



Platform55

Reignite Your Career Workbook



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This workbook sits alongside the Webinar **Reignite your Career**.

It can be used in a number of ways, whether you're |

- An organisation that wants to look at another option for talent retention
- A people manager looking to support all talent across your team
- As an individual who is looking to re-ignite their career in the right way

Whilst the questions and exercises are posed to individuals looking to re-ignite their career, they can be used as coaching questions if you're working with individuals.

The workbook can be used to record your thoughts, and dig deeper into what you really want from your career. You may find some of the questions and exercises difficult to answer. That's okay. Take some time to reflect on the questions, or to talk to other people. You don't have to have all of the answers right away. However, it's important to make the time to shape the career that **you** want. Even on the days that you're feeling 'stuck', just doing one thing to move you forward will help you get momentum.

Here's what you'll find inside.

- ✓ Your career story so far
- ✓ Mindset matters - from stuck to moving
- ✓ Figuring out what's important to you, and what you want
- ✓ Making a move - from small steps to testing the water
- ✓ Time to GROW - developing an action plan





HOW WE THINK ABOUT CAREERS HAS CHANGED

The traditional model of career development has changed. Gone are the days when we thought about careers in terms of 'climbing the ladder'. Nowadays careers are much more 'squiggly', taking different directions, reflecting what is happening in an individual's life.

Rather than being driven by the organisation, our careers are shaped by what we want as **individuals** and what we **value**. This then is shaped by our willingness to **experiment**, trying new things and moving around more frequently.



WHAT'S YOUR CAREER STORY?

If you were to visit a Career Coach, it's likely that the first thing they'd do is ask you to complete your 'story so far'. This is an exercise where you look at your life to date and pick out the pivotal things that have happened to you in your life – the good and the bad.

Our careers don't happen in isolation from our lives. Our careers and personal life merge together, one often shaping or influencing the other.

Take some time on the following page to reflect on what your story has been so far. As with any journey, we need to know our starting point, before we consider where we want to go, and how we're going to get there.



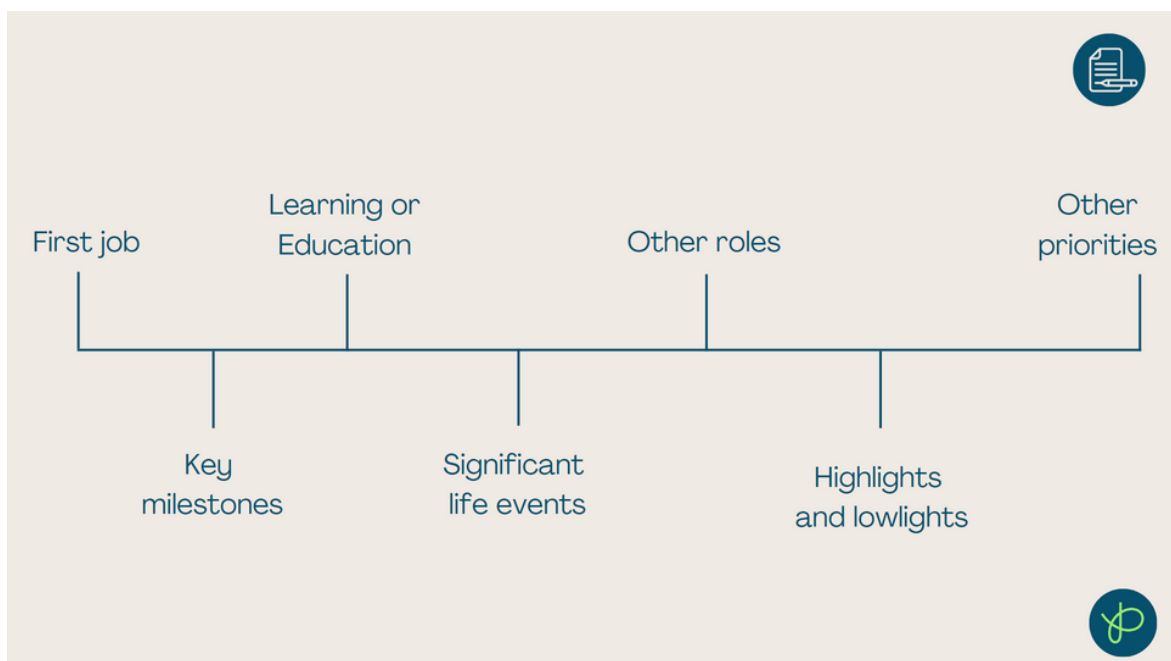


MY STORY SO FAR

Your story so far is essentially your **history**.

Take a blank page and draw a timeline from the first ever job you had (as a teenager) right up to the present day.

Next, mark down significant things that have happened. You can use the examples below as a prompt.



Time to reflect |

- ✓ What themes do you notice?
- ✓ What were your pivotal moments?
- ✓ When were you at your happiest/ most satisfied? Why?
- ✓ When were at your lowest point? Why?
- ✓ What or who has influenced your career to date?





KEY THEMES

You can think about what each 'chapter' of your story has been about to date. This can help you decide what you want next. (Don't worry if you don't know yet, we'll get to that!)

MY NEXT CHAPTER

Where are you now? Thinking about everything that you have going on in your life, what stage are you at right now? Remember this is about what **you** want. Not what other people think you should want - but what's right for you. Which one resonates most for you at this moment?

Pivot | looking to move in a new direction

Progress | looking to take the next step in your career

Pause | considering staying at your current level so you can focus on other priorities for now

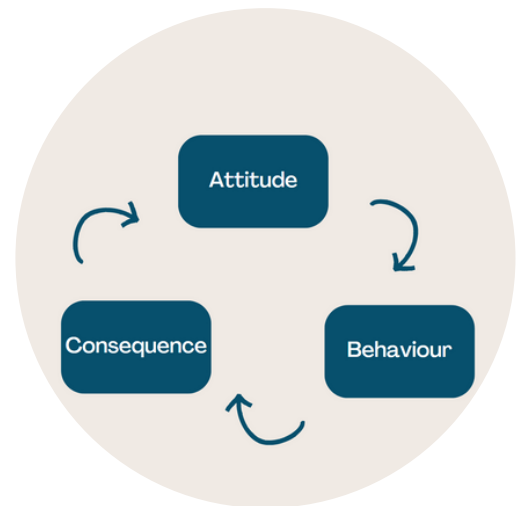




GETTING IN THE RIGHT MINDSET

Mindset matters. Our attitude directly impacts how we behave, which in turn has a consequence. For example, if we have a positive attitude and are actively seeking opportunities, we will likely reach out to people, volunteer for additional responsibilities, or move out of our comfort zone and try something new. As a consequence, we may get asked to go for a promotion or to take part in a stretch assignment.

The opposite is also true. If we're lacking in confidence or feel 'stuck', we may not see the opportunities around us, and as a consequence, we get overlooked. Our thoughts become a self-fulfilling prophecy.



Have a look at the two lists below. Carol Dweck (Stanford University) talks about the concept of '**fixed**' and '**growth**' mindsets. We can use this to identify how we're currently feeling.

Stuck (Fixed)

- Can't see any development opportunities
- Can't see a career path
- Feel trapped
- Disengaged and demotivated
- Avoids challenges
- Takes criticism personally
- Feels threatened by others successes
- Blames others for setbacks

Moving (Growth)

- Actively identifies development opportunities
- Can see a clear career path
- Feel motivated and engaged
- Relishes new challenges
- Welcomes feedback
- Reflects on setbacks and learns from them
- Celebrates others' successes





Identifying your triggers

Most of us will flip-flop between being in a 'fixed' or 'growth' mindset. What's important is to recognise what **triggers** you to feel as if you're stuck or moving e.g. you may feel more 'stuck' if you're feeling burnt out, coping with uncertainty, feeling overwhelmed, have an unhelpful line manager or have a lot going on in your personal life.



Note down what impacts you |

Tactics to keep you 'moving'

The most important thing is to **notice** when you feel 'stuck'. Then you can begin to think about what you can do to get in a more positive mindset. Sometimes you might need to enlist the help of a trusted friend or colleague to give you a fresh perspective.

We've included some suggestions below |

- ✓ Look after your own well-being (e.g. rest, relaxation, sleep, nutrition)
- ✓ Seek out new perspectives
- ✓ Prioritise human connection
- ✓ Focus on what you can control
- ✓ Commit to taking a small step

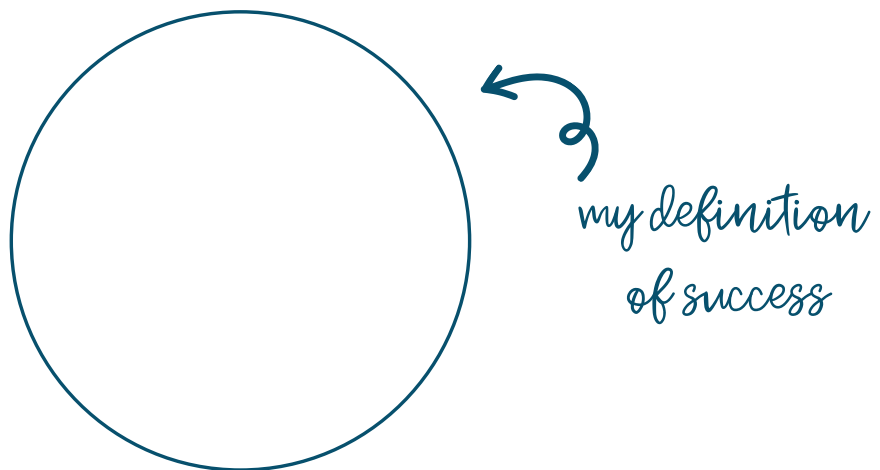




DEFINING SUCCESS

What does a 'successful career' mean to you? Historically we often measured success based on job title and salary. However, 'success' means different things to each of us. Take some time to think about what success means to you - e.g. salary, growth, challenge, balance, or legacy.

Have a go at capturing this on the pie chart below. Remember, there are no 'right answers'. This is **your** life, so you get to decide what success means to **you**.



FIGURING OUT WHAT YOU WANT

It's time to delve deeper now and figure out exactly what you want from the next stage of your career. We're going to look at four key aspects. Some of the questions we ask, you may already know the answer to. Some may take a little more time to figure out.





VALUES

Use the questions below as a prompt to help you figure out your values |

What matters most to me is |

The five most important things to me in my life (comprising both work and home) are |

- 1.
- 2.
- 3.
- 4.
- 5.

What are your 'Career Anchors'?

Career Anchors were developed by Edgar Schein. They are the **characteristics of a role, job, or career that individuals are drawn to**. They usually align with our underlying perception of our talents and skills, motives and needs, and attitudes and values.

- ☐ Autonomy/Independence
- ☐ General Managerial
- ☐ Lifestyle
- ☐ Challenge

- ☐ Service
- ☐ Entrepreneurial
- ☐ Creativity
- ☐ Technical



CAREER ASSETS

What are the skills, knowledge, and personal qualities that you've built up over your career and life to date? (Refer back to your timeline for inspiration).

I'm good at |

Skills I've developed
include |

I'm knowledgeable
about |

My personal
qualities are

Things other people
appreciate
about me |

If in doubt |

- ✓ **Ask for feedback** | ask your manager or colleagues what they enjoy about working with you.
- ✓ **Talk to a friend** | they will see qualities in you that you may not recognize yourself, e.g. you may be great at resolving conflict, or be a great listener.
- ✓ **Keep a note** | It's a great idea to keep note of past reviews you've had, thank you cards, and emails you've received. Often we forget the talents we have – plus it's a great confidence boost to remind ourselves of past successes we've had.





CAREER ASPIRATIONS

Figuring out what you want in your career isn't just about your ideal role, its important to think about they type of people you'd like to work with, what your preferred working hours and location will be, and the skills you'd like to be using. Use the questions below to gather your thoughts |

The type of work I enjoy

Skills I'd like to use |

Work with people who

My earning goals

Ideal working hours

Preferred working style





CURRENT REALITY

Let's take a moment to consider what's going on for you right now. If you ignore the constraints that you have in your life right now, the chances are they'll trip you up eventually. It's important to get real and identify **obstacles** that may get in your way. This will allow you to find ways around them, or minimize the impact they have. Here are some examples of things that may be impacting you right now.

Workload

Energy

Money

Time

Family

Support

Motivation

Others
assuming
what I
want

Change
happening
at work

Knowing
what I
want

What constraints or obstacles do you have to consider as you think about what's next for you in your career? What **assumptions** may people have made about what you do, or don't want? How can you make sure your Manager is clear about what you want and need?





FOCUS ON WHAT YOU CAN CONTROL

1. Write down everything that's potentially getting in the way of your next career move
2. Can you influence that? Yes or no.
3. If it's 'no', (and it **really** is a 'no') you may need to park that for now and accept that you will have to work around it right now, or it may take you longer to get to where you want
4. If you can influence it, and 90% of the time we can do **something**, what could you do?
For example, if time is holding you back, what could you delegate, outsource, or stop doing to free up some time?

Blocks

What I can do



FIGURING OUT YOUR NEXT MOVE

Now that you're clearer about

- ✓ What success looks like for you
- ✓ What your values, career assets and aspirations are
- ✓ Have identified your current reality and how you can overcome obstacles

It's time to think about your next move. There are a number of things you can do, depending on how big a step you want to take.

Small Step

Explore

Expand

Big Step

Small
Step

- ☐ Complete the exercises in this workbook
- ☐ Expand your network
- ☐ Increase your visibility
- ☐ Initiate a career conversation with your Manager
- ☐ Find a mentor
- ☐ Ask for feedback
- ☐ Shift your perspective. Zoom out and look at the bigger picture. Zoom in and look at and aspect of your role in more detail.





Explore

- ☐ Make time to dig deeper into what you really want
- ☐ 5 min exercise – ‘Wouldn’t my career be amazing if’ (repeat x 3)
- ☐ What strengths do I need to show?
- ☐ What knowledge do I need to grow?
- ☐ Shadow someone in another part of the business or arrange a secondment.
- ☐ Complete 360 feedback or undertake psychometric tests e.g. Strengthscope/ Strengthfinder
- ☐ Find out what's happening in other parts of the business or other industries

Expand

- ☐ Offer to take on more responsibilities
- ☐ Volunteer for a project
- ☐ Set a goal that stretches you outside your comfort zone
- ☐ Learn a new skill – formally or informally
- ☐ Consider a side line – could you try something new in your spare time?

Big Step

- ☐ Apply for promotion
- ☐ Negotiate a pay rise
- ☐ Actively seek out new opportunities (internally and externally)
- ☐ Enrol in formal learning
- ☐ Pivot your career into a new area

What other ideas do you have?





USING YOUR LEVERS

'Give me a lever and I'll move the world' said Archimedes. There are people and things around us that can help us accelerate our development, and achieve more. Consider each one and make a note of actions you could take to move forward.

Build your career community

Who are your 'go-to' people? We need different people at different times to keep us moving. Some examples are below |

- Advisors – steer and guide
- Challengers – stretch us out of our comfort zones and challenge our thinking
- Comforters – provide a friendly face and empathy when things are tough
- Energisers – give energy and inspiration
- Accountability partners – hold us to account
- Champions – advocate for us when we're not in the room.

Having a mentor or coach is a great resource and they can fulfill a number of the roles above. Keeping your network alive is also important – keep in touch with people both in your organisation and outside.

You can also think about the support you need to keep your life running. What could you delegate or outsource to someone else? What family or friends live nearby, and could help you out?

Things I need to do to enhance my support network |





Development resources

Find out all of the development resources that are available in your organization and identify the ones that might either help you learn more about yourself, or will help you learn something new. These may include |

- ☐ Psychometric tests, e.g. Insights Discovery, DISC, MBTI
- ☐ Strengthfinder or Strengthscope
- ☐ Mentoring programmes
- ☐ Leadership training
- ☐ Toolkits e.g., 30% Club
- ☐ 1:1 Coaching
- ☐ Access to online learning

Career Conversations

It's your responsibility to keep the conversation about your career alive. Ideally, you should be re-visiting this discussion every quarter. This helps to ensure that you're making progress and are heading in the right direction.

It's important that you're clear about what **you** want. It's easy for people to make **assumptions** about what you want.

Ask for regular, specific, feedback about how you are doing, and what you need to develop.

Avoid vague and generic feedback by asking for examples e.g. *'it's great that you think I'm doing really well. To help me do more of it, it'd be great if you could give me some specific examples of things I've done or said that you think are particularly positive'*.





Increase your visibility

You're doing great work and you have a fantastic reputation with those around you. But what if no-one else knows about you or what you do? In the book 'Brand You', John Purkiss talks about how we need to think about both our reputation *and* our reach.

This can be done in a very authentic and natural way. Some ideas of how you can do this are below.

Remember every interaction counts, so show up and speak up.

Be aware of proximity bias. Research shows that we favour those that we see and spend time with more regularly. This doesn't mean you have to come into the office full-time, but you do have to make sure that you are visible, either in person some of the time, or on camera.

Show up on camera. No-one likes seeing themselves on screen, however, you're much more memorable if people can see you. Invest in a good technical setup e.g. a decent camera, and a ring light, and optimise your background.

Contribute to the discussion. This doesn't mean talking for talking's sake, but ask questions and share your thoughts. You can do this either verbally or in chat. Respond to what others are saying and show that you're engaged and present.

Look and sound like you want to be there. Avoid doing other work in meetings. Show up, be present and engaged, and speak up.

Build your network internally and externally. Networking doesn't have to be a bad word. Instead of worrying about being interesting, be *interested*. People love to talk about themselves. Ask questions, follow up afterward with a note on LinkedIn, tag people in an article they may find interesting.

Create a strong LinkedIn profile. LinkedIn is a great way to increase your visibility and create new connections. Aim for 15 minutes a day. You don't have to post every day, but commenting on others' posts will increase your reach and put you in front of more people.

Who is your champion? Think about who is 'at your table' and will advocate for you. Use your support network and make sure that they know what your aspirations are and what you're interested in.





TIME TO GROW

What's resonated the most for you? Use the questions below as a prompt and jot down your answers, either in this workbook or on a piece of paper.

My goal is to.....|

- This is important to me because...
- I'll know I've been successful when ...
- What timescale are you setting yourself? Is this realistic?

My current reality is.....

- Things that are helping me right now are ...
- What's getting in my way, or slowing me down is ...
- Is my current pace too fast or too slow?

My options to help me move forward are...|

- What else could I do?
- How can I overcome or work around my obstacles?
- What levers can I take advantage of?
- Who can support me or give me a fresh perspective?
- From everything that I could do, what 2-3 things will I commit to doing?

What I will commit to doing is|

- What will I do if I get 'stuck'?
- What's my motivation to do this on a scale of 1-10?
- How will things feel in 12 months' time if nothing changes?
- When will I review my progress and who will hold me to account?





RESOURCES

Books

'Brand you' | John Purkiss

The Start-up of You | Ben Casnocha and Reid Hoffman

What Color is Your Parachute? | Richard Nelson Bolles

Career ownership | Janine Moon

Drive – the surprising truth about what motivates us | Dan Pink

Podcasts

Squiggly careers and How to Fail

ABOUT PLATFORM55

Platform55 provides a practical solution to organisations who want to empower individuals to have both fulfilling careers and family lives.

Our digital platform support individuals who have recently become parents, those hoping to be parents, and their managers. Through our work we have a positive impact on women in leadership, closing the gender pay gap and creating fairer and more equitable workplaces.

We know from our research that |

- 80% of women *consider* not returning to work from maternity leave. The cost to replace this lost talent is 240% of an individual's salary.
- 62% of Managers don't feel confident having conversations around family leave. This rises to 80% when we factor in sensitive topics around fertility and miscarriage.
- 1 in 2 parents say that taking on a senior role isn't compatible with life as a working parent.

We know that organisations are at different stages of their inclusion journey. That's why you can work with us in a number of different ways, from our full membership packages to more bespoke in-house solutions.

If you'd like to know more about what we do and how we could support your organisation, you can book a call with co-founder Michelle [here](#).



Keep up to date with what we do by following us on LinkedIn [Platform55](#)