

VPE/CTO Community of Practice

Building Your Career Plan & Personal Brand



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Agenda

- **First Things First – Your Objectives**
- **Your Career Roadmap**
- **Your Personal Brand**
- **Communication Power**
- **Your Action Plan**

First Things First

~Your Objectives~

Current / Past Roles

- **What personal satisfiers: 'proud points'?**
- **What client rave reviews?**
- **Your 'Brand', Reputation now?**
- **What's fun (not)?**

Next Role (this Company / another)

- **How will you get it?**
- **How will this help you position for the next job after?**
- **What wild and crazy idea are you ignoring?**

Long Term

- **What are next 2-3 jobs? Future Brand?**
- **High risk, high reward jobs with an absolute exit in mind?**
- **Retirement career?**

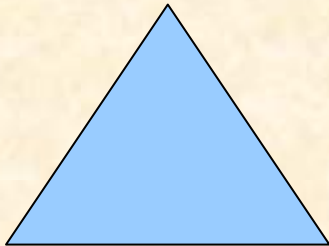
Fast Track Career Plan

Understand Your Motivators

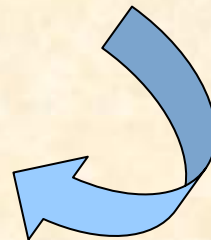
PAST
Proud
Points



FUN



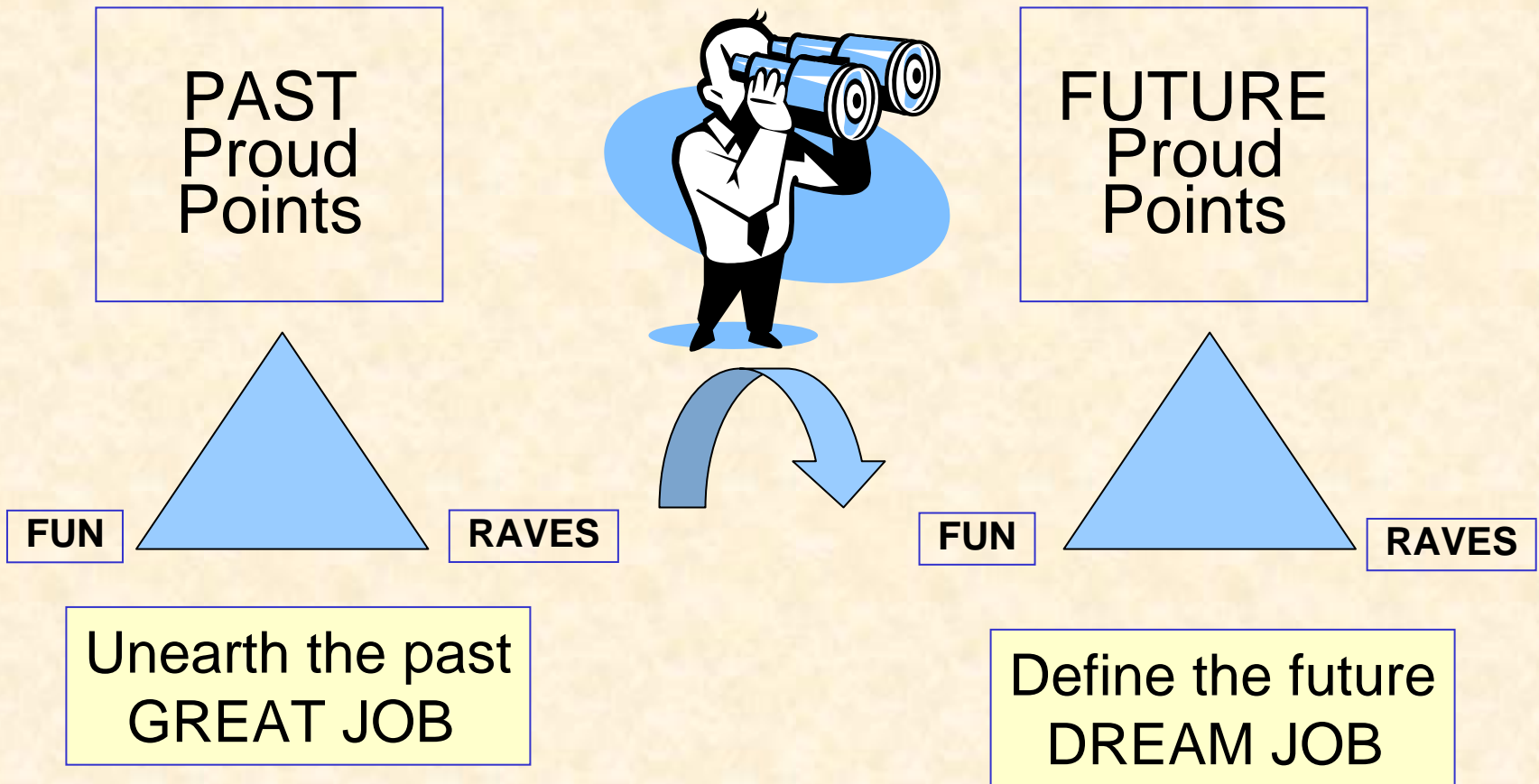
RAVES



Unearth the past
GREAT JOB

Fast Track Career Plan

Understand Your Motivators



Fast Track Career Planning

Driving Your Career Plan

Dream

Brand

Targets

Network

Close

Recognize how your talents fit target company

Reinvention and discovery happens

The Fuller Career Roadmap

The Good News: YOU OWN IT

Phase 1: Assessment – Preparation

- Think 2-3 jobs in the future, job scenario planning
- What is your DREAM JOB
- Job satisfiers & motivators
- Job options & tradeoffs

Phase 2: Planning

- Plan network & develop alliances for opening opportunities

Phase 3: Launch Pad

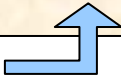
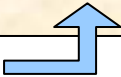
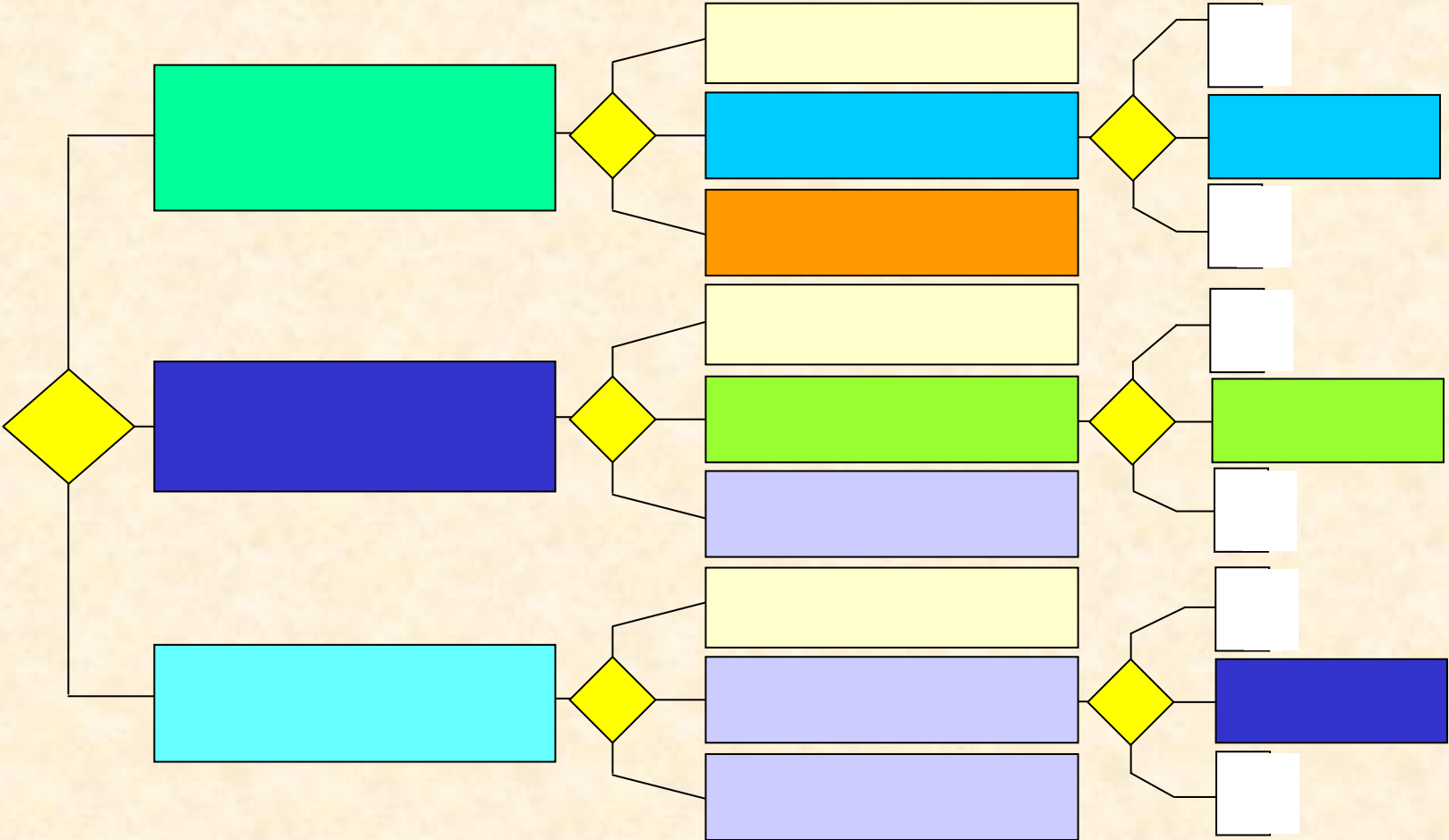
- Build networking & expertise: 2 jobs in future

**Job
NOW**

**DREAM JOBS
1-3 year GOALS**

**DREAM JOBS
3-5/10 year GOALS**

**Retirement
~Career~**



Personal Alliances - Networking: Open Options

Your Career Depends on Your Brand

Your Brand Opens or Closes Options

- Your current reputation
- What people trust you to do
- Who listens when you talk
- Where 'you're not known'/ Invisible
- What people would say about you in private
- Perception isn't reality but might as well be
- Subtle indicators

Drive Your Personal Brand

Develop

- Personal directions based on goals
- Deep personal satisfiers
- Honest understanding of current situation
- Decision where to change, build, avoid
- Success (short) stories, portfolio
- Respect from key others, new contacts
- Inside / Outside network, mentors
- If you want help, ask early
- Written goals / schedule targets

Your Own 360

Plan 5+ Contacts:

- Tone of executive self development
- Target feedback areas
- Question blind spots
- Craft Questions
- Set confidentiality, safety
- Listen calmly
- Question only for understanding
- Key 360 contacts
- Actions

Tailor Questions (samples):

- What are my Strengths
- Which of my achievements were most valuable to the company
- What are my development areas
- Did you expect something from me that I didn't deliver
- What is my 'brand' in the company
- How well do I communicate, negotiate, lead teams
- Who else do you suggest I talk with
- If I were to invest \$'s in professional development, where should I focus

Fuller Career Roadmap

Scenario Planning

Phase 1: Assessment – Preparation

- Think 2-3 jobs in the future, with job scenario planning
- Then, Work backward from ‘Retirement career’ at best scenarios
- Consider current job – build, change, move: scenarios / timings

Phase 2: Planning

- Plan network & develop alliances for opening opportunities
- Plan your Expertise Development, aligned with job scenarios
- Steer your assignments: new areas, cross department projects
- Develop your communication & negotiation skills

Phase 3: Launch Pad

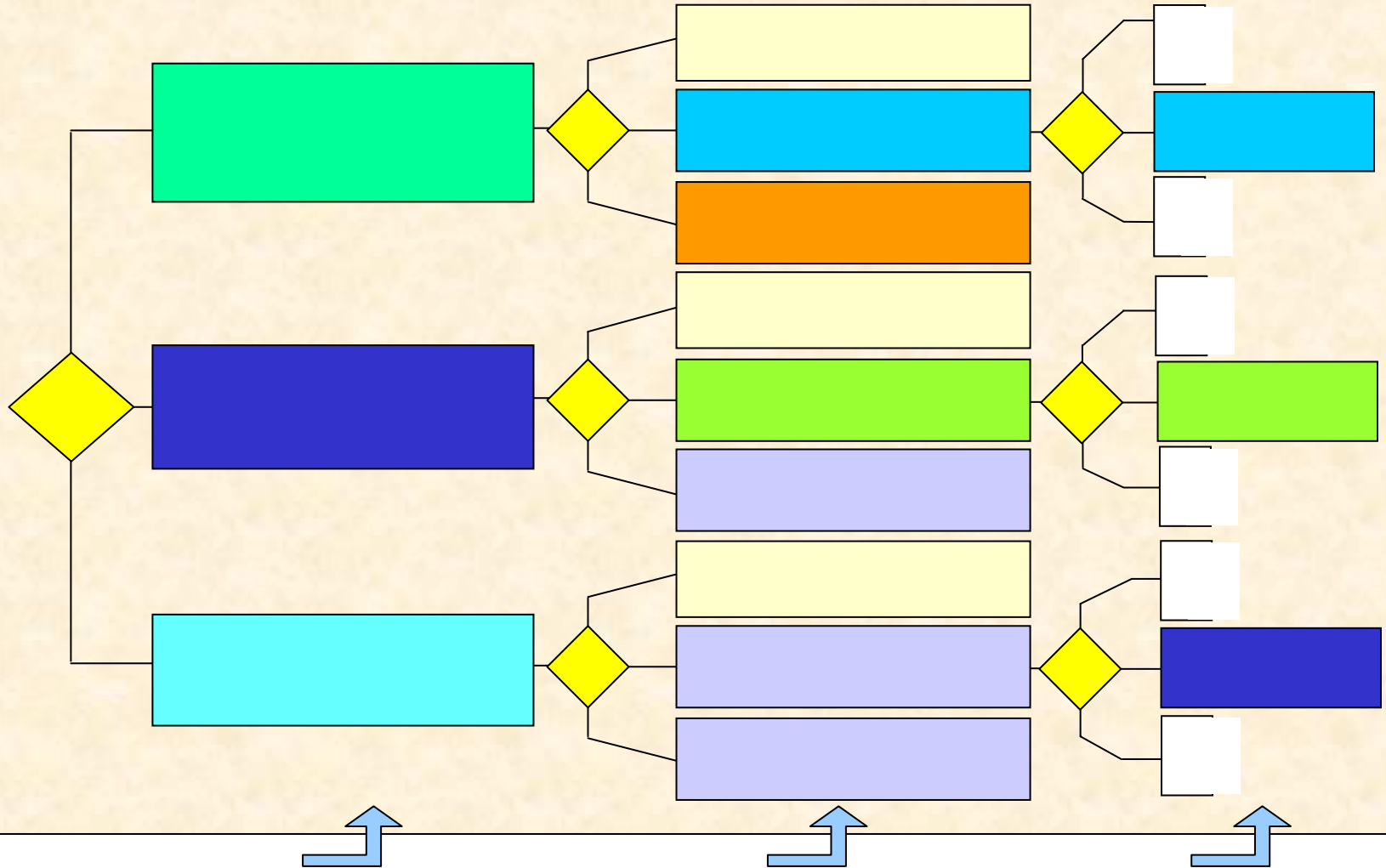
- Aggressively build network & expertise targeted to next 2 roles
- Proactively build value for you and others –‘No Walls’
- Have FUN!

**Alliances
Network
NOW**

**ALLIANCES-Network
1-3 year GOALS**

**ALLIANCES-Network
3-5 year GOALS**

**Retirement
Alliances-Network**



Personal Alliances - Networking: Open Options

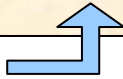
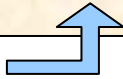
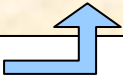
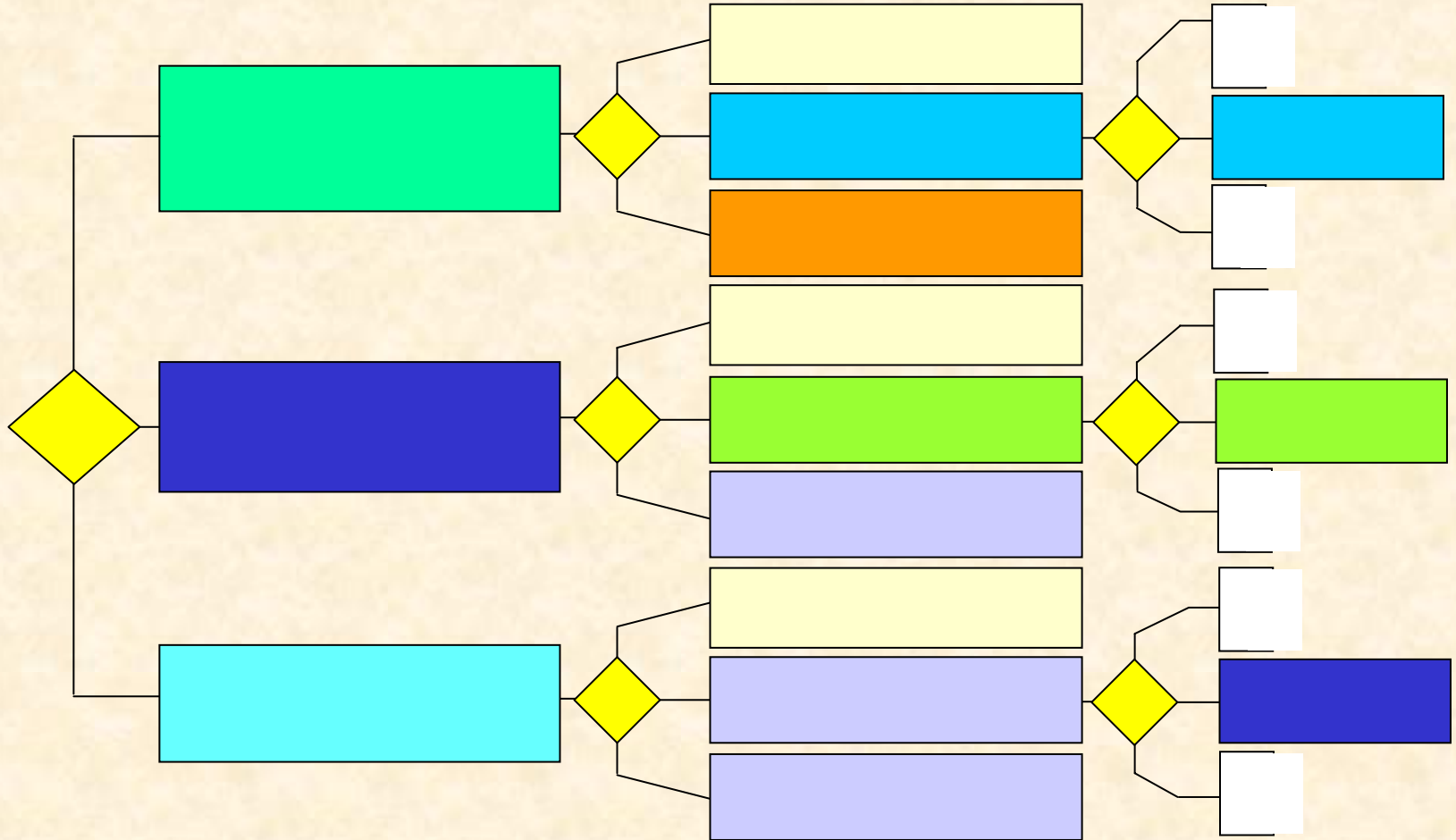
Job Scenario Planning

**SKILLS
NOW**

**EXPERTISE
1-3 year GOALS**

**EXPERTISE
3-5/10 year GOALS**

**Retirement
career**



Personal Alliances - Networking: Open Options

Job Scenario Planning

Personal Alliance Strategy

Plan

- Don't wait for Critical Need
- Objectives / ROI
- Have your talking points
- Think high level / respect
- Project Plan / Time Mgmt
- 'Alliance' – work partner
- Core community
- Few, deeper contacts
- Short / Long term
- Cross Dept/Companies

Act

- Set realistic goals
- Be authentic, honest
- Discern 'key few'
- Be relationship oriented, not just results
- Maintain connections
- Document / Track
- Learn / Update goals
- Meet People you Respect
- Have FUN !

Your Personal Alliance Action Starter Plan

1. START Consistent % of time
2. Prioritize groups, individuals
3. Focus: Core 'COP', Growth Domains, Future
4. Develop powerful, authentic communication
5. Use strong networking communication skills
6. Build: Inside Company – 360 (+C-level, Board)
7. Build: Outside Company and Roles
8. Midcourse correct as career evolves
9. Have some Fun & Learning
- 10. ***Stretch out of comfort zone**

Core Communication Profiles

Results

Assess	<p><u>ANALYTIC</u></p> <p>Logical Accurate Thorough Fact-Finder Serious Precise Systematic High Standards Prudent Conscientious</p>	<p><u>DRIVER</u></p> <p>Results Oriented Decisive Problem-Solver Competitive Persistent Direct Efficient Pragmatic Conscientious Independent</p>	Assert
	<p><u>AMIABLE</u></p> <p>Diplomatic Team Player Supportive Win-Win Approach Patient Cooperative Loyal Good Listener Sincere Stable</p>	<p><u>EXPRESSIVE</u></p> <p>Confident Convincing Persuasive Sociable Enthusiastic Inspiring Trusting Loves Stage Optimistic Charming</p>	

Relationships

**People Styles at Work, Bolton*

Your Strategy - Action Plan

- Select Career Project Plan detail
- Prioritize Time
- Plan your 'gap' solutions
- Steer with the winds..Midcourse correct
- Focus on the people, then the expertise
- Think several jobs out
- Enjoy the process...

Thanks for coming!

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