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## SUMMARY KEYWORDS

activity, values, question, career path, career, people, visualization, strengths, steps, themes, lisa, headline, dominant hand, job, years, purpose, reading, non dominant hand, simply, self fulfillment



00:16

Welcome to the course three steps to create an authentic career path. I'm Christine de Donato. And I designed this course to help you as a recent college grad, deal with the ambiguity and maybe even anxiety you might be feeling as you try to find that right job. Whether you feel weighed down by student loan debt, or you're trying to find a job that will make you happy, maybe you're even searching for a company culture where you feel you can make a real difference. Regardless, it can be difficult to figure out where to start.



00:50

Having been in charge of employee hiring, training, and continuing to work with clients like PlayStation, Adobe, and Hulu. I know firsthand, with technology and economic shifts happening so rapidly, that we simply can't rely on career development approaches of the past. And this may explain why advice from our parents sometimes just doesn't resonate with what we're going through today. I've taken my experience and knowledge and written a book and companion workbook called get there faster, as well as designed LinkedIn learning courses to help a new generation of professionals figure out what's going to be right for them. And these courses worldwide have over 100 million participants. And I'm excited that I'm able to bring to you some of the very activities and these resources. So we can use them here today as we try to figure out our own authentic career paths. So the goal of this course, is for you to walk away with more clarity about what success really looks like from you, for you, we are going to create a career vision. And then we're going to narrow that down into the very actions that we can take right now. And over the next year to make sure you're moving in a direction that feels right and purposeful for your personal choices. And along the way, I'll refer to some bonus activities.

You can access these complementary activities by opening up your camera on your phone and scanning the QR code on the screen. And I'll tell you more about these as we go along. So let's get started with our first question here. As a child, what did you want to be when you grew up? If you can think back to when you were a kid and an adult asked you? What do you want to be when you grow up? Can you remember how you answer this? You know, whether it's a superhero or a doctor, maybe even a movie star or the President, as children, were able to answer this in a very clear and concise manner with passion. And then just a couple of words. Now fast forward as adults and someone asks, asks you Where do you see yourself in 10 years? It's a much more difficult question to answer. And the reason that is is that the answer to where we're headed lies in all of the experiences and knowledge we have. And the older we get, the more possibilities that we have. And the more possibilities that we have, the more it's difficult for us to process that. But more importantly, than just being adult and having more complex world that we live in, I thought I'd share some recent data really to paint the picture of how difficult it is to land on one singular path in today's environment. A few years ago, Dell Technologies partnered with the Institute for the future. And they concluded that 85% of the jobs that will exist in 2030 haven't even been invented yet. Now, will the number really be 85%. I guess we won't know until we reach 2030. But the reality is with automation and artificial intelligence, the pace of change is only going to speed up and create new opportunities that we don't even know about. That's a reality. So when we're trying to navigate our careers, it's really hard for us to predict 10 or more or even five years out, where we're going to be in what those specific terms are going to look like. So it makes it more difficult for us to actually have predictability. Like in days past, when people had a classic career ladder model, where things were one way, you could see where you were going and you knew the individual steps to get you there. That's just not true for today. So one of the first lessons I'd like to share with you is how to navigate your career in a more complex world and look at ourselves as if we're climbing a rock wall. I think this is a much more realistic example. So when you're on a rock wall, I want you to think of all these notches on this wall as potential opportunities for you to grow. Whether that be a new skill that you want to acquire, it could be a new relationship. It could be a job, it could be a promotion, all of those



05:00

can be possibilities to move us in a direction. But the challenge here is there's so many possibilities. And really no two people are going to have the exact same climb. But one thing that will help you navigate this wall with more certainty and with more ease, is to simply know the general direction of where you're climbing to. And that's what today is all about to find a general direction. Once we have a direction, then we can be more purposeful about which notches we're going to grab on to. And sometimes that might be

sideways. Sometimes we even want might want to take a step backwards or down in order to get a stronger foothold to propel us or accelerate us into the future. So that's what we're going to do today, we are going to start to navigate our career rock wall by looking for some direction. So the big question here is, what's the right path for you? To help you answer this very big question, I'd like to introduce you to a three step framework. And the framework consists of three sub questions. Now we're going to go much deeper into each of these questions, and even do a few activities under each one. But let's get started with just a high level of what these questions are. And then I want you to give a gut reaction around how you would answer that right now in this moment. So the first question is, what do you do better than most? Second, what's most important to you? And the third question is, what do you want to be known for? Are you ready to start answering these questions? Let's start with the first question. What do you do better than most? What's your initial reaction to that? How would you answer that? Well, in order to navigate an authentic career path, you first need to know who you are at your core. Let's start answering that with what I call our energizers. So energizers, essentially, are the actions or activities that give us energy, they make us feel strong, when we're engaged in them, there are natural strengths, you may have encountered in the assessment tool, like a Strengths Finder, or a strength scope, that would give you a little bit of indication and around what some of these strengths are for you. But you don't need an assessment to answer these, you really just need to get in touch with your core and know yourself. So let's do a quick experiment to bring this to life. So I'd like you to grab a writing utensil, like a pen or pencil, and I'll do this along with you. And I want you to put that pen or pencil in your non dominant hand. So if you're right handed, you would put it in your left hand. And then I want you on any scratch piece of paper to write your first name three times, I'm going to do this with you right now.



07:41

My goodness, if you're like me, this is really difficult. So write your name three times.



07:49

Hopefully you don't have too long of a name. Okay? Wow, that's tough.



07:55

Good news, we're going to switch hands. And I want you to put that pen or pencil in your dominant hand and do the same thing. Write your first name three times.



08:03

Do that with you right now?



08:07

So how did that feel? How did it feel to write with your dominant hand versus your non dominant hand? Well, if you're like most when you're writing with your dominant hand, it feels easy. Some even describe it as effortless. Whereas when we're writing with our non dominant hand, it can be awkward, it can take a lot of focus and effort. And if you look at your two results, probably got a better result when you're writing with your dominant hand. Well, energizers fall into that same concept when we are using an energizer, it feels like we're riding with our dominant hand. That's how we know it's an energizer. So let's take this a step further. I want you to think of a moment over the last week or so when you were so engaged in an activity that you lost track of time, you were so energized the clock, just read time just ran away.



09:00

Essentially, I'm asking you to think of an activity that feels like you're writing with your dominant hand. Now the answer is going to be different for different people, but pay close attention to what what came into your mind. So for some it could have been you were coaching and mentoring someone, maybe you were listening to a friend. For others, it could be something like solving a problem. Maybe you were coming up with new ideas or brainstorming. Maybe you were putting calm individual pieces of information together to create a strategy. For others. It could be improving a process or trying to make something perfect. You know who you are. If you're one of those people with high detail orientation. That's a gift that you have. That's an energizer. So when talking about energizers, I love to share some research done by the Gallup organization. And if you're not familiar with the Gallup organization, the reason I share it as a resource is that they have surveyed millions of people around the world, different ages, diverse backgrounds, different indices.



10:00

Trees, different jobs. And they look for correlations around what makes employees the most productive, the most engaged in their work and the most happy with their lives overall. And they wrote a white paper in which they cited another study from the 1950s. And I want to talk about this little study that they cite exists. So interesting. This was the 1950s study school Council in Nebraska. And this study, school Council was fascinated

with the reading speed and comprehension of about 6,010th graders, what they were trying to do is figure out how they can level the playing field around how many words per minute students could really read. And so they decided to test all 6,010th graders. And what they found was that students generally fall into two camps. One group was reading on average 90 words per minute, whereas the other group was reading on average 350 words per minute. So as you can see, by their initial data, they had quite a discrepancy between reading comprehension of these two groups, the 90s and the 350s. So what they decided to do was deploy some different methods of rapid reading training, to try to get the kids who started at 90 to improve to level this out a little bit, but they gave the training to everybody. And then they retested. So what do you think happened to the kids scores? Who started at 90 words per minute, I went through training, what do you think their new scores were? Let's see how close you are. The kids who started at 90 actually went to 150 words per minute. So some good news, they got a little bit better. But what do you think happened to the scores of the kids who started at 350 words per minute? What would be your guess on their new scores? Well, I'll share it with you. They went to 2900 words per minute. Well, of course, as you could imagine, the study school council couldn't believe those results. So they retested everybody and got the same conclusion. So what's your explanation of this? Why do you think the kids who started at 350 words per minute, elevated all the way to 2900? Well, the Gallup organization concluded that when we focus on what comes most naturally to us, our strengths, our energizers, we can achieve amazing things, the possibilities are endless. They also concluded that when we focus on a weakness, we can make marginal improvements. So I guess there's some good news there. But I want you to imagine what you could achieve in your career, if you not only could identify your natural strengths, the things you're most energized by, but you knew how to lead with those, that you could do work that use those on a regular basis, what could you possibly achieve, if you lead with those strengths. And that's why I believe this is so important to leading an authentic career path, it's that you've got to get in touch with what comes naturally. And the more you do work, that fits into those actions or activities, the easier life will be, but also the farther that you will go, you will be able to achieve anything you set your mind to.



13:19

So what are your top strengths? For this activity, I want you to list three to five actions or activities that you believe you do better than most. Essentially, those things that feel like you're writing with your dominant hand, what you're looking for here is your three or your 350s, not your 90s. So these aren't things that necessarily you've learned, they're things that come naturally to you that you would probably do well no matter where you are, and who you're working with. Now, for some people, you're able to write these three to five things very quickly, you have a clear picture. So if that's you, then check you first start

past our first question. But for those of you who are still struggling with this, I have a bonus activity for you. So in my workbook, the get there faster companion workbook, there's an entire section dedicated to activities, there's about four or five activities that do nothing but help you discover your energizers. But there's one I'd like to offer you through this QR code that's complimentary, you can simply scan that it will take you to a page to download the feel the love activity, and you can use this for yourself. But it's also designed to do it in a group format, so you can use it with friends or family or even work teams. So let's go on to our second question. What's most important to you? So when I asked you this question, what I'm referring to are your personal values, and values are what we care about most in life. When we live according to them were generally happier with our decisions than when we don't. The challenge though, with personal values, is that we often don't stop to identify them and any column



15:00

concrete terms, instead, we're making decisions based on some level of gut. But sometimes we're making decisions on an outdated set of values, or even someone else's values. So sometimes we grew up in a family that tells us what our values are. And as we move through life, we go through some big changes, we realize that some of those are not priorities for us anymore, they may be important, but they may not be our top priorities. And of course, I believe social media is a big contributor to living someone else's values. Without even knowing it, we may be focused on making decisions or living a life that doesn't really meet our needs, whether that's a picturing a certain amount of wealth that we want, or a title or a degree of influence that seems important to us. And there's nothing wrong with those values or those goals. But what can be wrong with them is if you're making decisions or chasing them, and they're really not what you want down inside. And what I don't want is for you to go through your career and figure that out way down the road. So what I'd like you to do is figure out those values and make sure that your decisions are very much aligned to them. So to help you do that, we're going to use a technique called visualization to help us. So the way we're going to do this is I'm going to narrate a scenario. And your only job is to let your mind wander and take note of what comes to mind what you pictured. Doing this activity actually helps if you want to close your eyes. It's up to you. So I want you to take a deep breath in and relax. You're about to wake up into the future, and live your ideal workday.



16:39

I want you to take note of waking up.



16:44

Where are you?



16:46

What time did you wake up at? And how did you wake up? Was there an alarm clock? Did you wake up naturally?



16:57

Now you're beginning your morning routine?



17:00

What do you do to get yourself ready in the morning?



17:04

What do you eat for breakfast?



17:09

Even picture the clothes that you put on?



17:16

Now you're ready to head into your workspace? Where is that?



17:22

Do you commute?



17:25

Do you work from home?



17:29

What does that workspace look like?



17:35

As you begin this ideal work day, and you're in your workspace. I want you to envision who you're interacting with throughout the day.



17:45

How much of your time is spent working with people versus working alone?



17:51

What kind of people are you working with? Who are they? And what's your relationship with them?



17:59

Are you one team?



18:01

If so, how big or small is that team?



18:06

Do you manage others?



18:14

Think about the type of work you're doing throughout this day. What kind of problems are you solving?



18:21

What is it that you do that makes you feel productive?



18:30

I want you to envision that you're coming to the end of this ideal work day.



18:36

What do you do to wrap up the day? What's your routine?



18:42

Also take note of the time that you're completing your day.



18:49

What do you do after work is done?



18:56

As you wrap up this ideal work day?



19:00

What is it that you're most grateful for?



19:09

I want you to come back to the present with me. If your eyes are closed, slowly open them



19:16

become present again.



19:20

What stood out most during that short visualization? What are some of the things that popped into your mind that surprised you?



19:31

What were some of those things that maybe validated what you already knew you've already been thinking?



19:39

Essentially, what are the themes about what ideal looks like what came to mind? And of course, you can think about this after our workshop right now and continue to jot down any key themes and words. I also want you to think about if we continued this visualization, what would you envision in terms of



20:00

That day over the course of a week, would the days be the same? Would they be different? What would be different or same about them and think about over the course of a month, this is something that you can go back and give a little bit more thought to.



20:14

But in the meantime, thinking about what you did envision, let's see if we can identify our values that showed up in that visualization. Do you recognize any of these themes, perhaps you saw elements of mobility in there, and that when you thought about your day, or maybe even week, you knew that it was going to be different every time it was hard for you to envision really concrete things, because you're someone who likes a lot of freedom from repetition. Maybe you recognize themes of security, you knew what you were doing, you knew who you were working for, you had stability, predictability, maybe even there was elements of PE in there, you knew exactly what you were going to make. You could have recognized themes of time. This is where you had, you had more control over your time, you weren't maybe in a lot of meetings, you would have freedom from schedules, maybe you recognize them. See, this gives me some themes of self fulfillment, where you saw yourself learning, you had a lot of personal growth or purpose in the work you were doing. Self fulfillment can also show up in things like prestige and authority, and maybe even the title, maybe you saw yourself as the boss. And lastly, you may recognize some themes of relationships. This is where you thought a lot about the team, you're on

the friendships that you had at work, maybe even a desire to be the manager to manage other people because you simply like coaching and developing others. Now, you may recognize, of course, more than one theme. But what's most important is to start to figure out general areas that you really value, what are your personal values. And this is one way to get you to narrow down and focus on truly what's most important to you when it comes time for your career.



22:01

Now, if you would like to go deeper into values, my workbook has multiple activities on this topic, one of which is an online values assessment. And I'd like to offer that assessment to you here as well using the QR code, this is going to take you to an online tool where you're going to be asked to evaluate 34 unique values and narrow them down to your top five. This will give you really specific terms and definitions as to what your top five values are.



22:33

Now, here we are with our last question, what do you want to be known for? We're going to solve for this one, again, using a visualization technique. But this time, a much more specific one. And this is a visualization technique used by many professional athletes. A friend of mine once asked me to watch the documentary, The Last Dance documentary about Michael Jordan. And at first, I thought, Well, I'm not really that into sports. I'm not sure it would be the right thing for me to watch. And he said, No, I really want you to watch it to understand how Michael Jordan uses visualization. And I have to tell you, I was very inspired. What I saw was so parallel to the work we do in career development. What Michael Jordan shows us is that visualization isn't just used to envision the end state, which in sports would be winning the game. But more importantly, it's used to visualize specific steps, specific plays and sports that they're going to make to win. And sometimes in our career, we stop at the last activity, and we just think about what ideal looks like. And then we feel disappointed. It's like making a vision board. And we put all these pictures of things we want and how we want to look and who are going to be around. And then we feel quite empty when we're staring at that board. And it doesn't come true. Because the key to visualization, especially with our careers, is to visualize the steps we're going to take to make the vision a reality. And that's something that I would like to do with you. We have to visualize how we're going to get there.



24:10

So when we think about our careers, it's not just about the money we want to make or the place we want to work the title we want to have, but more importantly, the steps we're going to take to get there. So in this visualization, I want you to imagine I actually want you to come with me to the future, but specifically three years into the future. And I want you to imagine that for the last three years, you have been doing work that's engaging and energizing playing on your top strengths. And you've been living according to your personal values. If that were true, what would you hope you would professionally accomplish? What might we see as your professional headline?



24:57

So LinkedIn is a great metaphor. I think for us, too.



25:00

Because we're all familiar with it. So using that same visualization, what would you hope your LinkedIn profile headline would be three years from now? And then what experiences in skills might we see on that profile to support your headline? So for this activity, the end goal is a three year professional headline. So let's go ahead and give this a try. So in order to write a professional headline, I want you to answer the question, who you are, what you do, and for what purpose, but remember, it's not who you are today, it's who you are three years from now. So you can take some creative liberties here to put whatever you want, but it's three years from now. So it's still slightly realistic. So who are you? What do you do and for what purpose? I find it often helps to see some examples when we're writing future headlines. So let's look at one example here. This is Lisa. And Lisa says I am in three years I am a sales professional, who helps startups grow online, you can see who she is a sales professional, what she does, she helps startups and for what purpose so they can grow online. Let's look at another one.



26:14

This is I'm a software engineer. What do I do? I build products.



26:21

For what purpose that makes people's lives easier. That's who I am, what I do. And for what purpose. Now, in these examples, we're assuming that these people have a little bit of clarity, they actually know the general job or job title that they want to have and where

they're going to do it. But for a lot of people, especially recent college graduates, you may still be searching for what those things are. But that's okay, you can still do this activity. Instead, what I'm going to have you do is think about who you are in more general terms, and I'm going to show you an example. So let's just say you don't know, if you're going to be an accountant, or a salesperson or a healthcare worker, you just you might say I'm an innovator, or I'm a team player. I'm a problem solver. Right? I'm a creator, that's okay to start with. But you want to start with something. And what do you do? Maybe you help teams solve problems. I'm a team player who helps others achieve their goals. It can be vague, but you've got to land on something, start with something. So in three years from now, if you were using your energizers and living your values, who do you want to be? What would you be doing? and for what purpose, if you want to give this more thought, I always recommend a pause this video and take give it a couple tries and see what you'd come up with. I'd also like to offer you another bonus activity. And this is something that's not my book. This is what I call the future profile worksheet. This is where you can download a mock LinkedIn profile with some follow up questions to start to draw and draft what this three year profile can look like. I find that just by practicing and doing it a few times, and adding to it over time, you'll start to make that vision more and more clear. Now, there's a final piece to our puzzle here. Once you have your headline, right, that's a goal for you that has some vision in there. How are you going to get there? The question is how. So in order for you to figure out what you can do now and set more concrete goals? I recommend thinking about what kind of exposure would you need relationships and skills in order to make that headline a reality. So essentially, what you're saying is, if I want to be here three years from now,



28:43

what would have to be true for that to be a reality? So let's look at one of our examples that we started with, with Lisa, a sales professional, who helps startups grow up online. So if this is what Lisa knows to be true for her future profile, she had to ask yourself the question, what sort of things would I need exposure to right? What would people have to see me demonstrating? What relationships would I have to build? And what kind of skills would I need to learn? And Lisa created a list and there could be so many things on this list. So don't worry if your list is long, understanding how startups work, she's going to have to demonstrate that she's self managing strong interpersonal communication skills. She also knows she has to know other sales professional, she's going to have to grow her network and maybe some industry specific knowledge. So once you make your list, don't get overwhelmed at all those things you're going to need to do, because the next step is simply narrowing that down to what you're going to start with just in the next year. So in Lisa's example, she decided well, I think I should start understanding how startups work. And I want to know some other sales professionals. So that becomes Lisa's one year goal.

Those two items are how she's going to measure her success.



30:00

One year from now. So then the question is another how, how is she going to do that? Which is what can she do right now? Well, there's many things. But for the sake of learning today, Lisa decided that she was going to update her LinkedIn profile with her new headline. And she was going to seek friends and family and professors to give her endorsements and recommendations on things that relate to where she's going. Startup experience, how she solves problems. That was one of her action items. The next one was going to be to start to grow her network of sales professionals. And the method she chose were informational interviews. And this is where she said, every month I'm going to find one person in my network, even just random people on LinkedIn, who have job titles I'm interested in, or working companies that I might want to apply to someday. And I'm going to ask them for 20 minutes of their time to simply share their career path with me, that's all. And you will be surprised at how many more yeses and noes you will get when all you're asking is for someone to share their journey with you and you're asking for nothing in return. Think about this, if you did this once a month with a new person who you strategically found because they know something that you need to know.



31:22

Over the course of a year you would have 12 very strategic resources in your network that could help you find your next opportunity.



31:31

So by using my three step framework, you can avoid making aimless career moves. This will help you take purposeful action toward a career path that reflects your authentic self. So remember, in a world of constant change, there is no perfect path. So instead of feeling pressured to find your purpose, or your singular passion, I'd love for you to consider following your curiosity, and making your climb as unique as you are.



32:02

I'd also like to offer a special offer for anything in my bookstore, where for new grads, you can get 25% off using the promo code grad 2021 you can use this QR code to go right to our bookstore. And this offer is going to be good all the way throughout 2021. So if there's

any resource in there that can benefit whether it's our workbook or a values card deck or reading material. I'd love for you to use that promo code.



32:30

And finally, let's stay connected. I love to give away free career coaching. In fact, I do it at least once a month and I'd love to hear about your success stories and your follow up questions on Instagram or LinkedIn.