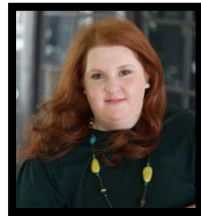


The Five Elements of Career Development

Hayley Bohall, Laura York, Emily Wilcoxson



Hayley Bohall



Emily Wilcoxson



Laura York

AGENDA



EARTH (Professionalization Fundamentals)

How to build a strong professional identity, with personal branding and networking.





Define your brand

Definition of Brand:

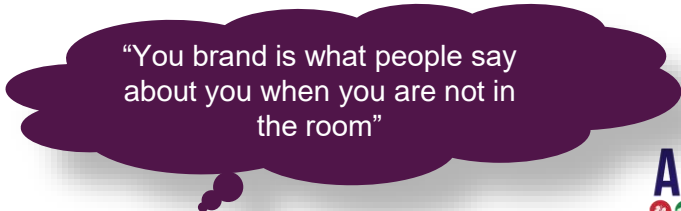
- The amalgamation of the associations, beliefs, feelings, attitudes, and expectations held about you.

GOAL:

- To ensure that the narrative created about you is accurate, coherent, compelling, and differentiated.

Actions:

1. Make list of core strengths, skills, expertise and differentiators.
2. Define personal and professional values and goals
3. Start crafting branding statements

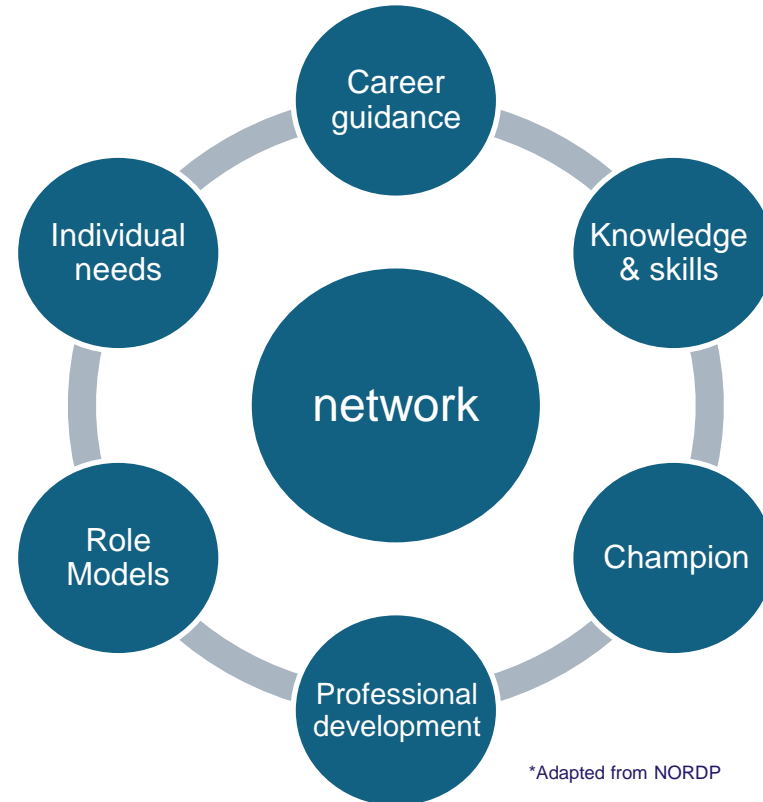


“Your brand is what people say about you when you are not in the room”



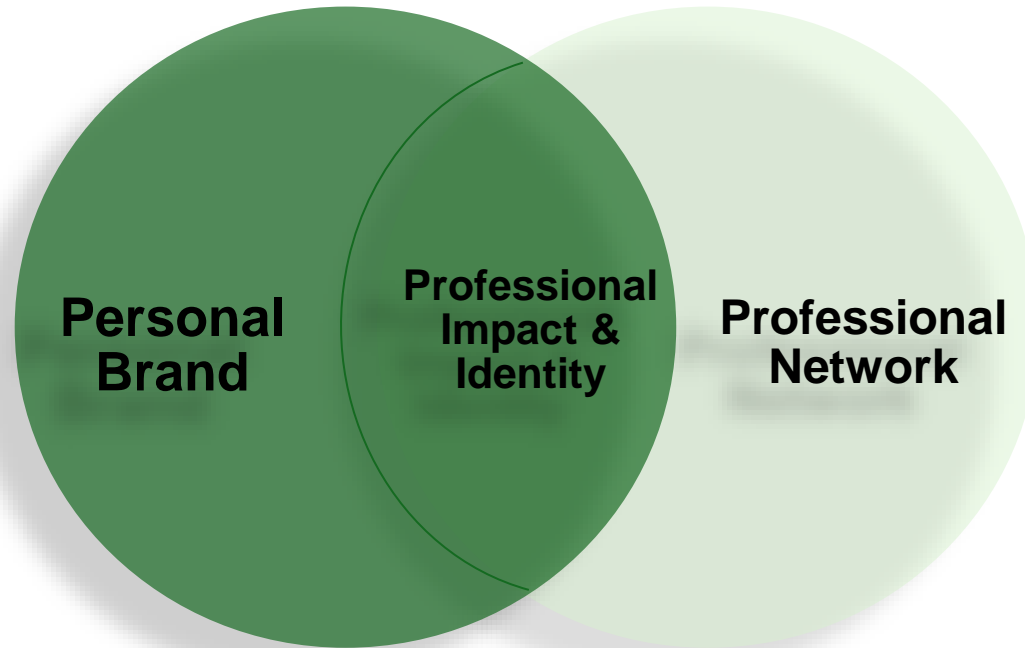
Socialize your brand (networking)

- Communicate your brand story
- Building a strong online presence
- Demonstrate professionalism
- Find your allies & outlets in each of those categories.



*Adapted from NORDP

Professional Impact



Build a strong professional identity emphasizing your unique professional brand and the network you create.

FIRE (Strategic Career Planning)



The diagram features a central grey circle with the text "Career Planning". This circle is surrounded by a series of concentric grey rings. A dashed grey line forms a larger circle around the rings. Five colored diamond-shaped icons are positioned along the dashed line, each connected to a corresponding horizontal bar on the right. The bars are colored green, teal, yellow, orange, and magenta from top to bottom. Each bar contains a white icon and a text description of a career planning strategy.

Career Planning



Set SMART goals



Be adaptable and resilient as challenges arise



Be proactive and self-reflective



Cultivate new skills & identify opportunities for growth



Be prepared for industry shifts and role changes

S	SPECIFIC	-Who is involved -What do I want to Achieve
M	MEASURABLE	-What metrics will determine if the goal has been met
A	ACHIEVABLE	-How will I achieve this goal -What are logical next steps
R	RELEVANT	-Why is it important -How does it relate to your values and long-term plan
T	TIME-BOUND	-How long will it take --When is completion due When will I work on this goal

- Create long-term career goals aligned with personal/organizational objectives
- Promote adaptability and resilience as essential traits for navigating career challenges and uncertainties

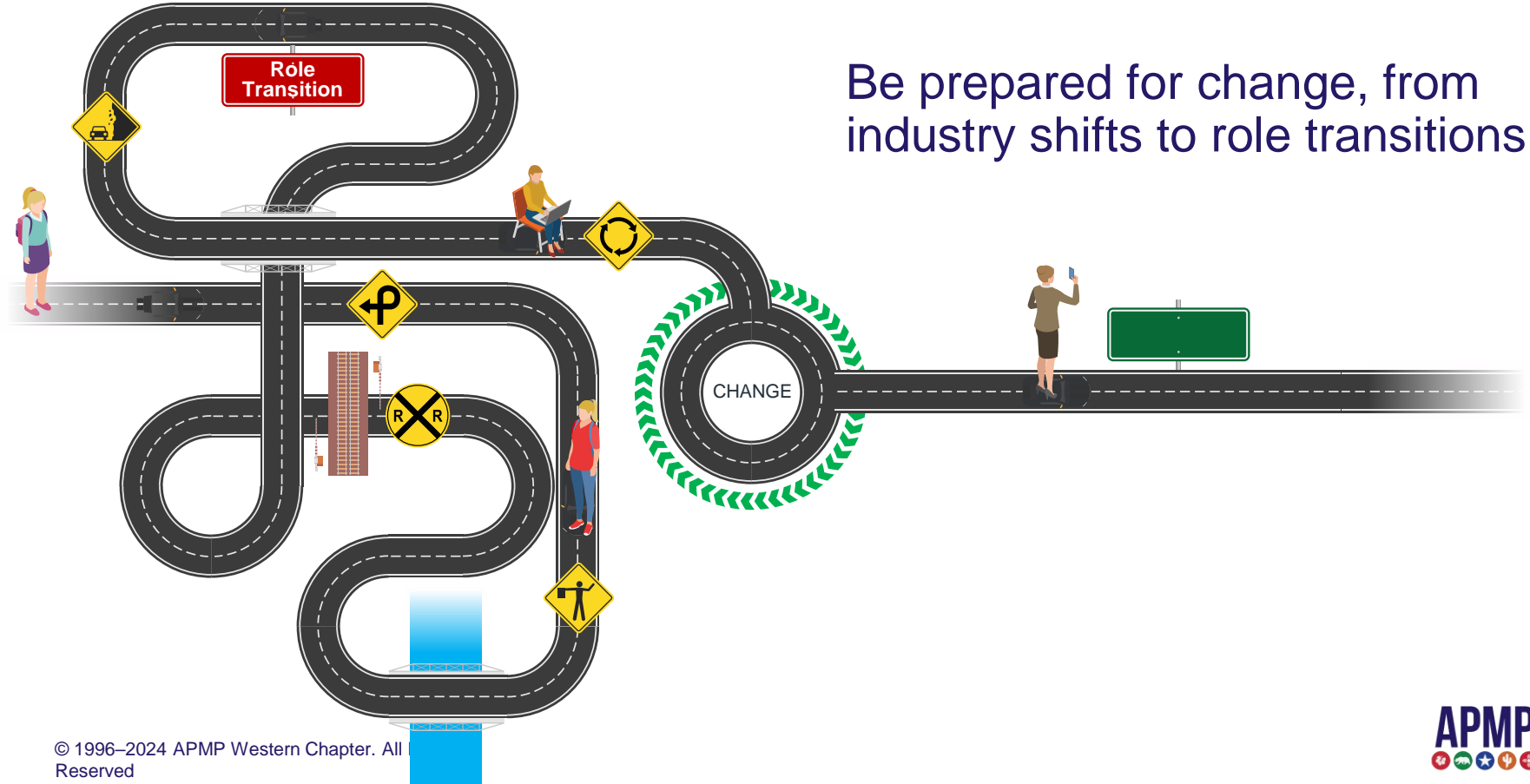
Proactive Career Management



- Methods for proactive career management include regular self-assessments and progress reviews
- Cultivate leadership skills and identify opportunities for career growth

Be Prepared!

Be prepared for change, from industry shifts to role transitions



AIR (Mentoring and Coaching)

“I don’t care what you do for a living—if you do it well, I’m sure there was someone cheering you on or showing the way:

a mentor”

— *Denzel Washington*



What are mentors and why do I need them?

The Simplest Definition: A mentor is a trusted counselor or guide

Mentoring is not a modern invention! The term comes from Homer's Odyssey. "Mentor" is the name of a character who is entrusted with the care and education of Odysseus' son



What Mentors Can Do for Your Career

- ✓ Support your career trajectory & expand your horizons
- ✓ Help you set goals and targets
- ✓ Help grow your network
- ✓ Increase your job satisfaction and personal life satisfaction
- ✓ Help you avoid wrong turns and dead-ends



Mentoring Comes in Many Forms



Classic Mentoring

- ✓ May be formal and highly structured or very informal



Group Mentoring

- ✓ May be structured as a mentoring program offered to all organization employees, or be offered outside the workplace as a member benefit by professional associations



Peer Mentoring

- ✓ May be created consciously by the participants, or many develop organically
- ✓ Mentors may be inside your organization or external to it
- ✓ Mentors may be in your field or external to it

Finding a Mentor: 3 Steps

1

**Self-
reflection**

2

**Develop a
pool of
potential
mentors**

3

Reach out!

*See the handout for details & suggestions on each step!

DON'T's that Laura learned the hard way

DON'T..



...wait for someone else to take an interest in your career



...confine yourself to a single mentor



...assume you are too old or too young to be a mentor or a mentee



...limit yourself to mentors who are in your organization or in your field



...assume only entry-level professionals need mentoring



...overlook the people who are not at the top as potential mentors

WATER (Continuous Learning & Development)

WATER
Continuous
Learning and
Development



Learning opportunities are everywhere



Formal Modalities

- Organizational training & skill-building
- Coaching
- Onboarding
- Degree programs and certificates
- Professional credentials

Informal Modalities

- Sharing by colleagues of your profession's values & ethics
- Lessons learned from mentors
- Assimilation of norms of practice through on-the-job observation & correction
- Independent reading & research
- Absorption of professional identity



Create a Learning Plan

RESEARCH



- Find opportunities that align with your goals.
- Build your network and research regularly.
- Learning isn't always free, but sometimes it is. Look for webinars, podcasts, books, etc.



SET GOALS

- Define clear and measurable goals
- Document specific skills you want to acquire/improve.
- Set deadlines and prioritize your goals based on importance



CREATE LEARNING PLAN

- Develop a structured learning plan outlining steps required, desired skills, the resources needed, timelines, and deadlines.
- Success doesn't have to be complicated, but you increase your chances by staying organized and focused.

Leadership's role in career development



Your Leadership

You



PLANT



NOURISH



GROW



SUSTAIN

SPIRIT (Personal Dimensions of Success)



Define success on your own terms, achieve it by your own rules, and build a life you're proud to live

American entertainment executive Anne Sweeney

Success is liking yourself, liking what you do, and liking how you do it

American poet and author Maya Angelou

Your personal definition of success will probably change over time. Embrace it!

