similar goals.

Maybe you set this goal saying, "I want to earn \$200,000," and that's what you've earned. Then you want to get this degree, and you've got that. Then you wanted to become a VP at your company, and you did that.

But if your category of significance, where you've made a positive impact on the people you care about, is empty, then you're not going to be happy.

You're not going to feel successful because everything is weighted in this achievement category, and in your significance category maybe you're not getting home for your child's soccer games or spending time with your spouse, boyfriend or girlfriend.

These are the things that cause us not to feel successful in our lives. At this beginning stage of your reinvention, you want to do an analysis of what's going on in your life.

What we're doing here is creating a kaleidoscope strategy. This is what they talk about in this article. Each of the four components of happiness, achievement, significance and legacy are chambers of a kaleidoscope.

Each goal that you reach in one of those categories adds another color chip to the chamber, creating a unique pattern over your whole lifetime. If most of your chips fall in only one or two chambers, then your whole picture is going to look lopsided.

That's the one that you read about in the newspaper. It's that guy that became a captain of industry, did these things and built this company, but at the end of the day didn't have any personal life.

If you have all of your things in one or two categories, it's going to be lopsided. What you want to be able to do as a part of crafting this life that you love, this vision or picture, is to set and achieve goals in each area so you can create a well-balanced picture. The idea is to create new chips for each category and then to fill in the gaps. That's all going to be part of this.

We also bring this up at the beginning of reinvention because the idea, as you begin down this path and coming up with some ideas about what you might want to do next, is to think

about the next phase, the next job, and the categories that you want to be satisfied by whatever it is that you're doing next.

For example, you may decide that you want your next career phase to be about legacy. Whatever it is that you're doing, you want it to make a difference and impact in the world. When I left entertainment, one of the reasons behind my wanting to leave was that I just felt that my skills weren't being used in a way that was meaningful.

The things that make me a great coach made me great at what I did in entertainment, which was negotiating high-level partnership deals for entertainment companies overseas. I would do big \$10 million dollar deals and understood people, so I could create partnerships, build things and help people.

I felt that the skills that I had, the ability to understand and work with people, bring people to the table, and help them move forward, were being used in a way that didn't really have any significance. It really didn't leave a legacy. It was all in service of fighting political battles and doing deals.

That obviously satisfied the achievement category, but I wanted legacy and to make a difference in the world. I wanted those talents to leave something.

That was when I started thinking about my reinvention. It was born of the desire to have whatever I did next fill that category of legacy and to say that I want to make a difference.

This is something you want to think about for yourself as you begin crafting this next phase. Ask, "What categories do I want?" and "Am I trying to make my next phase all about one category?"

This is the flipside. I see this a lot among our clients because we attract very driven, Type A people. Of course we do because that's what it takes to make something happen. It takes that kind of energy to make a reinvention happen.

The downside of that is being so achievement-oriented that when you come in and are used to having your job be all about achievement, it's hard to take that lens and broaden it.

Sometimes people come in, and their reinvention is all about achieving a certain goal. They say, "I have to hit this kind of goal, and it's all about that."

That creates a lot of pressure on a reinvention because often, it's not coming out of the sense of achievement. It's coming out of the sense of wanting happiness or to feel more pleasure in what it is that you do. In my first reinvention, I was just bored by Wall Street.

If you say it's all about achievement, but really, your deeper goal in this is to be happier in what you're doing, all of a sudden, you're going to have a conflict.

At this stage, you're going to be thinking about these categories, analyzing why you're coming to reinvention, looking at what categories are full for you and which are a little bit empty, and asking what you're hoping to seek in this next phase and what categories you're going to be pulling from in your reinvention.

You can see now how this reinvented career begins to fit into the larger context of your life. Then as you do this, you can accurately gauge what kind of rewards you can realistically expect from your reinvention or this particular activity.

That's the other thing. Let's go back to when I talked about when you make it about achievement, but really, it's coming out of the sense of wanting to be happy. You're going to end up being stuck. You want to have a realistic idea about what it is you're looking to seek.

You can just say to yourself, "This next phase is not about achievement. It's about happiness," or "It is about achievement, but only in this one way. Other areas have to be filled, so I'm not going to be looking to have a title, salary, company car and whatever else."

You're just going to be looking for whatever that one marker of achievement is, and then you're going to turn your eyes to the other categories so that you have just enough in all of them to create your own unique kaleidoscope for happiness.

That's what you're going to be working on this week. You're going to be asking yourself, "What's just enough?" This is a key question for your reinvention. That's going to help you create this personal life map.

I'm going to give you a worksheet. You'll look at these four intersecting circles and jot down examples of the successes and satisfactions that you've had so far in your life and then what it is that you want to do down the future road.

Wow! There was a lot on that.

Here's the thing that you're going to be doing next as you're painting this picture. Once you've decided, "Here are my categories and what I want to be doing," you're actually then going to start creating this vision. You need a picture and something that becomes a touchstone.

You might have heard the saying, "If you can see it, you can be it." That's the principle that you want to employ when you're creating a vision for your new career. You must see it before you can make it real.

You don't want to get stressed out if you don't know exactly what it is that you want to do because many people who have successfully reinvented themselves started without knowing that. Everyone knows at the start, including you, what kind of life they dream of living. This goes right back to creating a vision for this life.

What you're going to do at this phase is actually start coming up with some ideas and pictures about what it is that you want to do. You're going to start crafting this vision.

If you've read my book, you know that I love this assignment. I assign it in pretty much everything I do because it is so fundamental to this whole process. It's the ideal day, where you come up with a vision of your ideal day and are living it.

It starts with waking up in the morning. What are you doing? Who is next to you? You get out of bed and walk down the hall. What time is it that you're getting out of bed? Is it 5:00 or 10:00 a.m.? What is it that you're doing? You eat breakfast. Where are you? What's around you?

Then you go to work. It's not about the job or what you are doing but more the environment. Who is surrounding you? When you go to work, are you walking down the hall to a home office in an ideal day? Are you getting in your car and driving to a small office that's within 10 minutes?

Once you arrive at that office, how many people are around you? Is it a big or small company? How are you spending your day? It's not what you are doing tactically, but are you talking to people, writing on your own computer, talking on the phone or traveling? These are the things that you want to know. This is a part of your ideal day vision.

Just take yourself through this day. This is an incredibly powerful exercise when you blue-sky this moment and really open it up. Don't make it about what can happen. Just make it



about what you would do in your wildest dreams, if you could just wave a magic wand and say, “This is my life.” Make it about that at this stage.

Why? It’s because we need these clues to happiness so that we can begin weaving them into your actual reinvention. If you don’t allow yourself the blue sky, you never know how much you can really create.

My favorite story about this is about my client Jeffrey in the book. I had to drag him kicking and screaming to this exercise. He said, “This is silly.”

Out of this exercise came a vision for a beach house, which he thought was utterly ridiculous. He lived in a teeny-tiny apartment in Manhattan. I said, “If that’s part of the vision, then it needs to be out there.”

A year later, he in fact had a beach house. He still had the apartment and was going back and forth. He had created a lot of the vision that he had.

That’s why you want to do that at this phase. You don’t know how it’s going to work out. You don’t need to know, at this point in the game, how it’s going to work out. Just put it all down there. Then you’ll have a framework so the magic can begin to happen. You want to do that.

There are some more things that you’re going to do beyond that exercise because you want to know how you’re going to be guaranteed to be happy. This is a big thing. A lot of people go through this and say, “How do I know what I’m going to do? How do I know that if I do this, at the end, I’m going to be happy?”

That’s a fair and important question. You certainly don’t want to go through all this work and not be happy.