

Runway to Success

5 steps to career management for women



Written by Shine People & Places Ltd.

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Foreword

There are critical times in our life when we either choose to or are forced to make changes. This is particularly true for women returning back to work after a pregnancy; women over 50 looking at renewing themselves; women who are struggling in an unfulfilling job or women that have been made redundant due to restructuring, resizing or difficult economic circumstances.

At such times, being able to answer questions such as 'Which career opportunities are there?', 'How did I get where I am?', 'How can I make the most of my talent?' 'Am I better off starting my own business?' will put you in a better position to plan your next move and to have a vision for your future. Taking a step back to assess both your life and career is important not only for a better understanding of your own values, skills and abilities but to avoid your career and life being shaped by accident, rather than by what you 'really' want.

With this in mind we have come up with a suite of products, designed specifically for women who are facing career challenges and may wish to take their future in their hands. The programme will help you with exploring where you are with your life and career, with visioning a desired future and with turning that vision into a reality. The exercises are entirely for your own benefit; there are obviously no right or wrong answers. Experience shows that it is very helpful to get your answers down on paper as it gives substance to your thinking and as you will need to refer to your answers in later modules.

The responsibility for your career rests ultimately with yourself so, investing in yourself, maintaining a positive attitude and being focused on your career goals are the keys to your success.

Shine People & Places Ltd.
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Introduction

This suite of five modules has been designed to assist you in clarifying your career aspirations and in identifying the appropriate steps to take in order to achieve them. They are lifelong tools which may be revisited at different stages of your life and career. People are all so busy living their day-to-day life that they seldom take time to reflect on where they have been and where they would like to go. It is only when they start to feel run down, frustrated or unfulfilled that they feel the urge to take any steps in order to make the necessary changes.

The five modules have a logical sequence and build on each other.

Module 1: Discovering the Pieces: Understanding Yourself

- Gain a clearer understanding of all aspects of 'you', including how your career fits into your life
- Identify what you can specifically bring to any role or career
- Clarify what really motivates and inspires you
- Understand which skills, strengths and qualities you have developed which could be transferred to other work roles
- Identify which conditions enable you to flourish and thrive in your career

Module 2: Making Sense of Your Discoveries

- Create a clear picture of 'you' by putting together the pieces from Module 1
- Paint a clear picture of who you are and what you have to offer
- Provide a platform from which to launch your career
- Gain an understanding of your key purpose
- Identify your career priorities

Module 3: Creating Your Vision

- Build on the insights from your past and present from Modules 1 and 2 and imagine how you would like your future work and life to be
- Take an opportunity to design your ideal future
- Create a list of accomplishments and successes that you would like to achieve in your life

Module 4: Turning Your Vision Into Reality

- Based on your insights from Modules 1 and 2 and your vision from Module 3, generate and evaluate a list of career options
- Identify what might help and hinder you from achieving your goals
- Understand how making changes in your career or job may affect you and how you can develop good coping strategies
- Understanding how and when to take measured risks

Module 5: Making a Success of It

- Build on your insights from the first four modules to create action plans to achieve your career goals
- Identify how to manage your time in the most productive way
- Identify your 'brand' and which steps you need to take in order to market it
- Create strategies for getting the information you need and how to network effectively

As the five modules follow a logical process, you will get most benefit from completing them in sequence. We would suggest that you do one module every fortnight or so to give you adequate time to reflect. You should complete all of the exercises however, you may find that one or more of the exercises may not be applicable or difficult to complete, in which case you should either seek advice or leave it altogether. Do not worry if there is some overlap or repetition as you will find that this reinforces the message in a powerful way. Some exercises require you to use coloured pens and a notebook to record your insights.

The most effective way to use the modules is in conjunction with a career coach, trusted friend or colleague whose listening, supporting and challenging skills you value. A career coach will help you to gain richer and deeper insights as these exercises are designed as tools for discussion. A qualified career coach would be instrumental in helping you to make sense of your discoveries and take the necessary steps to an enjoyable and fulfilling career.

We wish you all the best in your journey!
Gilly and Jenny

Shine People & Places Ltd.

Shine People & Places Ltd is a talent management consultancy that has been advising companies and organisation on different aspects of talent management and development since its inception in 2004.

Our different expertise, together with our individual and team skills, lie at the heart of our success. We have enlisted the help of some expert associates whose expertise ranges from communication skills, leadership, organisational development, management training, to stress management, well-being, networking and career coaching. We have worked with most of them for a number of years now and we think they are very good at what they do. Our clients seem to think so too. Most of them are also qualified coaches and mentors.

Gilly's and Jenny's combined experience and background make them extremely qualified to write a booklet on career development and on providing career coaching for women who find themselves at a crossroad.

Jenny Degnan Smith

Jenny has worked as a coach in the US and the UK for the past 14 years helping individuals to identify and achieve their career goals. Her previous career was as a leader in a global finance company. She holds a BA in Economics, an MA in Psychology. She is currently pursuing a PhD researching the success factors in women's career management. She is sought after as an expert in women's career management and has been interviewed on BBC radio and has presented at international conferences.

Gilly Freedman

Gilly has been a career and coach consultant for over 20 years providing career coaching training and supervision to over 200 HR and other professional staff. She has had a 15 year affiliation with CCS (Career Counseling Services) and in 2006 jointly won a national training award for career coaching training at the BBC. Gilly has an M.Litt in language and Psychology and a Certificate in Solution Focus practice and for the last few years has been applying her knowledge and expertise to working with senior women hitting the glass ceiling and women returners.