

New Year, New Career

Free Starter Pack



New Year, New Career

Welcome! If you're here I'm guessing you are considering making a career change. One that will see you move into something bigger, better, more fun and altogether more suited to you.

My hunch is that you want to feel energised, engaged and fulfilled, bringing your best self to work each day and flourishing in a work world of possibilities and successes.

But where to start?

If you're like most people, you've been dreaming about making a change for quite a while, but a combination of uncertainty, fear of failure or over commitment has resulted in defeat – or at the very least, procrastination, keeping you stuck in the wrong job not living up to your full potential.

The good news is, this starter pack is aimed at helping you combat these pitfalls and get you motoring towards the right career or job role for you. It's packed full of practical exercises that tackle two specific areas:

1. Cracking the Career Conundrum – figuring out what career/job role you actually want
2. Putting your Career Plan into Action – taking real steps towards making your career goal a reality

Important caveat:

Now here's the rub. You actually have to do the exercises. Simply reading them isn't going to cut it.

On the up side, you can take your time with the exercises. You don't have to rush through them all religiously one by one. And you can do them in any order you like. If you already know what job you really want, jump to section two and pick an exercise from there. If you have no clue or a mild inkling of what your ideal role looks like, take a look through the exercises in section one and start with the one that looks the most fun or interesting to you.

Different exercises work for different people so trust your instinct as you read them through and have a go at the ones that feel good to you. Notice I said *feel*. Don't overthink or give credence to what you think you 'should' start with. Your first level, gut response will always be the right one.

So, have a go and see what happens. Expect to be surprised, encouraged and challenged in equal measure, and good luck!

SECTION ONE

CRACKING THE CAREER CONUNDRUM

“What is the work you can’t not do?” – Scott Dinsmore

Cracking the Career Conundrum

Most of us find it extremely easy to articulate what we don't like and want from work. A lack of passion for it; no real connection with our employer or colleagues; bad management; limited use of our skills; poor opportunities for learning and no sense of purpose are all common complaints that see many of us wishing we were somewhere else.

But working out what changes to make – either in our current role or with a new career path - is often the biggest barrier to a successful transition. Whether we have a hunch about the right direction for us or we face a blank sheet of paper, uncertainty can keep us stuck on the same familiar but unfulfilling treadmill.

So how do you figure out what you really want and test it to make sure it's likely to be the right path or role for you?

Tapping in to your creative resources, challenging yourself to be bold and getting clear on your values and strengths is the place to start. Try out any or all of the following exercises to see what comes up for you.

Exercise A: Dare to Dream

This exercise is a simple but often revealing one. Get a piece of paper and answer the questions below.

Aim to write down your answers as they pop up, however outlandish or bold they might seem, without judging or analysing them.

Don't hold back or judge what you write. Be as wild, unusual, ostentatious or challenging as you can.

When you are finished, read through your answers and mull over them for a while. They might just provide food for thought.

If I knew I couldn't fail I would _____

If I didn't care what other people thought I would _____

If I were sure I'd succeed I would _____

If I had the nerve I would _____

Exercise B: Imaginary Lives (exercise courtesy of Julia Cameron's [The Artist's Way](#)).

Imagine that you get to choose five other lives to lead – ones that would feel fun, inspiring, challenging – whatever you like.

For example, would you be a pilot, an aid worker, a physicist, a psychic, a horse breeder, etc?

Whatever occurs to you, jot it down below. Don't overthink this exercise. The point of these lives is to have fun in them – more fun than you might be having in this one.

Life 1: _____

Life 2: _____

Life 3: _____

Life 4: _____

Life 5: _____

Look over your list and select one. Then do something related to it this week.

For instance, if you put adventure tour guide in Maui, can you go hiking or zip lining? If you dream of being a dancer, can you join a salsa class or google and print out your favourite dance outfit?

The aim of this exercise is to tap into the right side of your brain to start the creative process of imagining the right career for you.

Why does this matter?

Most of us live our lives operating from the left side of our brain because it's the logical, conscious part of the mind that controls language, mathematics, analytical thought and reasoning. The trouble is, the left brain has a habit of overtly rationalising what is realistic and achievable for us, which limits our perspective on what's possible and shuts down our creativity.

Deliberately tapping into the right brain counters this, as it's the unconscious part of the mind that's best at creative and expressive tasks.

Playing Imaginary Lives might just throw up an alternative career idea that your left brain wouldn't think of.

Exercise C: Find the Feeling (adapted from an exercise by [Martha Beck](#))

Imagine for a moment that you are already in a career or job role you love. If you have an idea of what that is, fantastic. If you don't, do the Imaginary Lives exercise first, then pick one of those careers for the purpose of this exercise.

Take a few slow, deep breaths and use all of your senses to imagine really being in that job. Take a moment to imagine in turn what can you see, hear, taste, touch and smell? Really allow yourself to be in it for a minute or two.

Now write down three adjectives to describe how it feels to be there.

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

These descriptors give clear indicators on how you want to feel in your new career or job role.

Why is this important?

Usually, we make work choices based on job description, salary, job title, etc, but these things in and of themselves don't make us happy, as many people with them and global 'happiness' surveys will attest.

Despite accepted wisdom, work happiness is not a situation or destination. It is about experiencing feeling states while working that are important to us personally.

So try using your adjectives as a filter when you are exploring different options. As you imagine yourself in different roles, or as you go for job interviews, actively look out for these feeling states. If they show up, then it's a sign you are on the right track.

Exercise D: **Ideal Work Day** (adapted from an exercise by [Martha Beck](#))

Have a go at writing up a typical work day in your ideal life, answering the questions below.

The idea with this is to really cut loose. It's a fantasy so there are no parameters or barriers – consider it your ultimate career wish list if you could reinvent everything from scratch and conjure up the best job ever for you! Imagine as you do this that your loved ones are hugely supportive of whatever you choose.

The reason for thinking about it in fantasy terms is that it has the potential to open up ideas that your rational mind might typically close down before they really crystallise in your consciousness.

- Choose how far in the future this is – 1 year, 3 years, 5 years, 10 years?
- Where in the country (or abroad) is your job?
- How close to home do you work, or do you work from home?
- If your work is outside of your home, how do you get there and how long does it take?
- Picture your work environment and describe it in detail. What it look like – think about lighting, furniture, pictures, whether you have an office or not, what personal effects are there or not, how big your workplace is?
- Describe what your workplace feels like?
- How many people work with you?
- How many people work for you?
- Picture your co-workers, if you have them. What's the split between male and female, how old are they, what character traits do they possess, how do they spend their spare time, what do they care about?
- Picture and describe the kind of work you do. What type of work/activities does it involve? What proportion of you day is desk based vs out of the office? If you are out of the office for any part of the day, where are you going and what are you doing? What proportion of your work is computer based, on the phone, having meetings, running workshops/training, pitching ideas, travelling, etc?
- Does your work involve a cause of some sort?
- If you travel for work, is it within the UK or abroad? If abroad, where? What proportion of time do you spend abroad?
- How many hours do you work each day? What time do you start and finish work? How many days per week do you work?
- Are you the boss or do you report into someone? If the latter, describe your boss.
- What strengths do you bring to the table, which you get a huge buzz out of putting to work?
- When you imagine this scenario in full, describe how you feel with three adjectives.

The more detailed you can be with your responses the better – even if you don't know what the actual job is. Information about the types of activities it involves, the type of people you work with, ideal working hours, etc, all provide useful clues.

See what the details of this exercise tell you about the type of work and working pattern you crave, as well as how you want to feel in your job of choice.

Exercise E: Interview Game (exercise courtesy of [Martha Beck](#))

This is a visualisation exercise. Imagine you've moved forward in time. It's anywhere from a year to several decades in the future. You've just picked up a fresh, new copy of a glossy magazine, and – oh, look – the picture on the cover is a portrait of you! The headline promises an article, written by a well-known interviewer that will tell readers all kinds of interesting things about your life and times.

Have a go at answering the questions below, not by thinking but by opening up this magazine in your mind and reading the answers from it.

Write your answers down on a separate piece of paper. Again, don't think about the questions. Just look at the magazine. If you can't "see" the answer, just skip to the next question. Nothing you see is too grandiose or improbable. Just go with what comes up.

- What magazine is it?
- Who is the interviewer?
- What group of people typically reads this magazine?
- Why do the readers want to know about you?
- What do they want to know about you?
- The interviewer has written a description of your home, where the interview took place. Read the description. What does your home look like? Where is it?
- How does the author describe you physically?
- What does the article say about your clothes? Your manner? The way you move?
- Is there anyone else in your home? Who?
- The interviewer asks you about your romantic life. How do you describe it?
- If you have a spouse or partner, read what the interviewer says about him or her, and any comments about the way the two of you interact.
- The author writes about the way you spend a typical day. What is it like?
- The interviewer describes some photographs you have in your home. Who or what is in them?
- Does the article mention any children, or perhaps ask you about your decision not to have them?
- The author writes a good deal about your best-known achievement. What is it?
- There's a motivational paragraph or two about the hard times in your life and how you worked through them. What does it say?
- The interviewer asks you what advice you would have given to your younger self. What's your answer?
- What gem of wisdom do you have for your readers?
- What's the most interesting part of the article?
- The interviewer asks you about your plans for the future. What are they?

Spend some time mulling over your answers to see what clues they give you about the career and role you really want.

Exercise F: Defining Your Values

Values are your own personal reference guide for the way you need to live and work in order to be happy. They are our internal markers for what is good, beneficial, important, useful, desirable and constructive for us.

They provide a great framework for testing your career ideas. Any role and working environment that aligns with your personal values is likely to feel good to you, and by contrast, anything that contradicts your core values will feel uncomfortable and downright wrong.

Take a look at the list of example values below. These are intended as a starting point so don't feel compelled to choose any of these words - you can pick any word that you feel accurately describes any of your values. If you see a word that almost resonates, but not quite, go with a better description that means something to you.

Take some time to review the list and circle between five to eight values that reflect what's most important to you. There is no right or wrong answer and no right number. You can list more than eight if you like.

Try not to overthink or judge what you think you 'should' have on your values list versus what you really feel.

Authenticity
Bravery
Commitment
Community
Connection
Creativity
Diversity
Equality
Fairness
Family
Forgiveness
Freedom
Fun
Gratitude
Growth
Happiness
Health
Humour
Humility
Honesty
Integrity
Justice
Kindness
Knowledge
Leadership
Love
Nurturing
Open-mindedness
Passion

Patience
Peace
Persistence
Positivity
Prudence
Self-control
Service
Significance
Security
Spirituality
Stability
Trust

Once you have an initial list of values, take a look at the list of anti-values below and repeat the exercise, aiming for between five and eight. The same rules apply: choose any words you like and go with your gut instinct.

Anti-values are, as you might expect, the antithesis of your values. They are your internal markers for what is bad, detrimental, irrelevant, useless, undesirable and destructive for you. They underpin your sense of what's wrong for yourself, your life and the world around you.

Aggression
Anger
Anxiety
Apathy
Arrogance
Betrayal
Brutality
Conflict
Contempt
Cynicism
Death
Dishonesty
Disgust
Fear
Frivolity
Greed
Hate
Hypocrisy
Ill health
Infidelity
Immorality
Injustice
Isolation
Jealousy
Laziness
Pain
Pomposity
Poverty
Procrastination
Stress

Suspicion
Worry

Now take your list of values and write down what each one means to you. What does it look like? How does it play out? How does it show itself? Take some time to be as descriptive as you can.

Below is an example. Please note that if you have any of the values in the example, the descriptors for you might look very different, as this is a very personal exercise.

Value	Explanation
Health	Listening to your body. Being kind and honest with yourself about your physical limitations.
Commitment	Do what you say you are going to do and do the best job you can. Don't give in. Find a way around things. See things through.
Trust	Reliability. Being certain that you can trust someone and their integrity. Trusting people to be there for you and vice versa.

Write yours down here:

Value	Explanation

Once you have articulated your values, repeat the exercise for your anti-values. This is particularly useful for understanding why you find certain life or career situations, or people difficult. It will undoubtedly be because they are compromising your values in some way and/or embodying your anti-values.

Write yours down here:

Anti-Value	Explanation

For each anti-value, consider what the opposite of it is – it doesn't have to be the abject opposite but what the flip side of it looks like for you. Then take a look at your values list to ensure the flip side is represented somewhere. If it isn't and it feels important to you, add it to your values list. The purpose of this piece is to ensure core values aren't missed off your list. Often, the things that are most important to us aren't overly visible because they are intrinsic to us. By examining the opposite of your anti-values, you can make sure any invisible values are surfaced.

Determining the hierarchy of your values will help provide an ever stronger steer when making decisions that are best aligned to who you really are and what matters most to you. This step requires making comparisons, one at a time, between two of your values.

Once again, rely on your gut feel when asking yourself: if I had to choose between these two values, which of them *feels* more important to me?

Try not to over analyse your response. Listen to your instinct and simply write down what comes up. You can always revisit your prioritised list and make changes at any time.

Below is a working example:

Step 1	Step 2	Step 3	Step 4	Step 5
Write down your original list of values, in no particular order	Compare the first two values and put the most important value first	Take the third value and compare it with the one at the top of the list. If it is more important put it at the top. If it isn't, compare it to the next value on the list and put it above or below that value as appropriate	Take the fourth value and repeat the exercise, comparing it with the value at the top of the list. If it is more important put it at the top. If it isn't, compare it to the next value on the list. Put it above that value if it is more important, or move to the next value and test it there. Keep going until you find the right place for it.	Repeat the exercise for all the values on your list until you have a full prioritised list
Connection Joy Peace	Joy Connection	Peace Joy Connection	Peace Joy Freedom	Peace Joy Freedom

Freedom Creativity Trust Growth Open-mindedness			Connection	Connection Open-mindedness Trust Growth Creativity
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Have a go at prioritising your values here:

Step 1	Step 2	Step 3	Step 4	Step 5
Write down your original list of values, in no particular order	Compare the first two values and put the most important value first	Take the third value and compare it with the one at the top of the list. If it is more important put it at the top. If it isn't, compare it to the next value on the list and put it above or below that value as appropriate	Take the fourth value and repeat the exercise, comparing it with the value at the top of the list. If it is more important put it at the top. If it isn't, compare it to the next value on the list. Put it above that value if it is more important, or move to the next value and test it there. Keep going until you find the right place for it.	Repeat the exercise for all the values on your list until you have a full prioritised list

Once you've got your prioritised list of values, look for a career path and working environment that align with them. The great thing about this exercise is that your values are true for you personally as well as professionally, so it's a double whammy. You can use them as a filter for any kind of decision making, not just career choices.

Exercise G: Identifying your strengths

Strengths are the natural talents you individually possess. Often we don't consciously recognise them because we tend not to value what we are good at, and we are taught to spend our time trying to plug the gap on our weaknesses.

By identifying your innate talents and ensuring a career or job role that enables you to use those strengths every single day, you are much more likely to feel engaged and motivated, and ultimately, be successful.

To identify your top five strengths, get the [Strengths Finder 2.0 book](#) (it's available in digital and hard copy and costs £12-£13) and do the related online test, which takes about 20 minutes.

While you might have done character or strengths-based tests before, this is the best by far that I've ever worked with. It is based on interview research with two million people in every type of job you can imagine, to try and understand what it was that made those individuals highly successful in their roles.

The result was a clear picture of 34 strengths any one person might have, and a clear correlation that when your strengths are aligned to your job role, satisfaction and success follows.

So, do the test and once you've got your top five strengths, read through the descriptors slowly one by one. Notice a natural instinct to dismiss your strengths or judge them as negative. Instead, as you consider each descriptor in turn, answer the following questions:

How does this strength play out for me in a work environment? _____

How and where have I used this strength to achieve things at work? _____

How has this strength served me in my job roles so far? _____

What kind of career/role will allow me to use this strength and bring it to the fore? _____

As you consider different career paths and job roles, view them through the filter of your strengths looking for roles and environments where you will be able to put them to work every single day.

It also helps enormously where you might be doing interviews as you'll have a useful means of articulating what you're naturally talented at.

Exercise H: Happy Box (exercise courtesy of [Bev Barnes](#))

Passions cover anything you have a compelling enthusiasm for and they are a really important part of the career defining mix because they create an unparalleled motivation and focus. It stands to reason that if you love what you do your commitment to it will be greater, which ups the success stakes considerably.

The sad truth is that many of us believe our passions are only appropriate for our spare time and that work should be something separate. Some of us even find it hard to articulate what we are passionate about because we've done such a great job of burying it or consigning it to the annals of our childhood.

But those who indulge their passions and find ways to integrate them in a work context report much higher levels of engagement and happiness.

To get absolutely clear on your passions, try out the Happy Box exercise.

Put an empty box somewhere you walk past every day, e.g. on the kitchen table or a hallway table.

As you go about your days, notice what makes you feel good, inspired or happy and put something that represents each thing in the box. It can just as easily be a post-it note with a scribble on it rather than a physical object.

Don't judge or analyse what you put in the box. Just keep adding to it as you notice anything that has a feel-good factor for you. And they don't have to be huge things. It can be a joke that makes you laugh, a hug from someone you love, and so on.

After a couple of weeks, take a look at what's in the box and list the items here:

See what this list tells you about your personal passions. Then consider if and how any of them could be weaved into your work choice.

SECTION TWO

PUTTING YOUR CAREER PLAN INTO ACTION

“Success consists of going from failure to failure without loss of enthusiasm” – Winston Churchill

Putting your Career Plan into Action

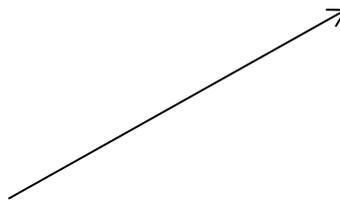
Congratulations. If you're at this point, you likely have an idea about the career or job role you might like or really want – even if you have no absolutely no idea how to get there.

The good news is, your idea doesn't have to be fully formed or set in stone before you start putting it into action.

Part of the process of moving towards work you love is trial and error. Now, that might feel like bad news rather than good, but the truth is experimentation and testing ideas out is the only way you're going to get really clear on whether your idea is right for you and what the best route is to get there.

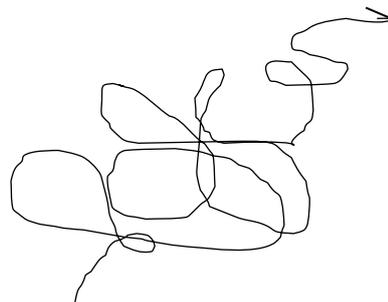
And be prepared for your idea and approach to morph as you go. The more actions you take towards your career goal, the more feedback you'll get, and it's likely to impact your original thinking and cause you to tweak or adapt the idea itself or the road you take to achieving it.

Often the thing that stands in the way of us realising our career dream is our idea that the route to our goal should be straight forward and relatively easy. We are taught that if we set a clear goal and focus on it, the path to success should look something like this:



The trouble is, when we hit a snag or roadblock because something doesn't work or it feels much harder than we first imagined, this idea of a linear line to success causes us to give up. We imagine the challenges we keep facing mean our goal isn't meant to be, and we are better off going back to the well-worn work treadmill we know and don't love.

The reality is that realising your career goal will look a lot more like this:



So how do you use this understanding to work towards the right career or job role for you, building all important momentum without letting knock-backs or failures stop you in your tracks?

This stage is all about pursuing clarity, adopting an experimental mind-set and breaking your goal down into the smallest possible pieces. Try out the following exercises and see what impact they have on both your actions and ultimate progress.

Exercise I: Picture This

To move towards your career goal, it really helps to visualise it. The more crystal clear you are on what you want, the easier it is to consider your plan of attack down and break it down into simple steps that move you closer to it.

You can approach this exercise digitally or physically – choose whichever feels more like fun to you. Choose your medium – a large piece of cardboard, a whiteboard, a piece of paper, Pinterest, PowerPoint, etc. This is what you will use to visually capture everything related to your career goal and how you want it to feel.

Now consider all the following elements (which you will already have answers to if you've done the Ideal Work Day exercise in section one) and visually represent them using your chosen medium by copying, clipping, cutting and pasting or drawing what they look like for you. You can use words and images, and you can put them in any order or mix them all up on one board. The template below is just an example to highlight the pieces to consider.

<p style="text-align: center;">Location</p> <ul style="list-style-type: none"> Picture where in the country (or abroad) your job is. How close to home do you work, or do you work from home? If your work is outside of your home, how do you get there and how long does it take? 	<p style="text-align: center;">Work Environment</p> <ul style="list-style-type: none"> What does your work environment look and feel like? Think about lighting, furniture, pictures, whether you have an office, what personal effects are there, how big your workplace is, how you feel in it? 	<p style="text-align: center;">Work Colleagues</p> <ul style="list-style-type: none"> Picture your co-workers and boss, if you have either. What's the split between male and female, how old are they, what character traits do they possess, how do they spend their spare time, what do they care about?
<p style="text-align: center;">Feeling States</p> <ul style="list-style-type: none"> Picture how you will feel when you are in your ideal job/career. 		
<p style="text-align: center;">Work Activities</p> <ul style="list-style-type: none"> Picture the kind of work you do. What type of work/activities does it involve? What proportion of your day is desk based vs out of the office? If you are out of the office for any part of the day, where are you going and what are you doing? What proportion of your work is computer based, on the phone, having meetings, running workshops/training, pitching ideas, travelling? 	<p style="text-align: center;">Cause / Target Audience</p> <ul style="list-style-type: none"> Picture the cause and/or target audience for your work. Who benefits from the work that you do or the products/services you deliver? Who are they, what character traits or challenges do they have, what do they care about, how do they spend their spare time if they have it? 	<p style="text-align: center;">Time</p> <ul style="list-style-type: none"> How many hours do you work each day? What time do you start and finish work? How many days per week do you work? If you travel for work, what proportion of your working week do you spend in different locations?

Now put this visual representation of your career goal somewhere where you can see it and use it as a reference and inspiration as you embark on a deliberate trial and error venture!

Exercise J: Baby Steps Plan (exercise courtesy of [Martha Beck](#))

With a reasonable idea of your career goal, watch out for a natural instinct to overcommit. Our tendency is to set the bar extremely high on what we will achieve, and then assign an impractical timeframe to achieve it.

The truth is that over commitment will make your goal feel onerous, miserable, overwhelming and unrealistic, which will make you want to give up after a short time. To outsmart this pitfall, break your career goal down into small steps – and I mean seriously small steps.

Using the template on the next page, write your career end goal on the far left.

Then work backwards, identifying some of the key components to achieving that goal. For example, if you want to set up your own café, key components might include the food you'd serve, the venue, marketing, financial backing, and so on.

Then choose the component that feels the easiest and most fun and start working that one backwards, asking yourself what you'd need in order to have that piece up and running. Keep going until you have some really tiny steps.

This is what the food component for the café idea might look like:

Key Component	Hardest step → Easiest step					
	Food	A winning menu	Decide what's on the menu	Test out menu options on friends	Cook different recipes	Research and clip recipes

Once you've got some really small steps, have a go at one or two of them, all the while treating it like an experiment that might just give you useful feedback.

I've worked people who made enormous leaps towards their goals by starting so small they didn't feel like they were doing any real work at all. From day dreaming about becoming a writer, one client wrote over half of his first book in six months while holding down a full time job. His first step was writing for two hours one Sunday afternoon. From a wish to explore alternative career paths that would enable a move out of London, another client is now running his own business from home. One of his first steps was to clip relevant articles that provided inspiration.

Building up to it in this way actually prevents your mind from fighting you on moving towards your career goal because it takes the big deal out of it. It stops the mind chatter we all have that argues why the goal is hard and why we should give up.

Small steps require less discipline, lower the mental barrier to change and importantly, feel good as you start to build momentum at the right pace for you.

Baby Steps Plan Template Example

End Goal	Key Components List all the elements required to make this goal a reality, e.g. Marketing, Staff, Funding, Skills, Venue, etc	Hardest Step Easiest Step  Take one key component at a time and work it backwards, breaking the step down into something smaller, until it is as small as it can go. Then choose one of tiny steps and action it. Once completed, choose another tiny step.					
Articulate your final career end goal, e.g. Being an award-winning environmental journalist	Skills	Completing a course with the National Council for the Training of Journalists (NCTJ)	Researching NCTJ courses and costs	Connecting with NCTJ accredited journalists on Twitter and LinkedIn	Reading environmental stories by NCTJ accredited journalists	Googling to research NCTJ accredited environmental journalists	Researching and reading the best sources for environmental stories

Exercise K: The 100 Rejections Project

Take some time to identify a roadblock that is preventing you from moving towards the career you want and make that barrier the focus for the 100 rejections project.

For example, is your roadblock about skills; what friends and family will think; asking people for help?

Write down what your chosen barrier is.

My roadblock is: _____

Now list a minimum of ten actions (the more, the better) that you will take to tackle your roadblock, with the deliberate aim of getting 100 knock-backs or outright failures over time. These can be the same action targeting different people or places. Then take those actions.

For instance, it might see you filling out numerous applications to different schools to learn a new skill; testing out your career idea on friends and family to see what feedback you get; or asking industry gurus to give up 15 minutes of their time on the phone to share their own experience with you – all with the expectation that you will be turned down, ignored or unsupported.

Action 1: _____
Action 2: _____
Action 3: _____
Action 4: _____
Action 5: _____
Action 6: _____
Action 7: _____
Action 8: _____
Action 9: _____
Action 10: _____

Trying to court knock-backs might sound ridiculous, but the psychology behind it is clever.

By aiming for and expecting rejections, rather than immediate success, any knock backs or outright failures will be less likely to cause you to give up.

And the reality is, in having lots of go's at it, some things will inevitably work. A school will accept your application; you'll get positive feedback from several people on your career idea; one or two gurus will respond and happily talk to you.

Effectively, in trying to lose you'll likely experience some important wins along the way that propel you forward and build all-important momentum towards the career change you really want. Give it a go and see what happens.

Conclusion

If you've had a go at a number of these exercises, you'll hopefully have a clearer idea of the work you really want to do and some useful feedback on what it might look like in practice and the best routes for you in getting there.

If that's the case, I'm delighted for you! I'm always thrilled to hear any feedback on what's worked and what hasn't, and the changes people have made so if you ever care to share, I'd love to hear from you.

If you are still working through the exercises or have done so and still feel stuck, please be reassured that they are intended to get you thinking and then acting to test out your ideas but they aren't a fait accompli.

If you've had a go and you're either struggling to articulate your ideal role, or the feedback you're getting from experimental actions is causing you to question your initial idea, it could be related to limiting beliefs.

It is human nature and a natural function of the brain to entertain limiting beliefs that inhibit our ability to conjure up new ideas, make changes and act on them. As Henry Ford succinctly put it, "Whether you think you can, or you think you can't, you're right."

Limiting beliefs can be related to rights, duties, abilities or permissions. They act as filters on our reality, colouring our view of ourselves, our life, the world and the possibilities available to us. They incite repetitive thought patterns that repress creativity and keep us stuck in the same holding pattern.

I do a lot of work with clients to help identify and dissolve the limiting beliefs that hold them back.

If you are interested in learning more, I offer a free, no obligation 30 minute consultation call to learn more about you and your challenges, answer any questions you might have about coaching and to see if we both believe I could help you. Just get in touch via my [website](#), email alison@livetrue.co.uk or mobile 07891 186535.

My absolute passion is helping people to conceive and map the right career path, develop a clear action plan and learn how to create new habits that support a successful transition – setting them on the path to a truly meaningful, purposeful and fulfilling career change. It's an absolute privilege and an utterly awe inspiring journey!

About The Author



Alison O'Leary is a certified [Martha Beck](#) life coach, specialised in career coaching through her [Live True](#) coaching practice.

She has a 17-year career holding senior management positions in the digital communications and marketing field, where she specialises in people development, retention and management.

Alison is highly experienced in coaching, training and mentoring. She combines insights from corporate and personal coaching work to help bright and spirited people find a way to a career that is meaningful, purposeful and fulfilling.



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