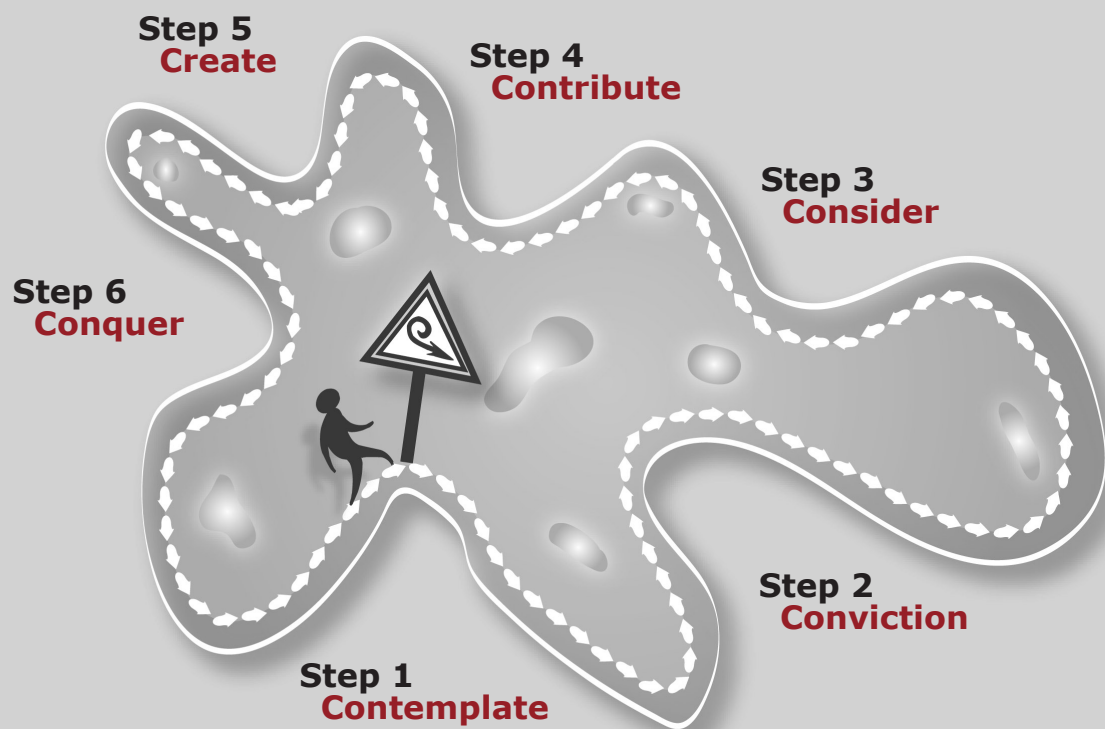




# Career Enrichment Toolkit Overview



*Amoeba: perpetually changing shape*

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Career enrichment is important to *Because*<sup>™</sup> because we believe in the capability of all our people and the contribution we can all make together, to the growth and success of your organisation.

Giving you the opportunity, time and space to explore your career needs and then take action to fulfil your goals, in terms of what you want to do and be, is beneficial for both you and the organisation that you work for.

The path of career enrichment is one of a series of steps, rather than one giant leap. During this journey you will pioneer your path, making many turns and seeing aspects of your career from a different angle. You will gain insights and wisdom along the way and enrich your career and career prospects in the process.

Career enrichment is a continuous process and this path is designed to provide you with the resources and a framework to support you at any stage in your career enrichment journey.

## WHY ARE WE TRAVELLING THIS PATH

As an outcome of this Career Enrichment Program we would expect you to be able to:

- Explore short, medium and long term career options
- Understand your career drivers and motivators
- Plan your development in line with your career goals
- Have access to education, coaching and tools to enable you to be all that you can be
- Have experienced a holistic solution that supports both your professional and personal needs
- Understand how to take action.

**And thus was born *Because* Enrichment**

## CAREER ENRICHMENT

**Because™** is a coaching business that focuses on career enrichment as well as life and work enrichment. It recognises the importance of people feeling that they are engaged in work that is inspiring, meaningful and rewarding for them.

**Because™** operates on the principle that work can provide an outlet for people to reach their potential.

Sometimes employees in a company find that they have lost their spark and are not sure what direction to take their career. You may be reading this Career Enrichment Tool Kit because you have lost sight of your skills and qualities. Or maybe you have not even thought about your aspirations or engaging in work that inspires you. You might be worried about not being able to 'reach the grade' in a pending performance management program.

Perhaps you are totally focussed and capable and have come to the realisation that your current company is no longer providing the level of satisfaction that it once did. Your life experiences may have shaped you to want other things including work-life balance as a higher priority.

Or it may be that you do know exactly where you want to go in your career but you are not entirely sure how to make that first step and where to get assistance to help you.

If you are currently working or perhaps in transition and looking for a new role you may be feeling these things.

Perhaps you are questioning whether it is time for you to move on from your current role. If you have answered yes to any of these situations then this Career Enrichment Tool Kit is definitely a resource you should invest time and effort in working through the content and exercises.

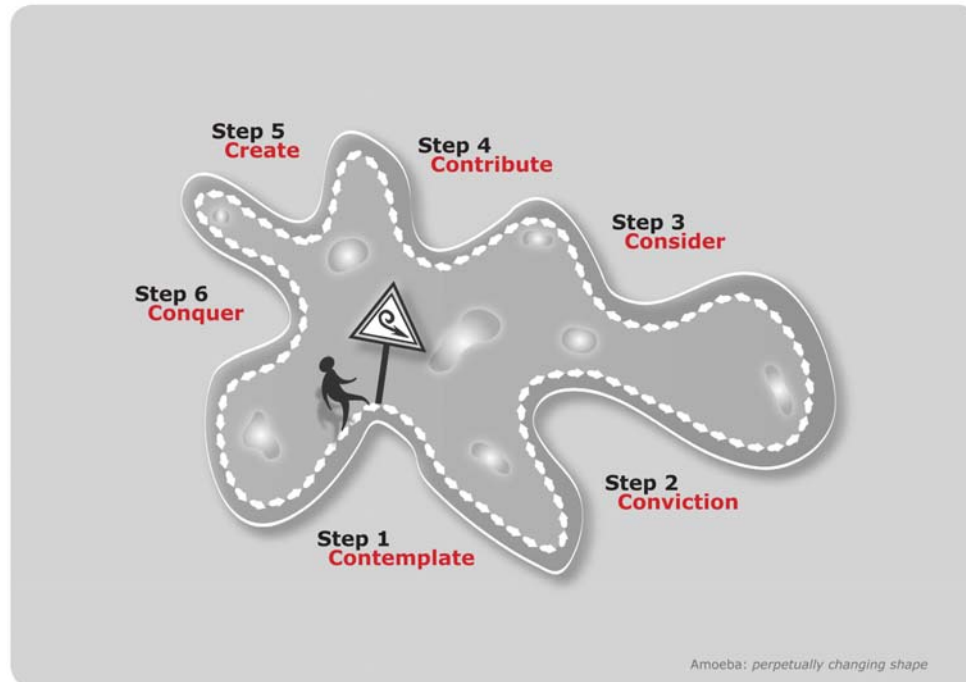
**Because™** will enable you to have access to highly trained career enrichment and transition practitioners that can guide you through a process of:

- Taking stock of where you are in your life and what you want in your career
- Exploring what you have to offer in terms of your skills and special talents
- Identifying the direction you would like to take your career
- Putting in place effective strategies to get you there
- Making it happen through updating your résumé, networking and performing brilliantly in interviews
- Selecting the right role
- Making the best impact you can once you start in your new company
- Engaging in work which fulfils your life goals more effectively.

When people are able to engage in work that is meaningful and where they are 'in-flow', they can be more productive, focused and energised. Being happy at work also has flow-on benefits in enriching your relationships.

## CAREER ENRICHMENT PROCESS MODEL

### PIONEERING YOUR PATHWAY



#### STEP 1: CONTEMPLATE

This step is about the PAST. Contemplating where you have come from, understanding your career journey, your needs and the insights you have picked up along the way.

#### STEP 2: CONVICTION

This step is about the FUTURE. Revealing your convictions and drivers for what you want to do and be in the future.

#### STEP 3: CONSIDER

This step is about the PRESENT. Considering the options and choices you have available to you right now to enrich your career.

#### STEP 4: CONTRIBUTE

This step is about GIVING. Contributing your unique talents, skills, passions and creativities to get what you aspire to both be and have in your career and life.

#### STEP 5: CREATE

This step is about MAKING IT HAPPEN. Creating a powerful vision for yourself and realistic action plans.

#### STEP 6: CONQUER

This step is about the FUTURE. Overcoming obstacles you might encounter along the way.

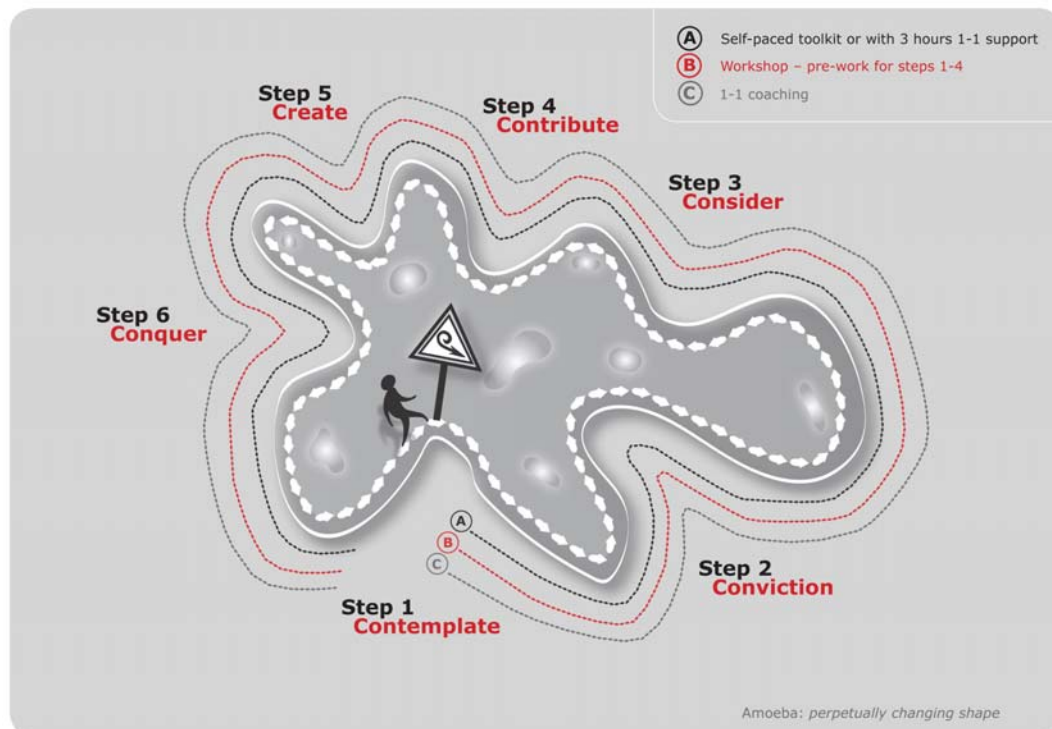
**CAREER ENRICHMENT PATHWAYS**

There are three different pathways in which you can ‘pioneer your path’ and work through this Career Enrichment Toolkit.

You can either:

- A. Self-pace and work through the content on your own
- B. Attend a workshop designed by *Because*™
- C. Work 1-1 with a coach.

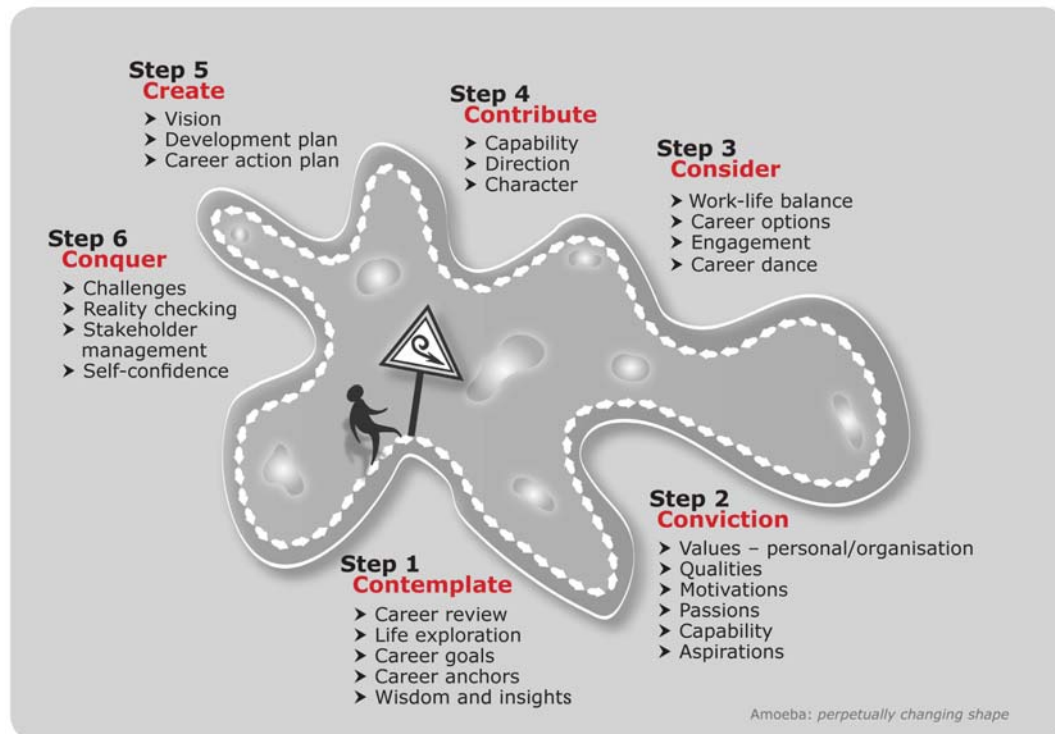
These options are illustrated in the model below:



## CAREER ENRICHMENT OUTCOMES

This Career Enrichment Tool Kit is designed to be a resource that enables you to plan and manage your own career. It contains plenty of resource material to guide you in your decision making and expand your awareness of what you need to do to make your next career step.

Please use the hand-outs printed at the end of each step to allow you to apply the content to your own situation. The sections and expected outcomes in the Career Enrichment Tool Kit are:



**STEP 1: CONTEMPLATE**

- Enables examination of your career *goals and needs* in the context of other life priorities
- Ensures that you are exploring your needs and taking into consideration:
  - What type of work is the most fulfilling and satisfying for you
  - Your career anchors
  - Your dreams and aspirations
  - Personality and background
  - Career needs in the context of what stage you are at in your life
- Articulate your short-term and longer term career goals.

**STEP 2: CONVICTION**

- Requires you to critically examine and articulate what you have to offer in terms of:
  - Specific marketable achievements
  - Skills
  - Motivations and passions
  - Values
  - Personal qualities
  - Capability level
  - Aspirations.

**STEP 3: CONSIDER – IDENTIFY AND PLAN DIRECTION**

- Supports you to prepare a long-term career strategy map
- Understand your needs for work-life balance
- Helps you think about being the CEO of your Own Life and identifying opportunities for improvement and innovation within your business which can also enrich and advance your career
- Supports you to plan and make decisions about what options are available for the next step in your career
- Provides a decision-making template for you to make choices about whether you move into your next role within your company or plan to exit your company
- Guides you in the steps to take in getting promoted within your company
- Informs you in the options available to you should you decide to leave the company
- Guides you on how to position yourself if you leave your company in difficult circumstances (termination)
- Provides a framework for you to clarify your desired role
- Articulates your sales pitch on what you have to offer and what you want in your career
- Identifies how to prepare a target list of companies and research those companies
- Enables you to complete your self-marketing plan
- Provides useful hints on how to manage your energy and focus during a period of transition.



**STEP 4: CONTRIBUTE**

- Enables you to re-examine what special talents, skills and wisdom you have to contribute to work and in your personal life
- To value the importance of authenticity in career management
- Requires you to undertake a capability gap analysis which critically examines your degree of fit with your desired role in terms of alignment of:
  - Skills
  - Motivations and passions
  - Values
  - Personal qualities
  - Capability level
  - Aspirations.

**STEP 5: CREATE**

- Requires you to establish a strong and compelling vision and then to set:
  - SMART goals
  - Career management strategy and
  - Career action plans.

**STEP 6: CONQUER**

- Enables you to overcome obstacles along the way including:
  - Self-limiting beliefs
  - Ego issues
  - Lack of confidence
  - Financial.

*"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**

## CAREER ENRICHMENT COACHING SUPPORT

Whilst this Career Enrichment Tool Kit is intended to be completely self-paced and an independent learning guide, the focus is on providing you with knowledge and information and building your confidence.

Obtaining clarity about passions and career direction can be a challenge for many people. Not everyone knows what their passions are or how to create a powerful vision for themselves. You may find that after working through the exercises in this Career Enrichment Toolkit that you could benefit from some additional coaching support to fine-tune some skills.

Or you may find that you really want someone independent and impartial to enable you to:

- Speak candidly about your career direction and aspirations
- Have a highly confidential discussion about your current role and bounce ideas about whether you should stay within your company or leave
- Identify and plan the best strategy to get more exposure and get promoted within your organisation
- Fine-tune your résumé to apply for a specific role
- Practise your personal brand until you are relaxed about saying it and it feels 'right for you'
- Improve certain leadership behaviours
- Further develop your skills in cold-calling and networking
- Improve your interviewing skills through role-plays with an expert in the field
- Discuss the most effective way for you to make a positive impact in your new job.

If you do need some further support then simply

### **ASK@BECAUSE.COM.AU**

**If you want additional coaching support** then career enrichment consultants are available by emailing **Because™** at the following address: [ask@because.com.au](mailto:ask@because.com.au)

The consultants who work for **Because™** are all highly trained practitioners who have been working within the career transition industry for several years and are committed to you achieving the best outcome.

## CAREER MANAGEMENT TOOLKIT

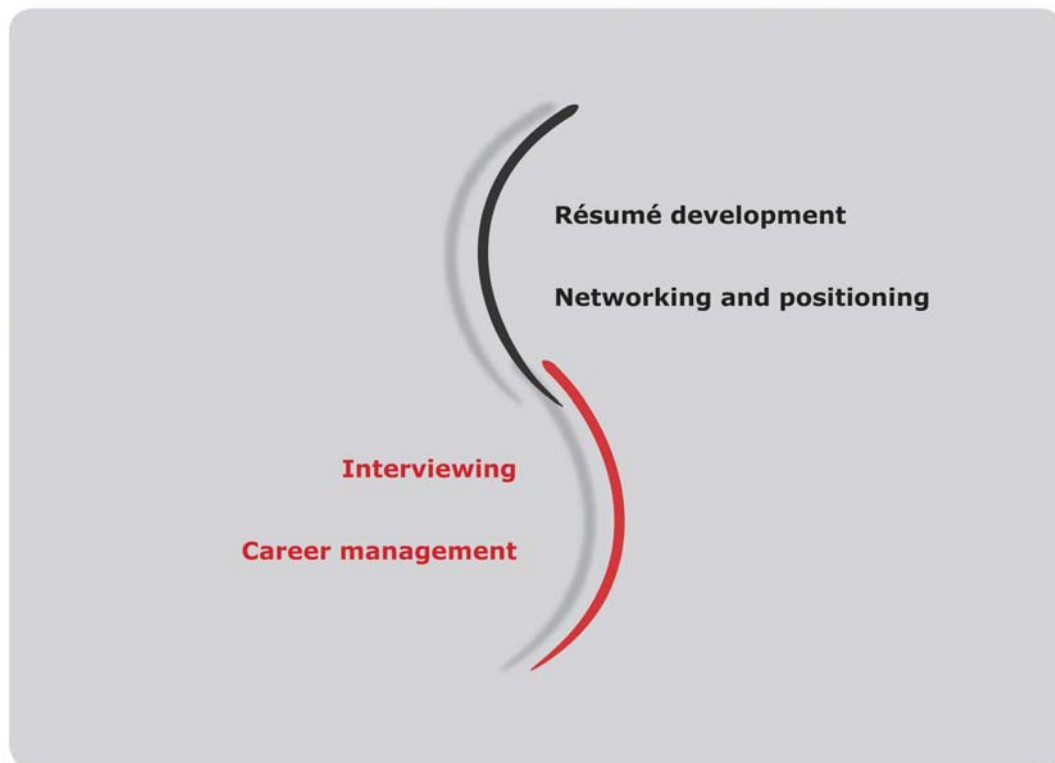
### TIME FOR NEW GROWTH – PUTTING IT INTO ACTION

Once you have a powerful vision for your future you will need to have the practical skills to put this vision into action.

For instance you will need:

- A powerful résumé
- Conduct well informed research
- A networking plan
- Plan for interviews
- A stakeholder management plan
- Self-marketing plan and action.

The Career Management Toolkit is designed to help you put your plan into action and follows this model:



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## ABOUT THE PUBLISHER

Because Pty Ltd was established by Director Pamela Frost in 2001 with the goal of enabling people to fulfil their passions in the workplace. **Because™** is a boutique consulting firm specialising in employee engagement and providing training and development and coaching services to individuals and their managers in the areas of:

- Career enrichment
- People engagement
- Mentoring and coaching
- Leadership development.

You can find out more about the training and coaching services and programs delivered by **Because™** at [www.because.com.au](http://www.because.com.au) or emailing [ask@because.com.au](mailto:ask@because.com.au)