



Career Development Workbook

Your pathway to success

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Introduction

Navigating a fast-changing world of work

We are facing increasingly uncertain and fast-moving times. It is becoming more important than ever to plan your career, not just to prepare yourself to take advantage of job roles and opportunities that come your way. But also, to ensure your talents, skills and know-how remain relevant, up-to-date, and visible.

How to use this workbook

Effective career planning starts with discovering more about where you are now, your unique talents and skills and what you've already achieved in your career. After this, it is important to clarify what you want in future – your 'Picture of Success' and the unique contribution you want to make. The final step is to develop a clear strategy to progress your goals. Planning your career isn't something you do in isolation. Success involves building a strong network and 'board' of people who can help you achieve your goals.

This workbook contains a variety of exercises to help you plan and progress your career. These will also help you build career resilience and remain career fit for the future. To get the most out of the process, we strongly recommend you discuss the output of these exercises with an experienced career coach or mentor.



Introduction

Where Am I Now?

What is My Picture of Success?

How Do I Get There?

Your journey to career success





Where Am I Now?

“I think self-awareness is probably the most important thing towards being a champion.”

– **Billie Jean King**

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My Best Self

This exercise will help you to discover your strengths, career highlights and the type of work that energizes you most.

Take time to reflect on each of the questions and record your answers as honestly as possible.

Q1: What work activities do you most enjoy? (List what they are and why you find them enjoyable)

Q2: What tasks and activities are you particularly good at?

Q3: Think of a time in your career that filled you with pride and positive energy. What were you doing?

Q4: What have been the 2-3 accomplishments in your career that you have found most meaningful and enjoyable? Why have these achievements meant so much to you?

Q5: What do you see as your 3 top talents and skills. Why did you pick these?

Q6: In describing yourself to others, how do you talk about the best parts of your job?

Q7: Invite 3-10 people you know you well (co-workers, family, close friends) to write or email you a short message about how they would describe you when you are at your very best at work. What are the common themes that emerge from this input?

Q8: What are some of the things you do not enjoy that you would like to avoid in future? Why?

Q9: What patterns and themes are you noticing in your responses to these questions?
How can you use these in making future career choices?

Career SWOT

A SWOT analysis is a powerful tool that can be used to support, amongst other things, career planning. Linked to a clear goal, it can enable you to optimise your skills, talents, and abilities in your career project. SWOT stands for: **Strengths, Weaknesses, Opportunities, and Threats.**



Strengths

Strengths are **internal factors** that enable you to do your best work. They include your top talents, skills and abilities you bring to your career.



Weaknesses

Weaknesses are **internal factors** that are limiting your performance or holding you back.

Weaknesses include underdeveloped talents, skills and abilities as well as self-limiting beliefs and assumptions.



Opportunities

Opportunities are **positive external** conditions that you can use to your advantage.

Examples of opportunities include better technologies to facilitate remote working, faster industry growth or a growing skills shortage in your line of work.

Identifying and seizing opportunities is one of the most important keys to a successful career.



Threats

Threats are **negative external** conditions that you can manage and mitigate.

Examples of threats include fast-changing skill requirements, replacement of human skills by machines/AI, or an oversupply of good talent in your occupational area.

Anticipating and mitigating external threats will help you to build career resilience and succeed.

Use the template below to complete your career SWOT:

 <p>Strengths</p> 	 <p>Weaknesses</p> 
 <p>Opportunities</p> 	 <p>Threats</p> 

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What is My Picture of Success?

“If you don’t know where you are going,
you will probably end up somewhere else.”

– Lawrence J. Peter

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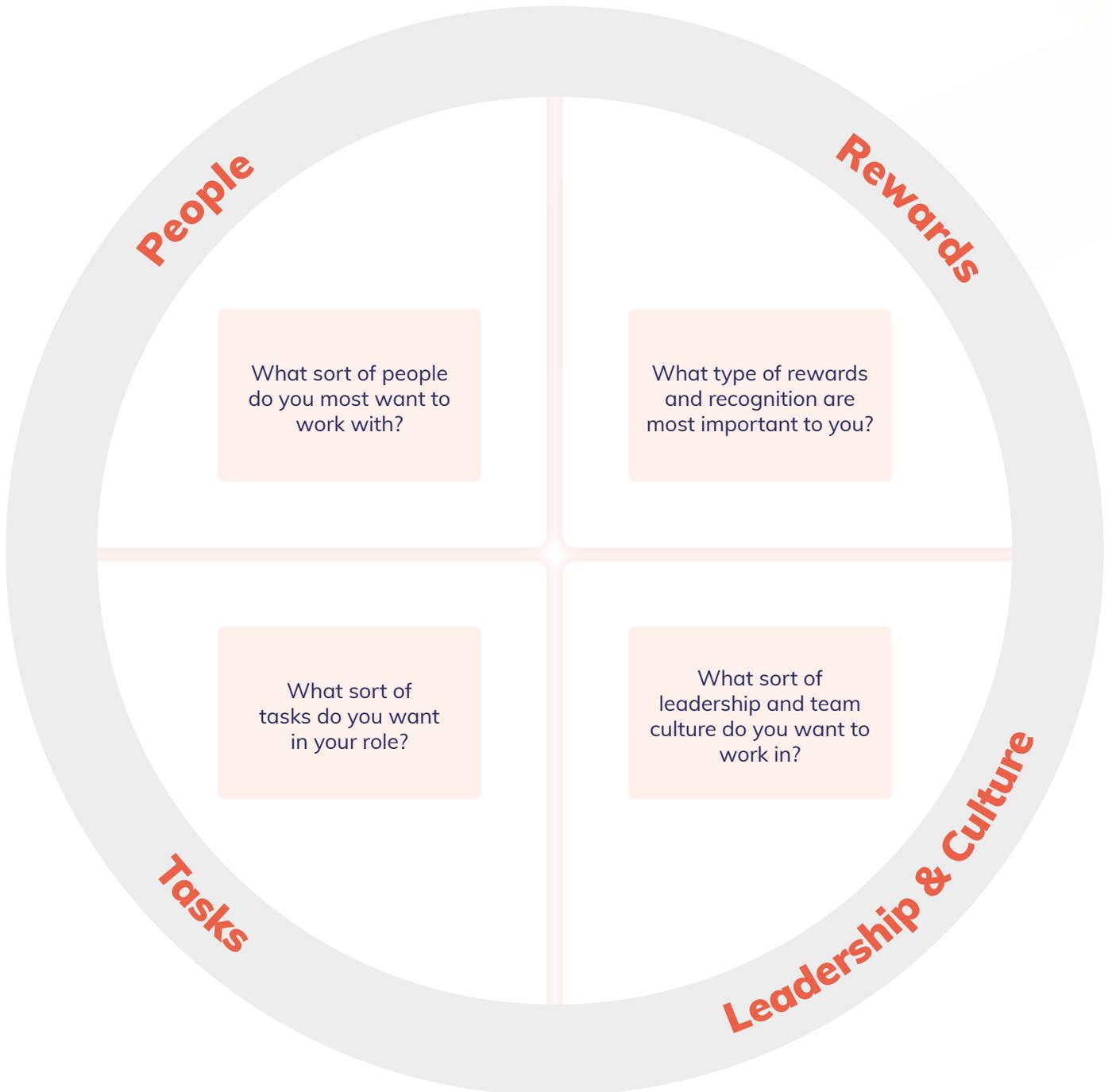
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Valued Role Factors

Knowing what we really value and want in our role will help increase the likelihood of us recognizing and finding a role that suits us and enables us to be our best. This exercise is intended to help you to identify what you want in your current or future position.



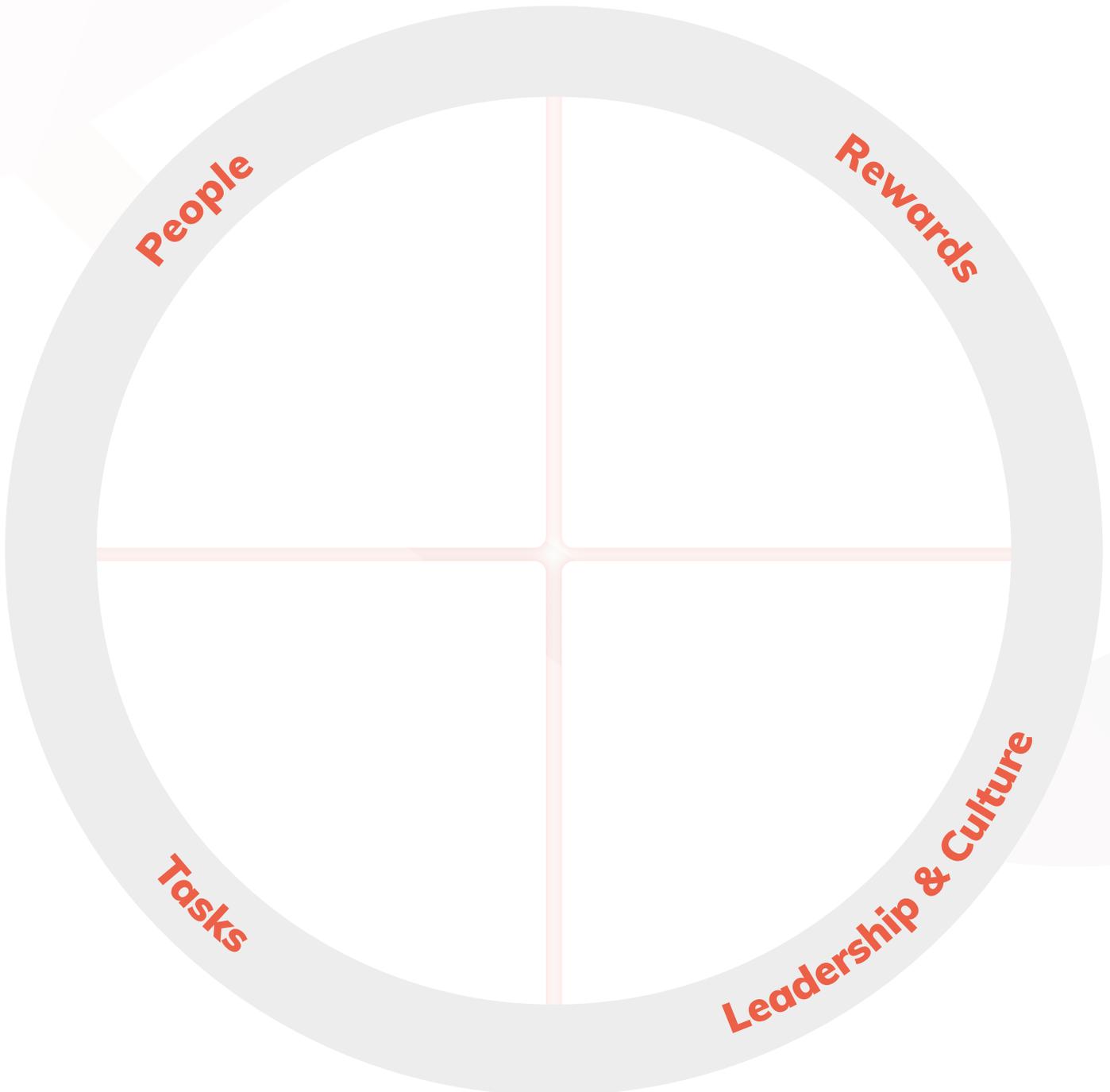
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For each quadrant of the circle below, identify the things that are most important for you:



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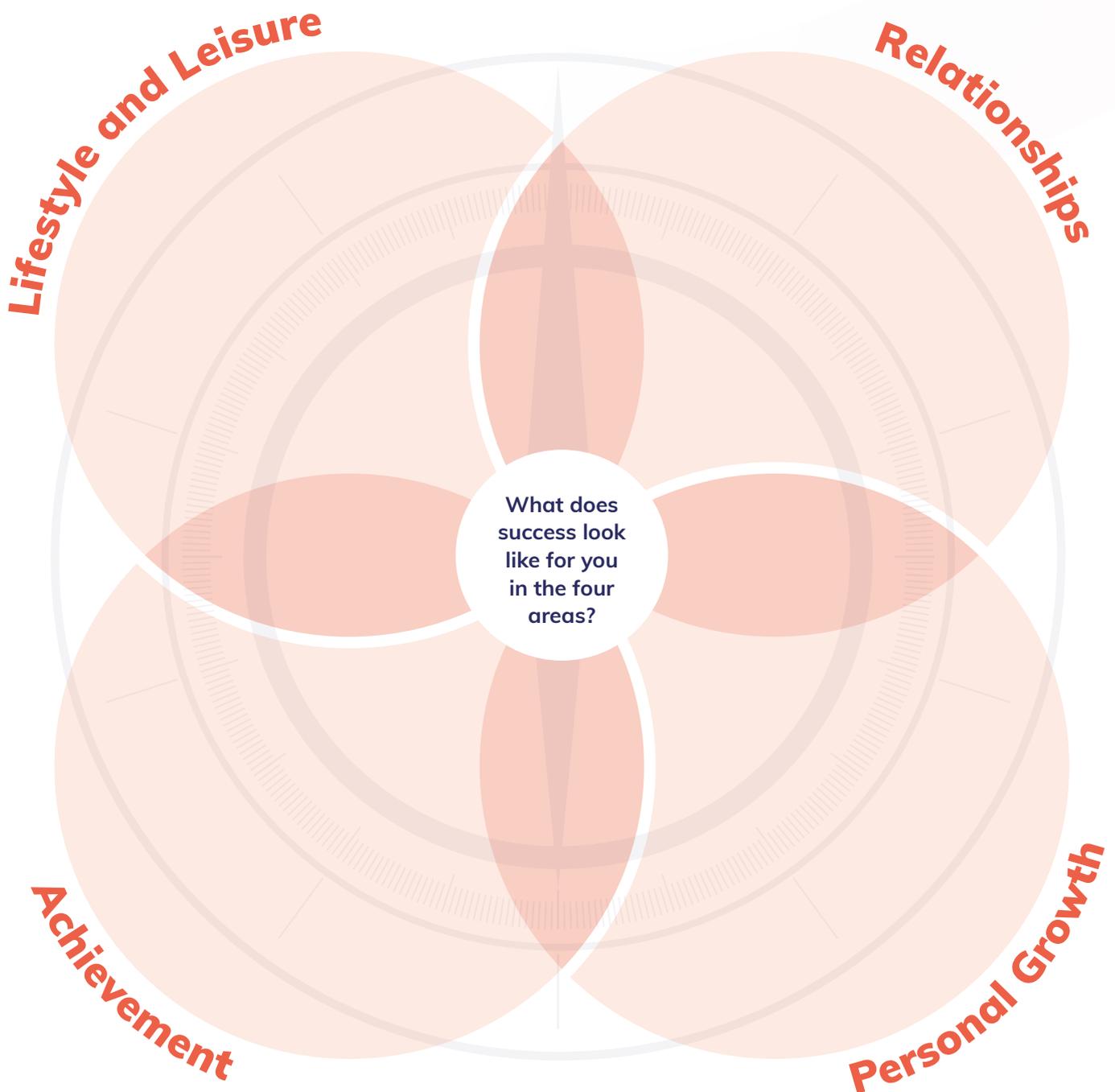
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How Do I Get There?

My Career Navigator

Exploring what success means across different aspects (compass points) of your career and life is vital to provide focus, alignment, wellbeing, and fulfilment. This will help you avoid any unintentional lopsidedness or imbalance in your work and life. Studies show that it can become unhealthy if your identity and energy is focused too much on your work. To be happy and fulfilled, people also need good alignment between their overall aspirations and how they live different parts of their life.

Complete the Career Navigator below to gain a clearer understanding of how you view your future success across each of the career compass points. Then respond to the questions on the next page.



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Q1: How much alignment is there between where you are now and where you'd like to be? What are the biggest gaps? How can you close these?

Q2: What strengths and helpful habits will help you achieve your picture of success?

Q3: What unhelpful habits do you need to leave behind?

My Legacy

Thinking about our career legacy, or what we want to leave behind, it is a great way to visualise what we most want to achieve in our career - what success ultimately boils down to for each of us.

Write a short press release of no more than 150 words that you'd like published by your favourite newspaper or media channel about your career and life accomplishments when you retire.

My Ideal Job

This exercise is intended to help you summarise what you ideally want from your work. Complete the sentences below and take time to reflect on what you have recorded.

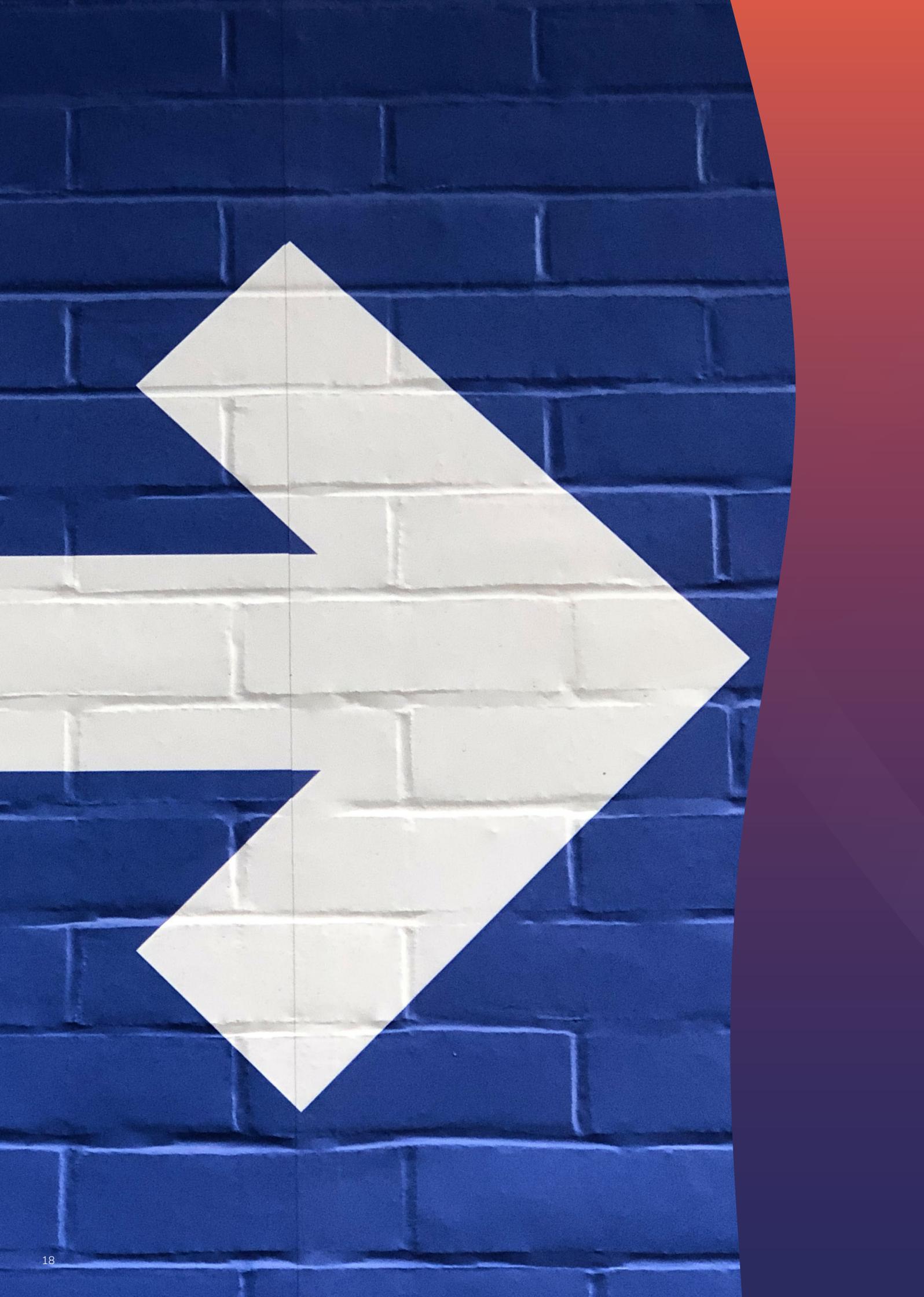
Q1: The type of work and tasks I most want to be doing are...

Q2: Success in the role means...

Q3: The type of team/organization that will enable me to do my best work is...

Q4: The way I would most like to be rewarded and recognized is...

Q5: The growth opportunities that will be most important for me are...



How Do I Get There?

“The path to success is to take massive, determined actions.”

– **Tony Robbins**

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Career Development Board

The most effective people build strong networks of people who they can rely on for support to help them develop and succeed. There are various roles people in your network can play to support your career. The more common ones are:

Coach

Helps you overcome specific performance challenges and improve your contribution

Collaborator

Person in similar situation to yours with similar interests and goals

Connector

Bridge-builder who helps connect you with others

Counsellor

Provides emotional support and encouragement

Encourager

Provides motivation and recognition for your achievements

Mentor

Provides long-term support, guidance and wisdom

Adapted from the Personal Development Board of Directors exercise in *Soar with Your Strengths* by Clifton, D. and Nelson, P. New York: Dell Publishing.

Using the diagram on the following page, compile your Career Development Board.



My Career Development Board

When deciding who to invite onto your Board, consider the different strengths people have and the roles they are likely to be best at. Try to find people who are different from you in terms of their strengths, style, way of thinking and background. This will enable you to get the benefit of diverse perspectives and input.



My Personal Brand



To stand out and be successful in today's fast changing, competitive and noisy world, you need to clarify your 'brand' – who you are at your best and what value you wish to create through the work you do.

Building and communicating your brand will help you:

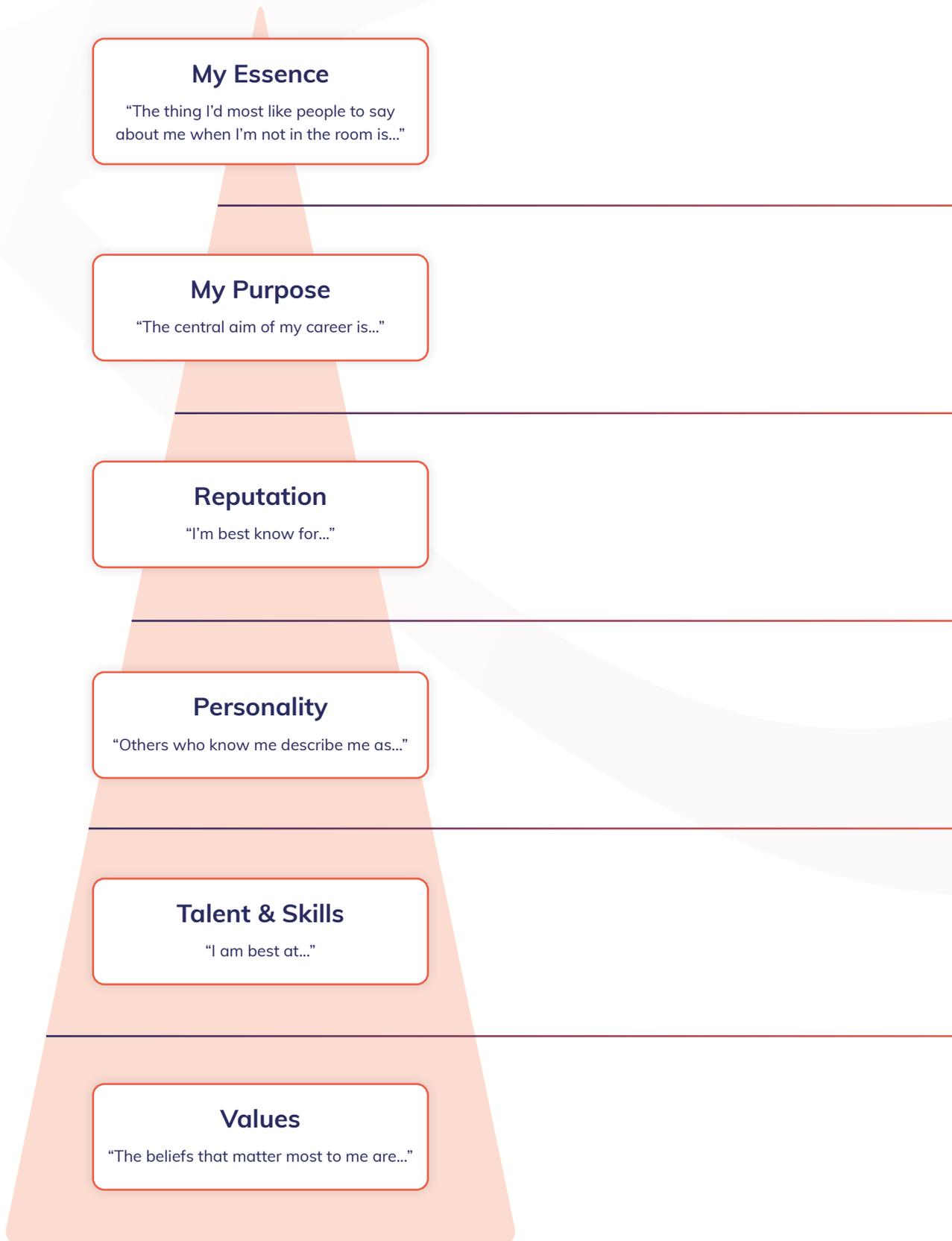
1. Build a stronger presence with those who can help you succeed
2. Stand out by making others aware of your strengths and value
3. Grow your confidence by clarifying who you are at your best, including your talents, values and motivations

Strong personal brands are not built overnight. They take time to evolve, but it's well worth the effort. Like all great consumer brands, personal brands produce strong results in terms of improved demand, perceived value, reputation, and results.

Have a go at building your own brand using the Brand Pyramid diagram on the next page. Once you've got a draft, share it with others close to you to get their feedback and input. Getting feedback will help you refine your brand, as well as giving you practice opportunities to confidently communicate it.

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My Personal Brand Pyramid



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Brand Strength Questionnaire

To check on the strength of your brand, work through this checklist.

Statement	Yes	No
1. I have a finely honed elevator speech that identifies the attributes that make me unique.		
2. I have a clearly defined brand positioning statement.		
3. I report my key accomplishments to my manager and my career network contacts.		
4. I am considered an expert in my field (or am fast approaching that status).		
5. I have a strong 'googleability' rating and online presence.		
6. I have a clearly defined personal mission statement.		
7. I have written a vision statement for where I want my career to progress.		
8. I have a network of contacts who know my brand value and can communicate it.		
9. I know exactly how my personal brand is better than my competitors'.		
10. My brand is consistent with my mission, values and accomplishments.		
11. I know the combination of tangible and intangible characteristics that make my brand unique.		
12. I have a clearly defined target audience for my brand message.		
13. I have a professional website that is specifically designed to deliver my brand message and showcase my accomplishments.		
14. My brand is clearly presented in my CV, LinkedIn and other targeted social media.		
15. I have a consistent brand message that is delivered through multiple sources (CV, portfolio, elevator speech, blog, website, contacts).		
16. Everything about me (performance, appearance, attitude) speaks to my brand message.		
17. I solicit feedback about my brand from trusted friends and colleagues.		
18. I have a mentor who is helping me with my career and personal branding strategy.		
19. My portfolio (traditional and/or online) demonstrates and communicates my brand identity.		
20. I have a plan for reducing and eliminating any (real or perceived) negative elements of my personal brand.		

Improving My Brand

Based on your insights from the previous exercise, respond to these questions to plan how to build a stronger personal brand.

Q1: What do I need to start doing or do more of?

Q2: What do I need to stop doing or do less of?

Q3: Which aspects of my brand need to be sharpened or polished?

Q4: Who do I need to communicate my brand to? How can I best do this?

Q5: Who can support me to build my brand and get traction among those who count?

Q6: How can I use LinkedIn and other social media more effectively to communicate my brand to my target audience?

Developing and Adapting Your Talents & Skills

To succeed in a fast-changing world, you will need to continue to develop and adapt your talents and skills. Your development activity should be focused in 2 main areas:

Building skills that will **magnify your talents** and allow you to perform even better across a range of work situations.

Building skills you need to **prepare for the future**. This is often referred to as upskilling or reskilling for the future.

Complete the table below to identify ways to develop your top 5 talents so you can achieve your goals and fulfil your full potential. To accurately identify your top talents we recommend completing a valid assessment such as TalentPredix™.

Talent	Skills that will magnify my talents	Skills that I will need to prepare for the future world of work
1		
2		
3		
4		
5		

FAST Action Planning

Focused goal setting and follow-through is vital for career success. The template below will provide you with a good starting point. It uses the highly effective FAST method of setting goals. Try to apply this method when setting your goals.

'Frequently discussed' goals means talking to others, including your friends, family, co-workers, mentor, coach, about your goals and commitments. It has been proven that by making goals public and frequently talking about them, people are more likely to put in the hard work to accomplish them. It is also important to consider what your first steps will be. How and when will you take the first steps towards your goals? Focus on micro-goals and small steps that will have the biggest impact.

F

Frequently Discussed

A

Ambitious

S

Specific

T

Timebound

I will...

My first steps are...

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