



CSIX

How To Find Fulfilling Work With Energy and Confidence

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Fulfilling Work → Contents

- Setting the Stage
- Choose Your Target
- Plan Your Approach
- Go
- One Last Thing



Fulfilling Work → Setting the Stage (1 of 3)

“You ask yourself, even in the most serious crisis, how important would this really be if I were suddenly told that I just had one more week to live? So you learn to take nothing too seriously. On the other hand, you ask yourself, if this were my last act on earth, is this really what I want to do?

So you learn on the one hand to be detached from the temporary things of this world, and on the other hand, you learn to appreciate every little thing in it all the more.”

-- Tom Laughlin



Fulfilling Work → Setting the Stage (2 of 3)

“Until one is committed there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative or creation, there is one elementary truth ... that the moment one definitely commits oneself, then Providence moves too.

All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of incidents and meetings and material assistance which no man would have believed would have come his way.

Whatever you think you can do or believe you can do, begin it. Action has magic, grace, and power in it.”

-- Johann Wolfgang von Goethe

Fulfilling Work → Setting the Stage (3 of 3)



Photo used with permission (Flickr.com user TerryDarc)

W. H. Murray was a mountain climber

Fulfilling Work → Choose Your Target (1 of 8)

High-level steps to choosing the work you really want

- Compile your attributes
 - Experience, education, ...
- Reflect on or discover your aspirations
 - Goals, preferences, ...
- Assess where the market values the combination of your attributes and aspirations
 - Jobs, companies, careers, business opportunities

(You may love something, and are great at it,
but does it have market value?)



Now, “just” choose . . .



Fulfilling Work → Choose Your Target (2 of 8)

- Choosing the work you really want can be very difficult
 - “I can’t afford to be choosy.”
 - “My skills are out of date.”
 - “I don’t have the right degrees/certificates/qualifications.”
 - “The job market doesn’t want what I have to offer.”
 - “I’ve sent out 200 resumes and ... nothing.”
 - “I’ll be lucky to get anything.”
 - “The only people getting good jobs are engineers just out of MIT.”
 - “Age/race/sex/height/weight/culture/language discrimination!”
 - ...
- Often boils down to
 - “I don’t know if anyone will hire me to do what I want to do.”
 - OR “I don’t even know what I really want to do.”

Get some help . . .

Fulfilling Work → Choose Your Target (3 of 8)

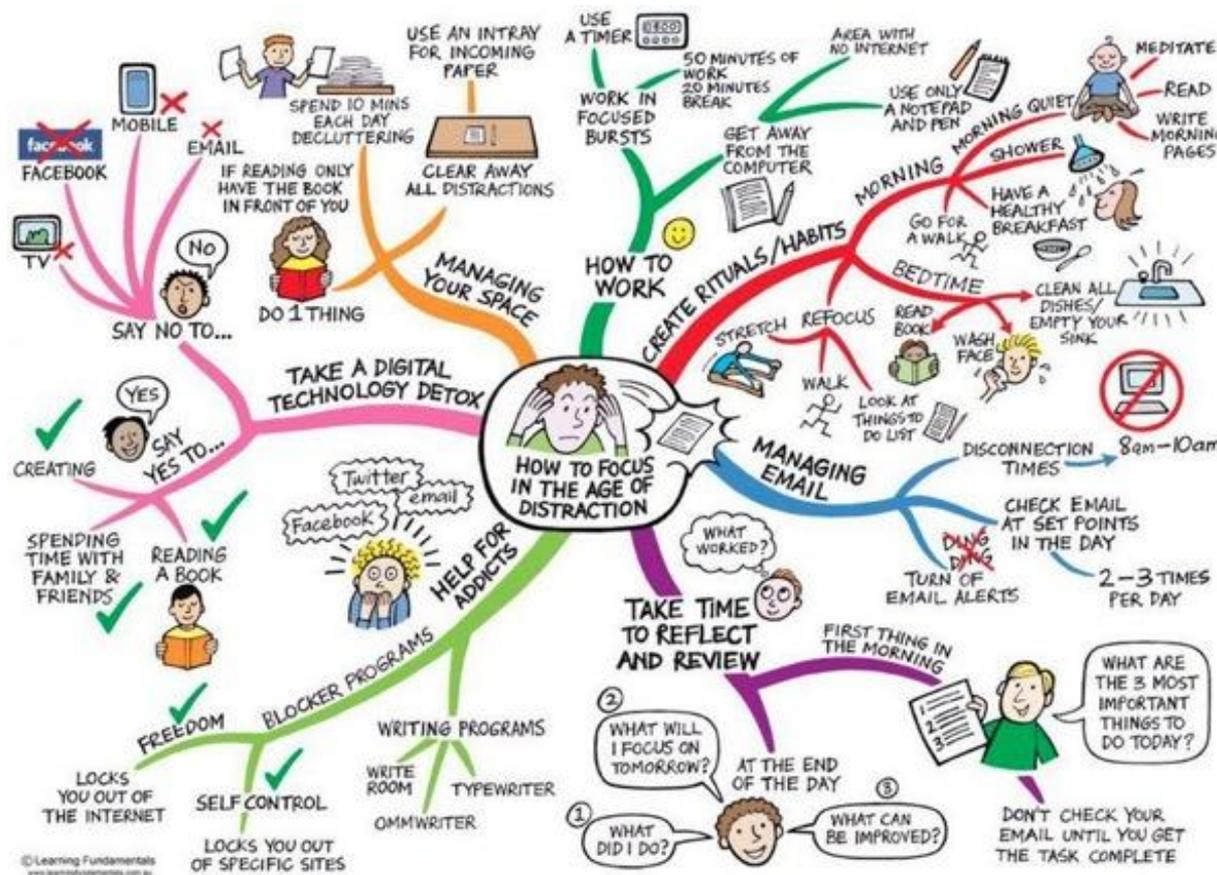
There are a lot of resources ...

- Good books (there are many)
 - The Startup of You (Reid Hoffman & Ben Casnocha)
 - How to Find Fulfilling Work (Roman Krznaric)
 - Do What You Are (Paul Tieger & Barbara Barron)
 - Guerrilla Marketing for Job Hunters (Jan Levinson & David Perry)
- Good web pages (there are many)
 - http://www.helpguide.org/life/finding_career.htm
 - <http://tinybuddha.com/blog/finding-direction-when-youre-not-sure-what-choice-is-right/>
 - <http://workreimagined.aarp.org/>
 - <http://www.forbes.com/sites/kathycaprino/2013/01/03/a-surefire-plan-to-figure-out-what-you-really-want/>
- Good organizations
 - ProMatch - <http://promatch.org/about/>
 - Nova Job Center - <http://www.novaworks.org/AboutUs.aspx>
 - Work2Future - <http://www.work2future.biz/content/about-work-2-future/>
 - Community Colleges
 - **CSIX!!!**



Fulfilling Work → Choose Your Target (4 of 8)

Many considerations go into choosing your targets



From <http://something-worth-leaving-behind.blogspot.com/2012/05/too-many-things-on-my-mind.html>



Fulfilling Work → Choose Your Target (5 of 8)

- Many considerations go into choosing your target!
 - Currently open job titles and descriptions
 - Salary/compensation/income
 - Company names and descriptions
 - Traditional or novel careers/professions
 - Business opportunities
 - You are unique. What makes you distinctly different?
 - What problems have you enjoyed solving?
 - What have you been recognized for in the past?
 - For regular employment
 - What kinds of companies do you want to work at? (large/small, established/startup, stable/growing)?
 - What would your ideal job title or description be?
 - For self employment
 - Do you want to run the show?
 - What products or services you can offer have commercial value?
 - What are your dreams and schemes?
 - What are your talents, aptitudes and skills?
 - What has your education and experience prepared you for?
 - Are there relevant classes you should enroll in?
 - What would be thrilling?
 - What do your friends and family think?
 - Visualize your perfect day. What does it look like for work?
 - What would inspire you to go to work in the morning?
 - How much travel do you want?
 - If you're reading this you're not getting the point!
- Career coaches can guide you and speed you through the maze
 - You will find a great coach if you look

Fulfilling Work → Choose Your Target (6 of 8)

- Once you have chosen and truly committed to your target—a job title, a job opening, a career choice, a company, a business plan—amazing things start to happen
 - Blind spots fade and connections and opportunities you never saw before become visible and possible
 - You overcome obstacles you thought were insurmountable, and the paths to your target become clear
 - Sometimes, some things that were very difficult become much easier
 - Every step on the path brings you closer to what you really want to do, and your progress becomes inspired with energy and confidence

Is this all hocus pocus? . . .





Fulfilling Work → Choose Your Target (7 of 8)

- No! Others agree: “Whatever you think you can do or believe you can do, begin it. Action has magic, grace, and power in it.”
 - Commitment. This is my favorite word because in some way, people who are committed are always much more interesting and much more reliable, and much more, I would say, deep than people who are not.
 - Carlos Ghosn
 - The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.
 - Vince Lombardi
 - Passion is energy. Feel the power that comes from focusing on what excites you.
 - Oprah Winfrey
 - Most people have no idea of the giant capacity we can immediately command when we focus all our resources on mastering a single area of our lives.
 - Tony Robbins
 - At the age of 24, I began setting clear, written goals for each area of my life. I accomplished more in the following year than I had in the previous 24.
 - Brian Tracy
 - Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success.
 - You can conquer almost any fear if you will only make up your mind to do so.
 - You'll never achieve success unless you like what you're doing.
 - Dale Carnegie
 - The belief that you can have a meaningful career is the first step to finding one.
 - Sean Aiken



Fulfilling Work → Choose Your Target (8 of 8)

- The only way to do great work is to love what you do.
 - Steve Jobs
- If you don't love something, then don't do it.
 - Ray Bradbury
- Far and away the best prize that life offers is the chance to work hard at work worth doing.
 - Theodore Roosevelt
- When you're following your energy and doing what you want all the time, the distinction between work and play dissolves.
 - Shakti Gawain
- Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.
 - Mark Twain
- Just don't give up trying to do what you really want to do. Where there's love and inspiration, I don't think you can go wrong.
 - Ella Fitzgerald
- Good luck is what happens when preparation meets opportunity, bad luck is what happens when lack of preparation meets a challenge.
 - Paul Krugman
- All life is an experiment. The more experiments you make the better.
 - Ralph Waldo Emerson
- Pleasure in the job puts perfection in the work.
 - Aristotle
- It is never too late to be what you might have been.
 - George Eliot



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Fulfilling Work → Plan Your Approach (1 of 8)

- You understand that there is great power in making commitments, and you have made a commitment to finding work that you really want



Now what?! . . .



Fulfilling Work → Plan Your Approach (2 of 8)

- Specific tactics for securing regular employment vary from those of starting a micro-business or other self employment
- Focus will be on regular employment for the remainder of this presentation
- High-level steps to getting the job you really want
 - Select the companies (up to a handful) where you want to work
 - Select the positions you want
 - Find the hiring managers for those positions
 - “Work your way” to the point where the hiring manager(s) will be excited to talk with you
 - Prepare your compelling value proposition to the hiring manager

Fulfilling Work → Plan Your Approach (3 of 8)

- Select companies (up to a handful) where you really want to work
 - Large or small, mature or startup, stable or growth, sector, reputation, location, culture, management philosophy, employee sentiment, compensation (salary/stock/commission/benefits), work from home, travel, ...
 - Ask your network (and grow your network)
 - Learn *a lot* about these companies
 - Company selection needn't be completed before starting next steps
- Select the position(s) you want
 - Scan company website, simplyhired.com, indeed.com, etc, for current openings. Search LinkedIn.com for company job titles and responsibilities
 - There does not need to be an opening for the position you want! You may choose to propose solutions to company problems, such that a new job or new job responsibilities are required
 - Position selection needn't be completed before starting next steps





Fulfilling Work → Plan Your Approach (4 of 8)

- Find the hiring managers for those positions
 - LinkedIn (with assistance from Google) is great for this *
 - If you can't find appropriate managers, go to "Work Your Way"
- "Work your way" to the point where hiring managers will be excited to talk with you (1 of 2)
 - Whether or not you have the names of the hiring manager(s) you want to work for, don't contact them yet. Start from the bottom
 - Find names of the lower level company employees in the function you're interested in. LinkedIn is great for this
 - If your resume doesn't reflect very well the work you really want to do, it is not a showstopper. Think of the company you really want to work for as Tier 1, and start by finding names of lower level employees at Tier 2 or Tier 3 companies
 - Find email addresses of these employees. Google, LinkedIn, patience and tenacity make this very possible

* For details on using LinkedIn and Google: <http://www.aspirationalcoaching.com/exercising-linkedin-jan-2013/>

Fulfilling Work → Plan Your Approach (5 of 8)

- “Work your way” to the point where hiring managers will be excited to talk with you (2 of 2)
 - Contact lower level employees whose email you found, and ask to meet with them. Even if this is only a request for an informational interview, you’ll succeed with some. Try to offer something in return. Information is best (but you may not have it yet). Offer to pay for lunch, or if his/her time is tight, say you’ll bring a Starbucks (or Philz or other name brand) coffee anytime during the day and all you want is 15 minutes.
 - At the meeting, focus on discovering problems facing the company including its competition, the employee’s sense of how these problems could be solved, and names and contact info of colleagues and managers. Ask if it is OK to contact these people. Names of people at other companies doing similar work can also be useful. Always follow up with a thank you to the person, and invite him/her to connect on LinkedIn
 - Repeat with the next higher rung (if any) on the way towards your hiring manager. Except by now, you have increasingly valuable information to offer, not just coffee.

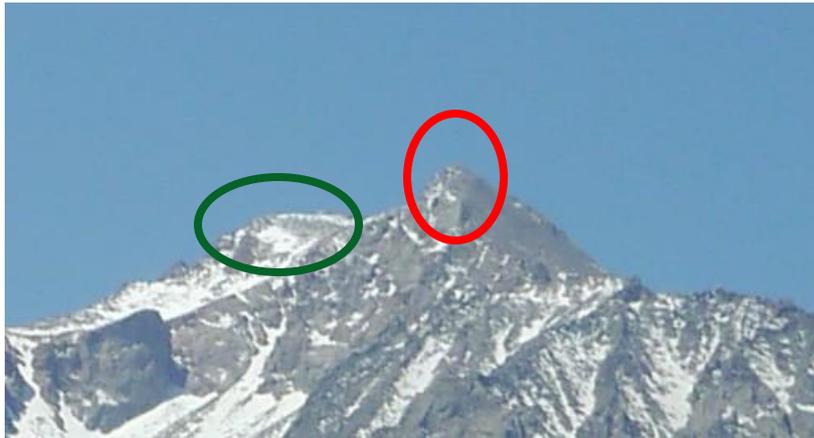


Fulfilling Work → Plan Your Approach (6 of 8)

- Prepare your compelling value proposition to the hiring manager
 - Wait... is that the right summit? (Is this the right person?)



- Take a closer look ...



- Doesn't look like it. But if you do your research, you'll find the summit is almost 300 feet higher than the east peak

Fulfilling Work → Plan Your Approach (7 of 8)

- Prepare your compelling value proposition to the hiring manager
 - You've met with at least several people who know your hiring manager, and you know some of the big challenges facing him/her and the company
 - All along the way, make sure the work you want aligns with the company, job title and description, and hiring manager that you've chosen. Better to find out and re-assess sooner rather than later
 - If this is the work you really want, including that it poses the challenges you are eager and able to solve, then you're prepared to contact your hiring manager, armed with references (recommendations if possible) from his/her employees, awareness of problems facing him/her and the company, and your proposals to solve them



One more step . . .



Fulfilling Work → Plan Your Approach (8 of 8)

- Resumes, cover letters, interview skills training
 - So far, there's been no need for polishing resumes, crafting cover letters, or practicing for interviews. That's good, because too many iterations of these things can be tickets to desolation row
 - They, as well as your LinkedIn Profile, are all very important, not for submission, but for confirmation
 - *Your resume and LinkedIn Profile must confirm that you have the basic experience and qualifications for the job you claim you can do.*
 - Make lots of connections!
 - Be careful to align your Profile with your resume (can be hard)
 - *You need to understand the purpose of a cover letter, when you first contact your hiring manager. You may need to summarize the elements of your proposal*
 - *On the phone or in person, you'll need to look and sound like you are the one for the job*
 - There are many good books, websites and organizations (especially **CSIX Workshops**), as well as career coaches who can help with all these things



Fulfilling Work → Go

A great mentor once told me...

Be a good man, live a good life

He also said

A journey of a thousand miles begins with getting off your butt!



Fulfilling Work → One Last Thing

- Doing what you really want brings side benefits
 - You will probably do more of what you love to do, and you'll be better at it, than doing uninspiring and uninspired work
 - You'll probably do more good in the world, if you love what you're doing
 - You are furthering your career rather than stalling or detouring
 - Success in one area of life can power success elsewhere
 - Obvious: Getting a good income helps with finances
 - Not so obvious: Feeling better about what you do often leads to diverse benefits: better family/friend/colleague relationships, better diet/exercise/health, ...
 - Unobvious: Choosing your target work sometimes allows you to see into the future. The aspirational target you've achieved will become your experience and a basis for your next target. A glimpse ahead along the arc of your life is always a peak experience



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Thank you

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You
were
here

