

The Career Strategy Framework

Formulate the Strategy

1 - Know Yourself.

Pursuing a unique career path with confidence depends on convincing ourselves first about the story we want to tell others.

Who are you?

2 - Target the Unique Opportunity.

Strategically apply your time, talent and passion to a target where there is a market opportunity that aligns with your profile to create a compelling and sustainable value proposition.

What are you selling to who and how is it unique?

Execute the Strategy

3 - Plan the Journey.

Plan your experience roadmap with an aspirational vision and phased approach to guide the realization of your value proposition.

What are your potential pathways?

4 - Learn Strategically.

Develop competencies that reinforce your value proposition(s) while strategically adding skills in advance for when opportunity knocks.

How are you advancing your knowledge?

5 - Sell the Value.

Your product needs great marketing. Sell your message consistently across multiple channels to create demand and give credibility to your value proposition.

Is your value proposition believable?

Guide the Strategy

6 - Connect Authentically.

The human connection is critical to our well-being and success. Deepen relationships across work and life to give and receive.

Who have you engaged in your story?

7 - Decide Consciously.

Make rational decisions that align with your inner core and planned journey. The complexity of the one life we live is too precious to be left up to chance alone.

What strategic decisions are needed?