

TABLE OF CONTENTS

WHY ARE WE PUTTING THIS TOGETHER?	1
CAREER ENRICHMENT.....	2
CAREER MANAGEMENT OUTCOMES.....	3
TIME FOR NEW GROWTH: PUTTING IT INTO ACTION	3
CHAPTER 1: CAREER STRATEGY	3
CHAPTER 2: PERSONAL BRANDING.....	3
CHAPTER 3: NETWORKING AND POSITIONING	4
CHAPTER 4: INTERVIEWING	4
CHAPTER 5: SELF EMPLOYMENT	4
CHAPTER 6: CAREER MANAGEMENT.....	5
CAREER MANAGEMENT COACHING SUPPORT	6
CAREER ENRICHMENT TOOLKIT	6
PIONEERING YOUR PATH.....	7
ABOUT THE PUBLISHER – BECAUSE PTY LTD	8
COPYRIGHT	8

Career management is important to *Because*[™] because we believe in the capability of all people and the contribution, you 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 management is about taking responsibility for what you want in your career and developing a very clear plan to make it happen at the right place and in the right time.

Career management is about putting yourself forward in the best possible light and making sure that you have:

- **A powerful résumé and LinkedIn profile that showcases all of your talents and achievements**
- **Investigated all of the options and opportunities available to you either in your current organisation or in the marketplace**
- **Networked to your best advantage and positioned yourself to get the best exposure**
- **Perform confidently and articulately in interviews**
- **Transition well into your next career step and make a positive impression on your new employer.**

WHY ARE WE PUTTING THIS TOGETHER?

As an outcome of completing this Career Engagement Guide we would expect you to be able to:

- Fine-tune your résumé and other social media like LinkedIn to apply for a specific role
- Identify your personal brand statement and being able to state this in a relaxed, assertive and confident manner
- Understand the steps you need to take to research all you need to know about different roles and organisation's
- Develop your self-marketing strategy and plan to move to a better position for yourself
- Further develop your skills in cold-calling and networking
- Improve your interviewing skills through being able to answer those difficult questions much more effectively
- Discuss the most effective way for you to make a positive impact in your new job
- Understand what is involved in being self-employed and decide whether this is the right path for you
- Appreciate that career management is ongoing strategy and you are worth your investment



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 MANAGEMENT OUTCOMES

TIME FOR NEW GROWTH: PUTTING IT INTO ACTION

This Career Management Tool Kit is designed to be a resource that can be used together with the Career Enrichment Tool Kit and 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 knowledge and skills you need to make your next career step.

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

CHAPTER 1: CAREER STRATEGY

- Explains what it means to take responsibility for your career, to be empowered and self-directed
- Helps you understand how future technologies are doing to disrupt jobs and change the nature of work in the future
- Opens your mind to the various employment pathways of being an employee but also self-employed options of (independent contracting, running your own micro-business or becoming an entrepreneur / investor
- Explains what the different income streams are
- Introduces a model to help you understand your purpose or your WHY in your work
- Provides a decision-making template for whether you stay and grow, move or go in your role
- Introduces a framework for how you can start to think and act more like an entrepreneur in your career
- Enables you to prepare a robust career strategy and career action plan

CHAPTER 2: PERSONAL BRANDING

- Guides you on how you can assess your strengths and achievements to articulate a compelling personal brand statement
- Enables you to construct a comprehensive and *highly targeted résumé* to position you in the best possible way
- Explores the appropriate style and *format of résumé* for your role specification
- Runs through tips and techniques for writing an effective LinkedIn profile
- Tips and techniques for managing your social media presence
- Selection of the best referees
- *Briefing referees* on what you wish them to say about you.



CHAPTER 3: NETWORKING AND POSITIONING

- Supports you to identify opportunities in the *hidden and transparent job market*
- Builds skills in *networking* to increase employability and conduct research about roles and industry
- Helps you understand how to use LinkedIn as a networking tool
- Helps you to prepare *marketing letters*
- Explains the most effective way to respond to *job applications*
- Provides useful hints in how to *cold call network contacts*
- Guides you in how to get the best out of *recruitment agencies*.

CHAPTER 4: INTERVIEWING

- Prepares you for job interviews, psychometric tests and assessment centres
- Understanding the different types of interviews
- Introduces you to the Artificial Intelligence technology used for screening job applications and what you need to be aware of if you want to be short-listed for roles
- Understanding the importance of body language and presentation
- Builds interviewing skills through practising answering tough interview questions and also preparing for virtual interviews
- Provides a framework for negotiating the terms of salary package and benefits
- Items to consider in evaluating multiple offers.

CHAPTER 5: SELF EMPLOYMENT

- Explores what you should take into account in making a decision to become self-employed.
- Offers pros and cons for all of the alternative employment pathways aligned to strengths and personality so you can make a fully informed decision.
- Introduces the Ikigai model for business purpose, mission and vision
- Provides a framework for what you need to think about if you are considering self-employment including:
 - Legal structures
 - Angel or venture capital funding
 - Administrative matters like establishing domain names, insurance, registering bank accounts
- Provides guidance on how to conduct a feasibility plan for purchasing or starting up a new business
- Outlines tools available for assessing a business
- Identifies the structure required for a business plan (including a marketing and financial plan)



CHAPTER 6: CAREER MANAGEMENT

- Ensures that you *celebrate and reward your achievements* in career transition
- Teaches you how to successfully onboard into your role by *clarifying performance expectations* in your new role
- Recognising the importance of *managing perceptions* and building your personal brand
- Identify learning and development needs
- Helps you to appreciate the changing business environment and the need for lifelong learning
- Engage in ongoing professional development with options of micro-credentialing
- Mentoring and executive coaching
- Appreciate the importance of managing networks on an ongoing basis
- Recognising when you need to make career moves in order to stay in flow with your capability
- Recognising the importance of *managing relationships*
- Deciding what to do if the role does not work out
- Mapping your next career step.



CAREER MANAGEMENT COACHING SUPPORT

Whilst this Career Management 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.

You may find that after working through the exercises in this Career Engagement Guide 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

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.

“It is no use saying, ‘we are doing our best’. You have to succeed in doing what is necessary”.

Winston Churchill



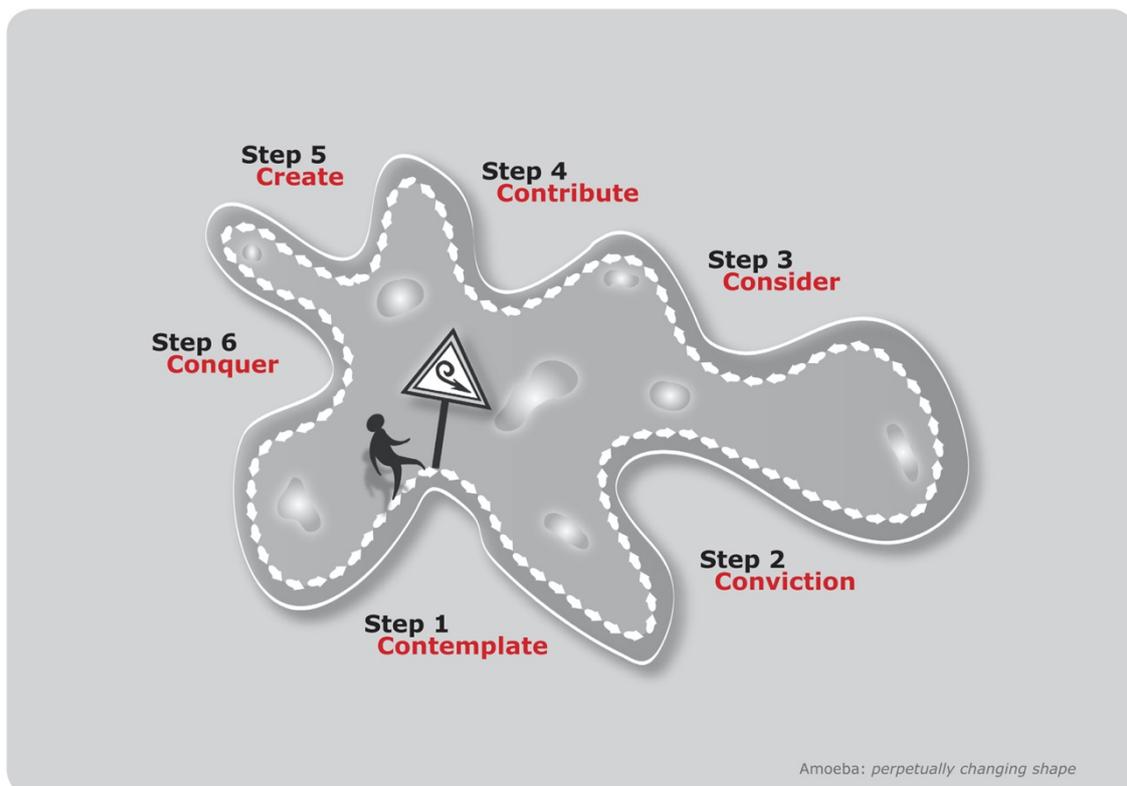
CAREER ENRICHMENT TOOLKIT

PIONEERING YOUR PATH

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. If you are feeling stuck not knowing what exactly “to put into action”; then what you might need to do is to “pioneer your own pathway”.

The Career Enrichment Toolkit is an additional resource available through Because which supports people to be pioneers in their life and to get clarity around what they want to do and be in the future.

It follows the following 6-step model:



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 be and to 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.

The Career Enrichment Toolkit can be purchased by contacting Because at ask@because.com.au.

ABOUT THE PUBLISHER – BECAUSE PTY LTD

Because Pty Ltd was established by Director Pamela Frost in 2001 with the vision of helping organisations to demonstrate more care and humanity in the workplace. It is also about enabling people to fulfil their capability, potential and passions in the workplace.

Because[™] is a boutique consulting firm specialising in employee engagement, talent management, leadership development and provides training workshops and coaching services to individuals and their managers in the areas of:

- Career management
- Career enrichment
- Employee 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 or emailing ask@because.com.au

COPYRIGHT

The material contained in this Career Transformation Guide is copyright to Because Pty Ltd. No material may be copied or reproduced without the written permission of Because Pty Ltd. **Because**[™] does not accept responsibility for any actions arising from use of this material.

