


ASPIRATIONAL YOU

ASSESSING
YOUR TALENTS
TO GET CLEAR



ON WHICH CONTRIBUTIONS
YOU'LL BE REMEMBERED FOR

**LEAD
THROUGH
STRENGTHS**

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**WHY
NOT
ME?**

**WHY
NOT
NOW?**

URGENT VERSUS IMPORTANT

	Urgent	Not Urgent
Important	Health Emergency Crisis Deadlines	Coaching Exercise Life Planning
Not Important	Interruptions Many Meetings Many IMs	Social Media Television Busy Work

**WHAT
LEAVES
WHEN YOU
LEAVE THE
ROOM?**



CAREER BRAND

Something you have

CAREER BRANDING

Something you do

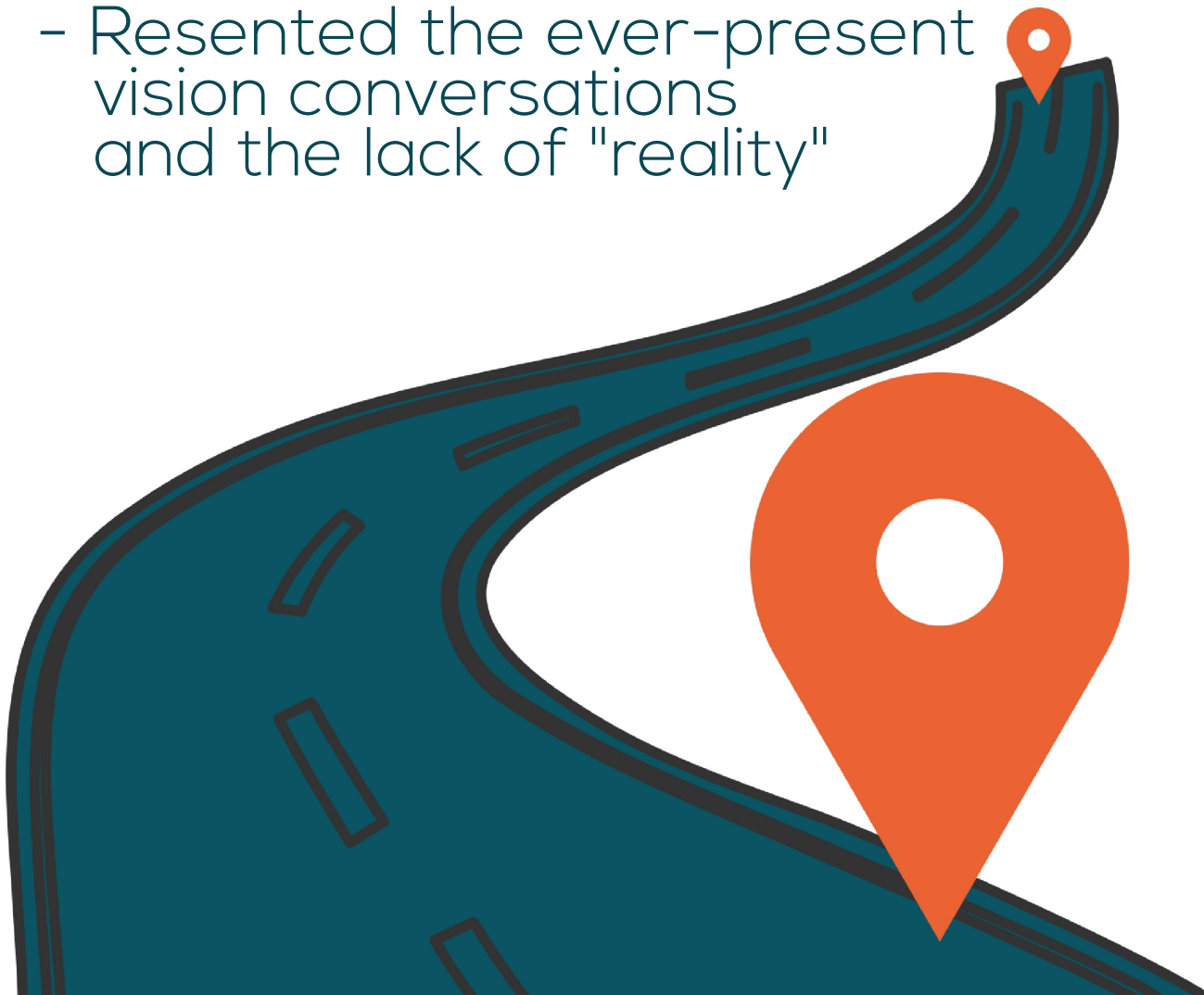
CAREER LEGACY

An internal promise you make about your contribution

EXAMPLE: CINDY

BEFORE ACCEPTING HER BEST LEGACY

- Disappointed in feeling NOT strategic enough
- Minimized her project planning focus because "being tactical" was not how to get promoted
- Resented the ever-present vision conversations and the lack of "reality"



EXAMPLE: CINDY

AFTER ACCEPTING HER BEST LEGACY

- Operations-Focused: In touch with reality & resources needed to get things done
- Disciplined: Keeps them grounded when "squirrel vision" tempts them to launch too many projects
- SME: Brings knowledge of resources it will take to pull off big projects

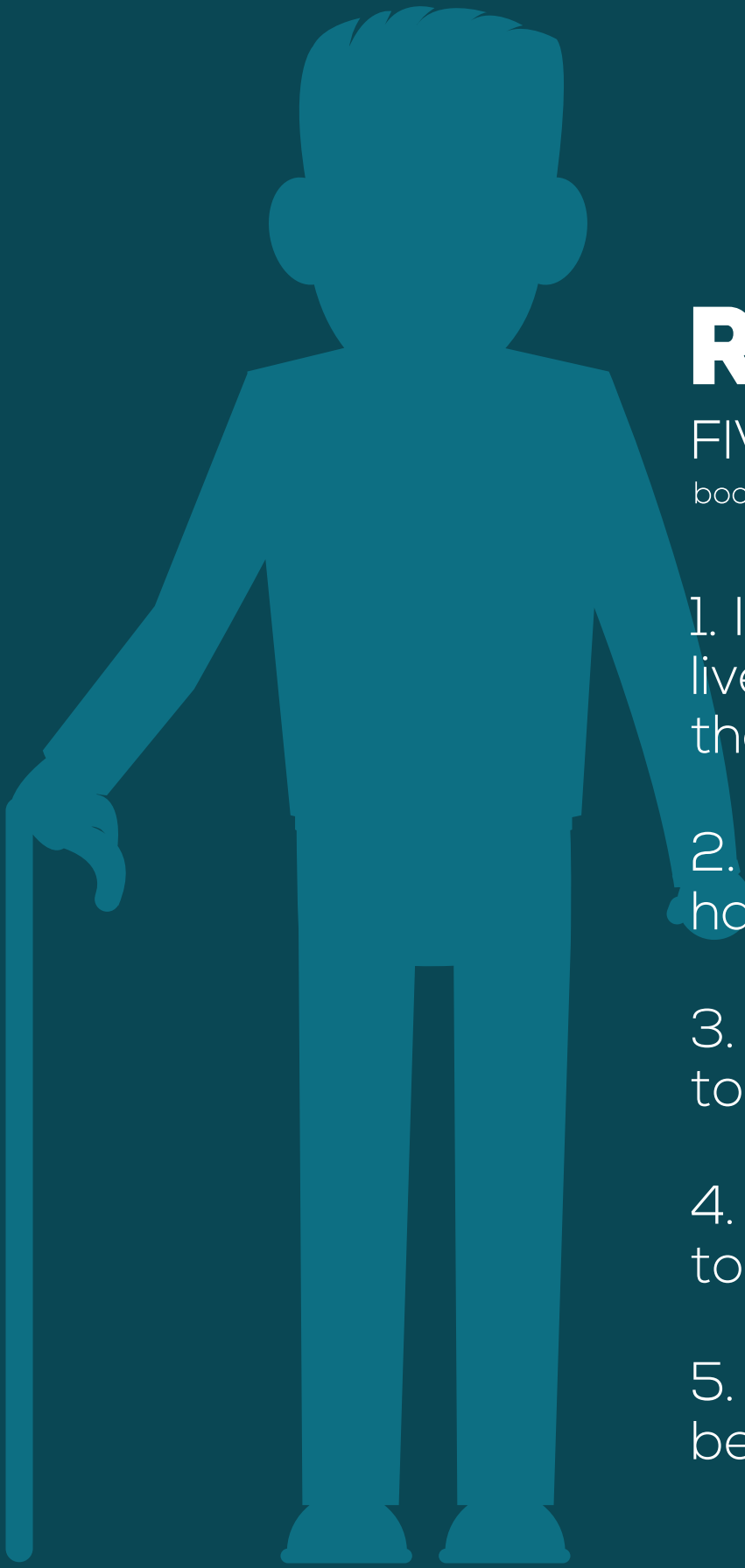


**It's tough for your full
potential to be known**



**EXPANDING YOUR TALENTS
IS A HIGH-LEVERAGE WAY
TO CONTRIBUTE AT WORK**

**What
LEGACY
is hiding
inside you?**



REFLECTIONS

FIVE REGRETS OF THE DYING

book by Bronnie Ware

1. I wish I'd had the courage to live a life true to myself, not the life others expected of me.
2. I wish I hadn't worked so hard.
3. I wish I'd had the courage to express my feelings.
4. I wish I had stayed in touch with my friends.
5. I wish that I had let myself be happier.

5 hours of back-to-back meetings

Customer calls to return

100 emails to answer



REALITIES

Business cases to write

PowerPoints to make

Urgent interruptions to handle

LEGACY-BUSTERS

32%

Fear of failure or judgement leads you to dilute ideas

32%

"Disagreeing up" feels risky, so you keep ideas inside

45%

Life is busy, so you don't spend time thinking of your legacy

55%

Urgencies keep you from the important contributions

IN ADDITION TO "THE WHAT"

Build
your
brand & legacy
around



**WHICH "LEADER"
HAD A SIGNIFICANT,
POSITIVE IMPACT ON
YOUR CAREER?**



ASPIRATIONAL CAREER BRAND

1. _____

2. _____

3. _____

CHAT



**What
word(s)
did you pick?**



HOW DO YOU WANT TO BE REMEMBERED?

Accepting	Critical Thinker	Intentional	Purpose-Centered
Accountable	Decisive	Interested	Rearranger
Adaptable	Diagnoser	Introspective	Recognizer
Advocate	Diplomat	Lifetime Learner	Reflective
Ambassador	Dynamic	Listener	Rehabilitator
Anthropologist	Early Adopter	Logical	Resilient
Assertive	Easygoing	Mentor	Rudder
Astute	Efficient	Meticulous	Spark
Barrier-Buster	Encouraging	Mindful	Strengths-Oriented
Bold	Engaging	Observant	Storyteller
Brainstormer	Exacting	Patient	Sympathetic
Bridge-Builder	Expander	People-Aware	Thoughtful
Candid	Factual	People-Investor	Tireless
Captivating	Fast-thinker	Perceptive	Tolerant
Careful	Forward-Looking	Persuasive	Transparent
Caring	Fresh Thinker	Positive	Trustworthy
Celebrator	Friendly	Practical	Truth-Finder
Challenger	Futurist	Pragmatic	Unflappable
Change-Ready	Genuine	Present	Unifier
Completer	Grounded	Presenter	Upbeat
Connector	Hope Creator	Principled	Values-Driven
	Intuitive	Prioritizer	Visible
	Inquisitive	Problem Solver	Warm
	Insightful	Process Thinker	Welcoming

MORE OF

BY DOING



"THINGS TO DO" TO GET KNOWN FOR THAT QUALITY

Act Casual
Act Formal
Analyze Data
Ask Questions
Assure People
Assure Quality
Be An Expert
Be Expressive
Be Introspective
Be Out Front
Be Responsive
Be Selective
Be Serious
Be Thoughtful
Bring Harmony
Coach Others
Comfort People
Concentrate
Connect Ideas
Connect With People
Control
Create Momentum
Create Order
Curate Ideas
Design Things
Do Something New
Do Things Correctly

Enforce Policies
Establish Processes
Find Commonalities
Find Outliers
Find Patterns
Find Truth
Fix Problems
Generate Excitement
Get Approval
Get Others To Commit
Get Results
Give Advice
Go With The Flow
Have A Good Time
Help Others Grow
Imagine The Future
Influence People
Innovate
Inspire Others
Iterate
Keep Commitments
Make Decisions
Make People Safe
Mingle With Others
Organize Things
Perfect Things
Plan For Future

Poke The Bear
Prioritize
Present Business Case
Recognize Others
Re-energize Stalled Projects
Respond To Issues
See Nuance In People
"See" People Fully
Set The Context
Share Big Ideas
Share Lessons Learned
Simplify The Complex
Spark Action
Spread Acceptance
Stay Busy
Stay Consistent
Suggest Solutions
Take Charge
Take Classes
Take The Spotlight
Tell Stories
Think Deeply
Weigh Risks
Welcome People
Work Carefully
Work Fast
Work Hard

**IF AN AREA OF
YOUR CURRENT
BRAND IS
BRINGING YOU
DOWN**



**FLIP
IT
AROUND**

WEAKNESS FLIP

IS IT A WEAKNESS?



**What
YOU
Care
About**

RELEVANCE

**What
THEY
Care
About**



**THE WORLD
SOLD YOU
A MAP.**

**WHAT YOU
NEED IS A
COMPASS.**

– Michael Dauphinee