

CAREER

REINVENTION

BOOTCAMP

Module 6:
Outlining Your Reinvention
Strategy Plan

Audio + Transcript

Pamela: We will now talk about designing your reinvention launch strategy. These are actually the bottom-line, practical, tactical pieces of starting to pull it together. We have been talking about conceptual things like coming up with your vision, coming up with ideas, finding your money meaning, working through your fears, understanding your myths and all of that stuff.

This particular point, coming up with your reinvention strategy, is where the rubber meets the road. This is where you actually build your tactical, step-by-step plan. You've got this vision and you're starting to work through stuff, but how do you actually make it happen?

You need a framework for conducting your search, and that's what a career reinvention launch strategy does for you. It gives you that framework that you'll use to conduct your search and it's also going to help you organize yourself as you move ahead.

By creating an advance strategy plan, you'll make sure that you cover all the key areas that affect your career reinvention so that you're able to make the strongest launch possible. A natural thing I often see people do with their reinvention is when they say, "I want to make this change," they go to the things that are naturally easy for them to do, things that they feel most comfortable doing.

That's where they're going to gravitate. Maybe the financial piece is very easy for them, so they start to gravitate to come up with a budget. Maybe the operational piece of doing all the logistical things around how to run a reinvention is also very easy for them, so they gravitate toward that.

Maybe it's not so easy for them to actually put themselves out there, so they kind of leave that behind. They leave that off to the side.

By having this actual framework for a strategy plan, it forces you to look at every area, not just the ones you feel are easier and are naturally drawn to. It forces you to come up with a plan to deal with each and every area of your reinvention.

If it's the one that makes you feel most uncomfortable and if left to your own devices you would not be dealing with what you're facing, this puts it front and center and assures that you're going to come up with a plan for dealing with that. This way you don't have any gaps or get moving and then find that you fall into a pothole because you've missed a whole area of your reinvention.

Here's the thing about your launch strategy plan. You don't have to know all of the details or even exactly what you want to do in order to create one. This is not a test where you need to have all of the answers in advance to get an A. In fact, you're not going to have all

of the answers until the end because it's impossible to know in advance how your career reinvention is going to play itself out.

This strategy plan, like your reinvention, is a work in progress. It should be used as an ongoing tool to help you organize yourself and figure it out. The strategy plan is really important and it's an organizing tool.

The career reinvention process is full of a lot of twists and turns, so when you put a plan in place, it can give you a sense of structure and guidance. It can also accelerate your progress by highlighting the key areas where an investment of energy will bring solid returns.

Let's talk about a couple of the hallmarks of a good reinvention strategy plan.

1. It's flexible, so it's not meant to be rigidly set in stone. Good strategy is fluid and evolves based on the changing circumstances, situations and new information that comes in. This is a flexible, fluid, living, breathing document.

2. It's open to change. It's nearly impossible to know in advance all the roads your reinvention will take you down. You might go down a path and find out that it isn't for you or come across a more interesting offshoot that you hadn't previously considered.

A successful strategy is built to let you change courses midstream if necessary. It's not so stuck that if you get down a path and suddenly realize that there's this other thing, you're blocked because this plan was so rigid.

3. It acts as a benchmark. Much of the confusion during career reinvention comes from not knowing what activities to do or how you should evaluate new information or opportunities. Without a yardstick, it's really easy to become overwhelmed.

A good launch strategy plan done in advance can act as a point of reference to help you keep sight of your ultimate goals and desires.

I like to use the framework of a strategy plan as a business plan. That is just my own thing. Sometimes out in California they say, "A business plan is so business-like. Why can't it be more like a thought plan?" Use whatever structure you want, but I like the category of a business plan because you're in the business of getting a new job.

Here are the areas that you're going to cover as a part of this plan.

First you have to lay the foundation. There are three components that make up the foundation of your career reinvention launch strategy.

The first one is your life vision. This is your mission statement if we're going to think about it in the context of a business. It's the summary of the kind of life that you want your new life to deliver. You use this vision statement to test each prospective career option to see if it's going to help you create the life that you've envisioned having.

This takes us back full circle to Law 1 in my book to the first place that we started in Bootcamp, which was that life vision and reminding yourself that you're making the change to this new career to deliver the life that you seek.

This life vision is basically just a very short version of the ideal life vision that you created in the first step. It's really just a distillation to act as a guiding principal.

It's very easy as we get down this path to get caught up in all of the different opportunities and lose sight of why we're doing this. You want that mission statement life vision. You want that vision front and center, and that's how you'll begin to be able to evaluate these things.

An opportunity may come up that sounds great on its surface, but ultimately it's not going to deliver that life that you've envisioned. There are too many compromises that you would have to make.

You know that even though on the surface of the opportunity it might seem like it's a good fit, ultimately it's not delivering that life. Even with a few tweaks here and there, you're just not going to be able to make it work.

These are the things that you want to be able to evaluate when it comes in, and you're going to use your mission statement life vision to do that.

The second component that is a fundamental basis of this reinvention launch strategy plan is your core value. This is your guiding principal. It's the main value that you want your new career to deliver.

You use this as your happiness reality check to make sure that the opportunities you're considering will actually deliver that value. This is a crucial step because you're going to set yourself up for a lot of misery if you take an opportunity that doesn't deliver your core value.

We were just talking in the last module about money, money mindset and going down to your signifier. This value is those signifiers. It's that security, freedom or whatever it is. This is your core value. This is your guiding principal that you want this to deliver.

You've unraveled those things that belong to money. This is where the things that don't belong to money go, whether you want to be able to take more time or flexibility however you define that. Some of these things conceptually you want to keep front and center to make sure this change is going to deliver those things that your heart really desires.

The third fundamental basis of this plan is your reinvention goal. This is just plan objective. It's just a short statement of the type of career that you'd like to explore. Unless you know exactly what you'd like to do, it's best to keep this very general and not be really specific. Keep in mind that as you gather information, your goal can and most likely will change.

Don't get all stressed out about this. This is just an ideal like, "I would like to explore a career in nutrition, health and wellness, or training and development for gaming companies," whatever it is. It should be something very broad that can happen in a number of different ways.

It's always good to have an objective or a goal because the whole point of this is to put this out in the world to get yourself moving. People need something to anchor on. If you've got three or four different things or you're very general or if don't have a goal, it's going to be hard to make progress.

You may be asking yourself, "What if I have multiple goals or different things I want to check out?" What I recommend is that you pick the one that's most interesting.

This is something where a lot of you will say, "No, because I want all of it." I always say that the most important thing in reinvention is to get in motion. It's easiest to get in motion when you've got one thing that you're looking for.

That's not to say that you can't keep a couple of other options in your back pocket, but want the one that's most interesting to come front and center to help you get moving and to help focus other people.

If you've got three completely different ideas about what you want to do and you put that out to your natives, contacts or reinvention board, everyone is going to get confused. They'll wonder what you really want.

I always say to pick one. Pick the one you love the most and that seems like it would be the most fun, and keep the other two in your back pocket. They're not going anywhere. If you get down the path with your first idea and you find that it's not working out for you, you've got a back-up. This plan is flexible. It's meant to change, so if you find you've got to pull out the second one, then go ahead and do that.

Let's talk about the logistics of the plan. The rest of your strategy is going to mirror a traditional business plan in its categories. You're going to use the broad goal that you set as a basis for outlining what you're going to do in each one of these categories. Let's just go through the categories.

The first one is research and development because reinventing your career is a process of exploration. You're going to need to gather information about a new industry and target companies or contacts that can help you. Perhaps you're going to need a new skill set, and then you'll have to train yourself. If you're trying to figure out what you want, you need to explore your interests.

The idea behind research and development is to identify what kind of research and development is necessary for you to reach your goal.

You may just be saying, "I'm doing research and development to find out what I'm even interested in." That's completely fine. You may already have a goal and say, "I've got a few, but this one is the most interesting. I need to do research and development about this particular idea that I have."

You need a living, breathing plan. It's not that you need to have an idea. Research and development can help you come up with the idea. Just know that you're using this as a framework to organize yourself.

You want to think about what path I need to investigate. What information do I need? What possible contacts, new skills and ideas do I need to come up with in order to identify my objective or reach my reinvention goal?

The second category is the operations and logistics. These are just the essential nuts and bolts to conduct an effective search. This is where you just make a list of what you need to do. Perhaps you need to get a new email address and personal business cards, sign up for newsletters or online networking sites, get your resume in order, or have a calendar or contact management system.

The idea is just to handle the logistical details so you can run an efficient search. It may be deciding, "This is going to be my cell phone." you have a company cell phone, maybe get your own personal cell phone.

It might be changing your message to have it be something more professional or changing your email address to one that's specifically for the search. This is just the operations and logistics that it's going to take for you to run an effective search, stay in contact and to be able to put information out to people.

The third category is human resources. You're going to need the assistance of other people to reinvent your career. This is the time to consider who can aid you in reaching your goal.

For example, if you're thinking about starting a company, maybe you'll need business partners, or you might want the support of your family and friends to help you in your reinvention. They can cheer you on when you're feeling depressed or provide you with contacts, funding or many other resources.

Perhaps you'll need contract help. Maybe you'll need a virtual assistant to send letters, a graphic designer to create your new business cards, or even a reinvention coach like me to help you keep on track with your search.

The idea of this category is to think about what people you'll need and to actively enlist their assistance in your reinvention. Think, "Who am I going to need to help me out to do this? Whose support do I need?" That's your human resources.

The next category is finance. This is what we talked about in the money module. To have a solid strategy plan, you've got to deal with the finances. It's so important that we had an entire module on money. This means making sure that you have the funds on hand to meet your financial obligations while you're conducting your search.

As I said in the money module, you can stay in your current job, tap into savings, borrow money, work part time, or get freelance or contract work. You're also going to need funds to pay for the logistics of your search like computer availability, being able to take people out to lunch or joining industry organizations.

You'll need a portion of the budget set aside for research and development, your reinvention investment fund, so that you have funds on hand to investigate new ideas and possible opportunities like taking classes or visiting new locations. The idea is to know how you're going to meet the financial requirements of your career reinvention.

The next category is marketing. Once you have an idea in mind, that will help you. If you're in the R&D phase of just coming up with the idea, marketing is something you want to keep on the back burner, but know that this is something you will need to think of.

If you have an idea already, marketing is going to be front and center. What you need to understand first is to identify your target audience. These are the people that can hire you into the kind of job you want. Then you have to market yourself to them so they become aware of you. Marketing is just that. It's creating awareness.

This can be done in a number of ways. You can apply for job postings. You can have a contact to introduce you. You can volunteer, speak at events, make yourself known, put

yourself out there and network online with LinkedIn. You can write a pitch letter directly to a company or countless other strategies.

The idea about marketing is that you want to create awareness among the group that you're seeking to reach. You want to actually have a strategy for that. What am I going to do to create awareness and let them know that I am on the map? Again, speak at industry organizations, volunteer and let them know so that they know your name and who you are.

Come up with a plan for that. Who is my target audience for the kind of industry or job I am seeking, and how am I going to make them aware of me and my reinvention goals?

The next category is public relations. It's a little bit different than the marketing piece. The marketing piece is about creating awareness. Public relations is where you begin to shape the image that you want to project to that target audience.

PR means that you consider in advance how to create a favorable impression. This can include coming up with a list of your accomplishments, obtaining favorable references and having those testimonials in your back pocket from people you know.

You can get involved in key industry organizations and take on leadership roles in there or become knowledgeable about the subject matter of your target industry. If you want to become a food writer, start going to restaurants and taking cooking classes.

The idea is to actively work on creating a good image and polishing it. Think about the things that will enhance your image in the eyes of your target market. This is one of those things that will help you build legitimacy, and it will help your marketing efforts as well.

The next and most important category that I like to talk about in this plan is the sales category. I know a lot of people get scared when they hear the word "sales," but you're going to be selling yourself. Let me just say we use that term because it is a business term.

You're going to be selling yourself not just to your target audience but to those people who have access to your target audience. Those are two levels there.

It's not really selling in that hardcore push like I'm just pitching and pitching you. It's fundamentally based upon that principal of giving. Telling your story is really what it's about. It's about putting yourself out there, giving to others and telling your story.

You want to be able to get out there and have your story told, not just to your target audience but to the people who have access to your target audience.

You need to identify what specific skills and talents you possess and concrete accomplishments that you have to back them up that can help your target audience achieve

their business objectives. We'll be talking about that in the skills assessment module of this program. You're going to use the same strategy to sell yourself, tell them your story and let them know how you can help them accomplish their goals.

The idea behind selling is to come up with ways in which you can assist your target audience and contacts in obtaining their goals. Again, it's not a hard push. It's a story about who you are and how you can help them.

Just take it out of the anxiety-driven thoughts of, "Oh my gosh! I've got to make myself appear the best," and push, push, push. It's not that at all. It's really about shaping your image, attracting it in, telling your story and saying, "Here's how I can help people. Here's how I've helped people in the past, and here's how I can help you."

It's a very powerful circle of giving, Law of Attraction method of selling. You present it out there, you don't push, and people are naturally drawn to you. These are your launch strategies that you can put into place.

We're all individuals and we're all different kinds of people. There are things that we gravitate more easily toward, and then there are things that we put on the back burner because that's not our area.

It really is critical to come up with a strategy for each one of these categories. One of the ways to make this plan work for you and to make sure that you cover all of the aspects of this plan is to shape and work with your plan in your key style.

There are three key styles that you want to identify and know about yourself. One is that you want to understand your learning style. There are three basic learning styles. There is visual. Do you learn by seeing? Do you learn by actually watching people do things? There is also audio. Do you learn by having a conversation? Are you kinesthetic and just learn by doing?

Knowing what your learning style is can help you shape this plan so that you make it work for you and it will be easier for you to accomplish it. If you're going to be doing R&D and you're kind of person who is an audio person, maybe you want to take people out and have conversations with them. That's your easiest way of learning.

You may want to do research on the internet because you're visual. You may be a combination of both, so you can actually learn by doing both of those things.

If you're kinesthetic, maybe you want to volunteer and throw yourself in there. Try to do whatever it is that you're looking to do and see how well that works. Whatever it is, know your key learning style and then shape your plan accordingly.

The second key style that you need to know about yourself is your personal interaction style. Some people are just the lone wolf. They're solo and that's the way they want to go. Other people prefer to work with partners. Other people like that group interaction and energy. You want to know what your primary interaction style is, and shape this plan so that it works for you that way.

Your reinvention strategy is going to require you to tap in to other people. In some respects, if you're the lone wolf, you're going to need to reach out to others. You can't do it all by yourself. To get these things done if you're a lone wolf, maybe you want to have somebody that is an accountability coach to answer to. You could set up a schedule and then get reminders.

If you're a partner person, maybe you have a friend that you enlist and keep each other on track. You could join a group like we run, reinvention or mastermind groups where you show up and participate in a group. That could help you keep moving. Knowing your personal interaction style and shaping your reinvention strategy to play to that can make it easier to get things done.

The third key style that you want to learn about is your primary motivation style. There are two ways of motivating yourself. One is by rewarding yourself, and the other is by holding yourself accountable. Both are necessary and must be a part of your plan, but knowing which one you respond more to will help you put more of it in.

If you're the kind of person that responds better to accountability, you'll have some reward in your plan, but you'll also structure your launch strategy so that you're being held accountable for things. That can look like telling your reinvention board, "I'm going to get this done by next week," and having somebody follow up with you on it.

If you're more reward driven, then build in rewards every time you work on a part of your plan. Say, "Once I actually do this research, I'm going to reward myself by taking myself to a movie."

Whatever it is, identify your primary motivation style and then shape your launch strategy to play to that.