

Andy Storch 2021

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Hi, my name is Andy starch. And I am here to talk to you today about owning your career and your life. This is something advice that I wish I had when I was graduated from college. And I think it's something that you might find useful. And if you want more, of course, I've got a book called Own your career on your life. But let's get into the presentation. So I'm going to share my screen now. And hopefully this works. So here we go, sharing my slides, Own your career, Own your life, stop drifting and take control of your future. Now, before we get started, you may be wondering who are who is this guy who am I? My name again is Andy storiche. I am very active in the corporate talent development worlds of learning and development as a consultant. I'm also an author, a speaker, a podcaster. I have two podcasts. I facilitate a lot of workshops for corporate companies. I consider myself a connector, big on networking as we'll get into. I'm also a husband, a father and a light sitter myself a friend to many people. I host two podcasts, one's called the talent development, hotseat all about corporate talent development. And the other one is called the own your career show, named after my book, on your career on your life, all about taking ownership of your career. So if you want more, you can find great interviews there. I also host a conference and a membership community in the talent development space, and in launching a new community for people like you who want to take ownership of their careers. And of course, I'm the author of the book on your career on your life. And I live in Orlando, Florida. But that's not that important. I want to get into my story. And when I was a young boy, I was really into a lot of sports. Specifically, I played a lot of baseball, I really loved baseball, and my hero was this man right here. His name is Ryan Sandberg. He was a second baseman for the Chicago Cubs. So some of you may be baseball fans, maybe you even have heard of Ryan Sandberg remember him. This was back in the mid late 80s and early mid 90s. And he was a great player. And he was someone I really admired and watched all the time. And my dream at the time was to

grow up and become a professional baseball player. And when you were a kid, you probably had a dream to do something like play professional sports or be an astronaut or a singer, or you know, some type of artist, you know, whatever your dream might have been. Maybe you're still pursuing that today, maybe you're not my dream was to be a professional baseball player. But there were a couple problems with that dream. Number one is, the odds were stacked against me to become a professional baseball player. In fact, point 03 percent of Little League Baseball players actually make it to the big leagues. So that's Major League Baseball to play professionally make money at the top of the game. So that's, you know, one out of every I think 30,000 people, kids playing Little League Baseball are going to make it so the odds are already against me. The other big problem was that even though I would go to practice, and I would play in the games, I didn't really ask for extra help. I didn't work extra hard. I didn't practice extra. I didn't go to my parents and say, Hey, I really want to be a professional baseball player one day, can you hire me an extra coach or mentor? Can you help me, I didn't go to my coaches and say I want to do extra work because I want to learn how to be the best. Now I just kind of showed up to practice in the games, I joke around with my friends, I had fun. And I was a mediocre player. I didn't really make it that far. And when I got to the high school level, I quit because I didn't even think I was good enough to make my high school team, which is really disappointing in hindsight, but it's part of my journey. It's what happened. And the reason I tell that story is because many of you can probably relate to the idea of having this big dream, but not really working that hard towards it. And what I discovered later in life is that a goal without a plan is just a wish. So I didn't really have a plan for how I was going to make it to the major leagues. I just watched a lot of baseball and dreamed that I would be there one day. And of course, I didn't work hard enough. And I didn't make it. Now I may not have ever had the skills to make it that far anyway. But I didn't even give myself a chance because I didn't make a specific plan. And I didn't go out and work to achieve that.



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So I changed my dreams. And later as I got through high school, I realized I was really into roads and bridges and infrastructure as interesting or funny as that sounds. And so when I got to college at the University of Florida, I decided I wanted to be a civil engineer when I grew up and I enrolled in the engineering college and I started taking classes and I had been very good in high school at physics and calculus. In fact, I passed both of those AP exams, the calculus exam, I've nailed it with flying colors, I was very good at math. But I ran into one problem, actually two problems when I got to college. And as I was trying to become an engineer, number one was chemistry class, I was not good at chemistry, I struggled mightily. While I was great at physics and calculus, I just could not do chemistry for some reason. And number two was, you know, I wasn't very good at this. So it required

extra studying. But instead of doing that extra studying, I had joined a fraternity and I was out partying, three, four or five nights a week. Now, some of you may be able to relate to this, and then count my gosh, I was doing the same thing. And some of you're like, No, I was not doing that I was studying. There's no judgment here. This is not about whether you're doing that or not. The issue is, again, I had a dream, something I wanted to achieve, to be an engineer. But I ran into a roadblock. And because I didn't have enough motivation, and I didn't work very hard, I didn't overcome that roadblock. And what happened was, I dropped out of that the chemistry class, I couldn't get that fulfill the requirements to get into the upper level to become a civil engineering major, and ended up switching to a business major, something that made a little bit more sensitive was still something that I didn't know exactly what it was Information Sciences, that a friend recommended that I thought maybe I could make money and, and that was the beginning of me really starting to drift in my career, kind of going where other people tell me to go, trying a lot of different things, not really knowing or how much having much clarity on what I was doing, where I was going. And so today, I want to share with you some tips on how you can get out of that drift, get a little bit more clarity and ensure more success in your future. And help you be kind of the the pilot of your career and really own your career. And by the way, things worked out fine for me, I am 41 years old. Now I run my own business, I've got a book, I absolutely love my life and my career. And you know, there are lots of pivots that we're going to take throughout our lives and our careers. And things always work out as long as we keep on going. So five things I want to cover real quickly today, we don't have a lot of time. So I'm going to go through it pretty fast. But you can get more from my book. And I also have a giveaway, that will walk you through the five steps to owning your career. And I'll give you that link at the end of this presentation. So number one, we're going to talk about setting a vision, setting clear, specific goals, taking control of your future, your mindset and being willing to pivot. So number one is setting a vision and connecting to your purpose. This is really important that you have a vision and an idea for where you want to go with your career. And this is something I struggled with a lot early in my career, and you don't have to have all the answers. You don't have to know with certainty. I know you know, some of those, those classmates and friends who would know exactly what they want to be or what they want to do later in life or when they get a job or they start their career. And you may not know. But I'm telling you, the more clarity you can get, the more clarity you can get on where you want to go and the type of career and job you want to have, the easier it's going to be for you to make decisions when opportunities come your way. And the easier it becomes for your friends, your family, your peers, your classmates, your colleagues, professors to refer opportunities to you as well. So if you say, I don't really know what I want to do, I'm just looking for a good job. Nobody can refer things to you, right. But when you say, I know I want to work in finance, or I want to work in HR, or I want to become an entrepreneur or be good at sales, then people can start referring opportunities to you because they know

exactly what you're trying to get. And when opportunities come your way someone offers you a job interview, or something comes up. If it fits in alignment with your vision, you know, that's something you want to take versus if it's out of alignment, it's not anything near what you want to do, you know, you want to work in finance, and someone says, Hey, this sales job sounds pretty good. You can easily say you know what, it sounds great, but it doesn't fit with my vision, I'm going to stay on track on track and go after finance for now. Otherwise, you start chasing things all the time, and you get a little bit lost. So when it comes to setting a vision and connecting to purpose number one, set the vision, know where you want to go and realize that, you know, things can change, you're not writing anything down in stone, unless you're signing a contract with a company or you're joining the military. You can change a year from now and go do something else. Number



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two, as much as you can connect it to a purpose know why you're doing the thing you're going after. So maybe it's something that lights you up maybe it connects to a bigger cause maybe it makes good money and you want to use that to you know, buy a house and start a family or whatever it is, you know, everybody has their own personal purpose, but your purpose is your why behind the thing you're doing. And that's what motivates you to keep going when challenges come up. You know, think about you know, wanting to get into shape and saying you're gonna go to the gym three times a week if you have a great reason for that a good why behind it. Then there's those days when you get lazy and you're like I don't really want to go you still get off the couch and go but if you don't have that why You're like, I don't even know why I'm going to the gym, you're not going to go right. So connecting to a purpose really important. Number three, make a plan. Remember what I said earlier that a goal without a plan is just a wish. So once you know where you want to go, you want to work in finance, start to make a plan, how are you going to get there, you're going to build a network, are you going to take certain classes, you're going to get certifications, are you going to learn about certain things, you're going to start listening to podcasts and read books, we'll get into that stuff. Number four, ask for help. Don't try to do things alone. So remember, I said earlier, when you have clarity and where you want to go, you can tell people and they can start referring opportunities your way. And so it becomes a lot more advantageous for you. And number five, we're still in number one, setting a vision. But the first step of this is to take full responsibility. Absolutely own the process. you own your career, nobody else. Nobody cares more about your career than you do. So you've got to take ownership of this situation. All right, we've set the vision for where we want to go connected to purpose. Number two is set specific goals. So you've probably heard of smart goals, if you haven't, it stands for specific, measurable, actionable, realistic, or relative and timely or time bound. So when you are making this plan, you've got to set goals that you can achieve,

they're going to get you on your way towards that big vision of Hey, I want to be a vice president of finance one day, okay, well, your first goal is probably to get a job in finance, right? And you can set micro goals within that I'm going to complete a certain course I'm going to get a certification, right, I'm going to talk to a certain amount of people. But your goal has to be really specific, and it has to be measurable. And something that you can track over time, that makes it a lot more likely that you're going to achieve it. So to go back to the fitness example, if you just say I want to get in shape. What the heck does that mean? When are you going to do it? How are you going to do it? How you know, how do you track that. But if you say, I'm going to lose 15 pounds, by going to the gym three days a week for the next six months, and I'm going to eliminate sugar from my diet and eat healthy every day. Well, you know, whatever you want it to be, that's something you could start tracking, did I go to the gym three times this week, you know, you might want to get on the scale once a month and check in with your weight. I'm not big on that. But the point is, you want it to be something that you can absolutely measure and track because they say what gets measured gets done. And so I think it's really important that you set specific goals, even going back to the professional goals. If your goal is to get into finance, it's to finish a certain finance course, it's to read two finance books over the next six months, reach out and make five connections with senior finance, senior finance, employees or, or professionals that you admire over the next month or next two weeks and build relationships is to apply for 15 jobs in the next week, something specific that you can track. Alright, so set specific goals. Alright, number three, we're going to be talking about taking control of your future. And there are three components to taking control of your future. Now the future of work is always changing. If you're in this grad summit, then you probably haven't worked very long right compared with me. But I can tell you that work is always changing jobs that exist today didn't exist 15 years ago, and jobs that do exist today won't exist 15 years from now. And so you've got to be continuously preparing for the future because you never know what might come. So the first step is to invest in continuous learning, you might be if you're watching this, now you might be done with your your college journey, your university journey, maybe you've recently graduated, you think, ah, I'm finally done with school, it's been, you know, 22 years or you know, whatever. But



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think of it as a lifelong journey of learning, you never want to stop learning because things are always changing. And there are tons of resources out there you can utilize to invest in continuous learning. So if you join a company, there's probably company resources, there are online courses you can take, I'm actually launching an online course, in the very near future to help people own their careers really go in deeper on some of these topics. podcasts you can listen to I host two podcasts, and I've listened to a dozen others. There

are books and audio books out there. Of course, I mentioned I have a book on your career and your life. And I also read about 30 books a year personally, to stay up on all kinds of things that are going on in the business world conferences. This is another one I host a conference every year in the talent development space. And I also attend a lot of conferences obviously took a break from that in 2020. But I attend I pay a lot of money out of my pocket to attend conferences and join summits like this one, so that I can gain a lot of knowledge. So summits on here, you're watching this right now, so you know about the value of that. You can always go back to school and get a formal degree, right, get a master's degree or PhD and MBA, go to law school. And then there are less formal education platforms like YouTube, where everybody goes to learn and you know, if you need to fix something in your house in your apartment, you go to YouTube, right? There are tons and tons like everything I want to build my business like when I created this presentation, in Canva. I went to YouTube and learn how to use Canva right so you can learn things all the time. And then I'm a big fan in the professional space of LinkedIn. I'm sharing content every day on LinkedIn. I'm, I'm consuming content every day on LinkedIn from people I follow. So if you're trying to get into finance, follow some financial gurus masters on LinkedIn and read their content and comment and share every day. And in addition to all the other content you're you're listening to or watching. there's just tons and tons of content on those. There's no excuse to never stop learning. The biggest excuse I hear is I didn't have time. And the truth is you didn't make time. So you want to make time on a regular basis. The question is, when will you sharpen your saw and this is a metaphor that comes from a famous book about Learning and Leadership growth, called the Seven Habits of Highly Effective People by Stephen R. Covey. And the story is that two lumberjacks were in a competition to see who can cut down the most wood in a forest and lumberjack number one was cutting, cutting cutting all day long, never stopped was just relentless and cutting down wood and lumberjack number two stopped every hour. And lumberjack number one herd lumberjack number two stop and thought, I am definitely going to beat this guy because he keeps stopping every hour to rest and I'm not stopping so I'm going to win. And at the end of the day, lumberjack number two had the most wood cut down and lumberjack number one was shocked and thought and asked, how did you possibly cut down more wood within me, I was cutting all day long, I never stopped. And I heard you stop several times during the day. And lumberjack number two said yeah, every time I stopped, I was sharpening my saw. And then I was able to cut down even more wood as a result. So the moral of the story is, you've got to continue got to be sharpening yourself throughout your career, you've got to keep taking breaks, to learn to grow to get better and sharper. And you've got to make time for that. So when will you sharpen your saw when you schedule time, every morning, every Thursday during lunch, on the weekends, whatever it may be, you've got to block time to sharpen yourself. Alright, the next thing we're going to talk about as far as preparing for the future and controlling your future is building your network. As I think back across my career, I'm 41

years old, I've had several jobs, many business opportunities, lots of great clients, and they've all come from my network from building relationships. And so I highly recommend that you consistently spend time building your network over the course of your career. And that means reaching out to people going to networking events, talking to people, because you can apply online all day long for jobs. But you've probably already seen in your short career that the best opportunities usually go to people who they have relationships with. So hiring managers verta hire somebody they know, or someone they get a referral to, versus a, you know, an online resume. So we don't have time to share my networking story. I've achieved a lot of things because of my network. These are pictures of me at a conference networking, connecting with new friends and meeting people. And I've achieved so many great jobs and things throughout my career because of my network. So quick tips on how to network. Number one, be proactive,



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you got to go out and find people and network with them. LinkedIn is my favorite place to do that. connect with people who are doing the jobs that you want to do. And ask them if they can, you know, take some time for a virtual chat or virtual coffee. Number two is lead with curiosity, always ask questions, look to get to know them. There's a famous book called How to Win Friends and Influence People by Dale Carnegie. It was written in the 1930s. And it's just as relevant today as it was then. And the big takeaway is that everybody's favorite word is their name. And everybody's favorite subject is themselves. So ask people questions, ask them to share their story, they're going to be able to tell you, they're going to want to tell you seek to add value things, maybe there's an introduction you can make, maybe there's a way you can help them maybe there's a task you can do for them. And as you're adding value to them, it makes them want to help you right. So give before taking, think of it like a bank account, you got to put in karma, whatever it may be before you take it out. Make sure you follow up with people, persistence and patience. I'm a big fan of that. And keep in touch, right? Because you might have one conversation, it may not lead anywhere, but later on down the line, they may be able to get you a job you never know. So you want to keep in touch with people. As far as where to network, internally inside companies across departments, networking mixers, those kind of went away for a while but I see them coming back conferences and summits I'm big on that. Online groups. I've made tons of friends through online groups, I run to membership communities are a member of other membership communities. I've joined a lot of different online groups and summits and then LinkedIn. I've made so many great friends, clients professional connections through LinkedIn. I'm just a big fan of that platform to make sure you're spending time on there. Alright, the last piece of preparing for the future is building your personal brand. You might be wondering, what the heck is a personal brand, personal brand or professional brand is essentially your reputation. It's what people

think about you. It's what people say about you when you're not in the room and you have a You have a brand and you have a reputation, whether you're intentional about it or not. So you might as well, you know, be intentionally, you might as well do things to impact that brand. And I never recommend being anything other than yourself. Not being I don't want anybody to be fake. But you can think about how you're showing up, you can let people know of your accomplishments and what you're doing and the work you're doing, so that they can think of you when certain opportunities come up. So how you build your personal brand. This is about how you show up with the people around you. It's how you show up at work, the type of projects you take, how collaborative you are, how kind and generous you are, how easy you are to work with, and to get along with what you do for other people. It's also about how you show up at meetings and networking events, and how you show up online on social media, right? are you sharing content on LinkedIn, or Twitter or wherever? Are you commenting and liking other people's things? Are you spending your time focused on things that are helpful, that are supporting others? Are you interested in learning and growth? Or are you just, you know, arguing with people about politics, hopefully, you're not doing that. You know what I mean. And as far as what content you can be sharing on LinkedIn, other platforms, you don't have to be an expert. To share stuff, you can be just sharing what you're learning right? Now, you could say, Hey, I just read this book called Own your career on your life. And I learned a ton of stuff, here's my three takeaways, you might want to check it out. Or I just read this article in Forbes, about how to get your next job. And here are my three takeaways. You might want to read it to share your journey, share the things you're working on, it showcases that you're interested in learning and knowledge and growth. Alright, so that's building your brand. Number four, mindset is everything. your mindset and perspective, affect the way you see the world and approach every goal and challenge you have. When you believe that things happen for you, and that you can turn challenges and opportunities. You can pivot and handle almost anything. And I'm telling you this as someone who has handled many challenges, I've had many jobs that didn't go the way I thought they would bad, terrible bosses, I hosted a conference that got postponed because of wildfires. I even got cancer this year. And I've overcome a lot of those challenges. And I did it with this mindset throughout having a resilient mindset and the belief, the strong belief that things in life happened for me, not to me. So think about that for a second. Everything in life happens for you, not to you. What would that do for you? What would that change for you in your life? That means you're not a victim. That means you own the process, you take full responsibility for everything. If you go for a job and you don't get it. You ask why did that happen? What What do I What do I What can I learn from this process? And what new opportunity is this opened up for me. So



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tips on building a resilient mindset. Number one, start small with little things. If you drop a cup on the ground, spill a drink at home, instead of getting really upset with yourself, be like, that's not a big deal. I'll just clean it up. Those little things add up, focus your time on what's in your control, not what's outside of your control. There are so many things in life that are outside of your control, like the weather, the economy, politics, you know, the decisions that the President and Congress are making. You know what decisions a boss makes, those are outside of your control. But there are a lot of things in your control, like how you respond to those events. What you do with your time, your relationships, your health, so many things are in your control, you can focus your energy on number three, take full responsibility for everything. I'm big fan of taking ownership mindset. Number four, be curious if the Curiosity is such an underrated skill, in life, in leadership, and in success. Be curious throughout your life and your career, and it will treat you well. Five, don't resist reality. You know when things happen. And you're like, I hate this, you got to just accept it and move on right? Number six, challenge turn challenges into opportunities. I'm a big fan of this. We could do a whole nother talk about mindset and turning challenges into opportunities. And I'll share a free resource with your three questions to ask anytime you face a big challenge. What's great about this, what can I learn from this? And what does this make possible? Number seven, develop a growth mindset. This is from a book called mindset by Dr. Carol Dweck. And I wrote a whole chapter about it in my book. The important thing here is that you can always be learning you can always be growing, and there is no such thing as failure, there is only learning and growth. And remember, we are all on a journey. And we shouldn't be comparing ourselves to others. Just focus on how we get better every day. And the fifth step in owning your career is be willing to pivot. Every good plan gets challenged by life. Be prepared to pivot when things come up, and you'll be better off in the end. There's a famous quote, there's a quote from a famous, sort of infamous infamous boxer Mike Tyson, who said everybody has a plan until they get punched in the mouth. And so the point of all this is that we spend a lot of time making a plan. We set SMART goals, we start taking action, but we got to be ready to pivot because things will come up, things will change. You know, we'll have to maybe pivot and do something different, and we can't get hung up on everything, having everything needing to be perfect, because we're going to make a plan, things are going to change. COVID-19 happened, the pandemic happened, the world got shut down. Some of you maybe didn't get to graduate or, you know, have a ceremony or, you know, my whole business got shut down in 2020. And I pivoted, I started doing something different. Because I couldn't, I didn't want to fight reality. I knew I couldn't change what was going on in the world. But I could focus on how what I can do, how I can take advantage of this, how I can use my skills, what new things I can learn and do and how I can be better off and grow from this experience. And I wrote my book during 2020. And I did it by sitting

down and setting a goal that I'm going to write a book this year, and then I broke it down into a process, right, so smart goals, and I broke it down into a process that I can measure, I said, I'm going to write 500 words per day, for 100 days in a row to get to 50,000 words, which is how long my book is a little bit more than 50,000 words. And that's what I did, I wrote 500 words, every morning, seven days a week, sometimes a little bit more, sometimes a little bit less, to get to 50,000 words. And then I went into the next process of hiring an editor, formatting the book, hiring people to format it, hiring a cover designer, doing all the things I needed to do to get this book done and published and out in the world inside of about 10 months. It's a whole process, it started with a really big goal, start with a vision. And then I broke it down into milestones. I also invested a bunch of money 1000s of dollars in a course to learn everything I could about the publishing process, and how to market my book. And then I went out and took action on those things. So the reason I brought it up is not to mention again that I have a book because I do have a book, right? But it's because I utilized everything that I talked about today, I set a had a vision, I set measurable, specific goals. I invested in my continuous learning. I built my network, I started networking with other authors and finding out what I could do. And in fact, the one of the reasons my book has been pretty successful is because I've been building my network for 15 years, and a lot of people in my network stepped up to help support me and post and share about the book. And I've been building my personal brand, right building a reputation. And this book helped with that. And then I talked in there about mindset and pivoting and more things have come up since then, that have really tested my mindset and allowed me to continue to pivot and learn. Alright, so final tips on owning your life. Because the book is on your career and on your life



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is that you own your life, nobody else owns it. Stop waiting for other people to tell you what to do. You get to decide what you do with your career in your life, you get to decide where you want to go, you get to decide how you spend your time, you get to decide your happiness, your joy, your fulfillment, that's up to you don't let anybody else decide that for you. You've got to prioritize your time in order to achieve your goals. You've got to set goals in every area of your life to go out and achieve a lot of things. I'm a big fan of having a bias towards action. So with you know many different options, you can sit around and plan all day. But set a goal make a plan and go take action start taking action because you can always pivot and change later. Bottom there, take care of your health, please, I see so many people I've been in corporate consulting for a long time, I've seen so many people who sacrifice their health for their career, working long, long hours, and never eating and not eating healthy, never working out. Remember that you want to live a long healthy life you want to be around for your family. So don't ever sacrifice your health for your career. Take care of your health. And consider your future self when you

ever have any big decisions. You're thinking about taking a risk. Ask your future self what they would want you to do. Alright, three main takeaways from this presentation. Number one, set a vision and be intentional with where you're going with your career, take control and own your career in life. Number two, prepare for the future. Things are always changing. You want to prepare by doing things like investing, continuous learning, building your network, building your personal brand. And number three, mindset is everything challenges are going to come up so prepare for those develop a resilient mindset. Be willing, willing and able to pivot. And then bonus owning your life you are in the driver's seat and you get to determine your happiness. So make him set goals take action, keep moving forward. More thoughts for your satisfaction, film and happiness are defined by you. A goal without a plan is just a wish. you own your career you are in the driver's seat, you decide which goals to pursue, and you get to decide your fulfillment. And then a final quote for you remember that nobody cares more about your career than you do. So you've got to be the one to follow your dreams to set goals to take action. I hope I know I've said that a bunch. So I hope that it is landing with you. And then finally, finally, finally, I mentioned a few times some bonus resources that you can get of course a lot of this is in my book if you want to go order that it's on Amazon, but for free. Right now you can go to own your career Own your life.com slash bonus. It's on the screen there on your career on your life.com slash bonus. You can get it My write up on this the five steps to owning your career. The three questions to ask. Next time you face a big challenge, my morning routine.



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And the top five most common career mistakes that people make all of that is available there for free. Or you just put in your name and your email address.



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And you get that quiz. You can email me You can follow me on social media, I'm sharing content, regular on LinkedIn, Instagram, I'm on clubhouse, I got two podcasts, all that sort of stuff. But again, five steps to owning your career. This is available for free on my website, on your career on your life.com slash bonus. Thank you. Thank you. Thank you so much for listening and sticking around for this whole presentation. If you have feedback questions, feel free to reach out to me. I really appreciate you and I wish you the best of luck. Remember, you own your career. Keep going, keep going, keep going. You're going to face challenges. Don't worry. Don't be a victim. Just take ownership. Keep going and it will all work out. Thank you. I'm Andy and I'm done speaking

