

The Crystalizer

Crystal-Barkley Corporation

Originators of

Life\Work Planning

Your dream career can become a reality – even in today’s tough world of work!*

Example: Mark had a long-standing amateur interest in geology that would enable him to quickly master much of the technical material needed as a mining executive. He was a respected attorney who also had demonstrated leadership and financial skills as chairman of a successful drive to provide computers for his community’s elementary schools. His experience and track record provided concrete evidence that he was qualified to step into diverse positions of leadership and management.

If you are willing to think realistically about what you want from life and what can and cannot be achieved, you may well enjoy a career that matches your dreams.

What is a dream career? The most focused definition I know is a career that will combine maximum productivity with self-fulfillment. To find your direction:

- **Identify your dreams.** You must first understand clearly what they are – *as well as know who you are*.
Unleash your imagination – what is *really* important to you? How do you really want to spend your life?
 - Imagine you just inherited \$10 million. How would you use it?
 - Imagine you have won an all-expense paid trip to anywhere in the world...but you have to decide in the next 15 minutes. Where would you go?
 - Imagine you have been given the use of a huge billboard to display any message you want. What would be your message?Such fantasies encourage your imagination and reveal truths that your rational self would normally censor. Of course, you may not live out the fantasies – but surfacing and thinking about them will yield valuable insight into what you truly enjoy doing, determining what your dreams really are and translating them to real life.

- **Assess your skills.** You want to find a way to use the skills you already possess – or would like to acquire – in the work environment you prefer.
 - Think of your whole life experience- both professional and personal – as a series of achievements of all kinds. Identify the skills that helped you carry out each one and write each skill on a separate index card.
 - You should accumulate a huge number of cards – your skills which you have in abundance. My clients typically end up with hundreds!
 - As you review them, think of activities that match your interest and skills. Look for new insights and make sure your self-assessment is realistic – ask your family, friends and colleagues for their thoughts.

- **Choose a target.** With a well-founded idea of who you are and what you want:
 - Within your current work environment, consider your current employer's point of view. Ask yourself where your skills and interests would best fit their needs. Think of how you might otherwise meet your employer's real needs.
 - Research other organizations that appeal to you and ask the same questions.

- **Market yourself. You have found, through your research, an employer who has a need that fits your skills and interests. Contact them and explain exactly how you can contribute. Meet with them and present a specific proposal. With the effort you have put in, your proposal should be convincing...and you are on your way to your dream career.** Mark did just this and was put in charge of his company's mining division's public information division.

* Adapted from an article by Nella G. Barkley, Crystal-Barkley Corporation, for Bottom Line Personal

Should you wish to contact us and speak with a coach, please call us at 800-333-9003 or email us at crystalbarkley@careerlife.com . Our website may be viewed at: www.careerlife.com