

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla facilisi. Aliquam dignissim augue id elit varius cursus. dolor sit amet, consectetur adipiscing elit. Nulla facilisi." - Endorsement

TAKE BACK YOUR CAREER

HOW TO **PLAY** TODAY'S CAREER GAME

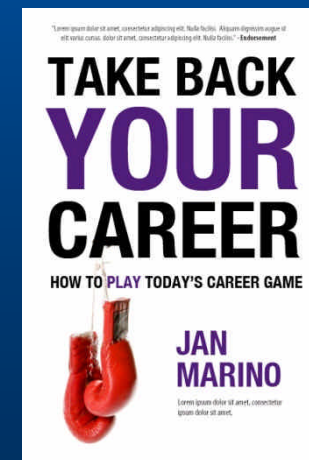


**JAN
MARINO**

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Take Back Your Career

- Today's career game
 - Innovative rules
 - New teammates
 - Novel plays



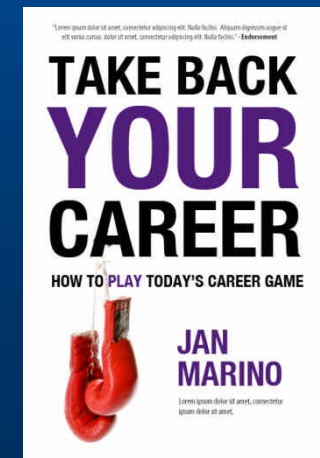
Take Back Your Career

- **Innovative rules**
 - **YOU are the product**
 - **Network-no score keeping**
 - **Resumes are overrated**
 - **Social networking is a must**

Take Back Your Career

- Introduction
 - Your name
 - “I am” declaration
 - Value statement
 - Memorable fact

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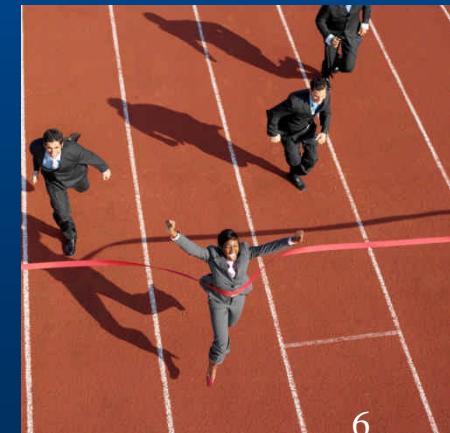
Take Back Your Career

- Example

- “Hi, my name is Ben Brown. **I am** a location expert. **The value to you** is that I can analyze data and recommend the most profitable location for your business. My last client increased profits by 20% in 12 months .

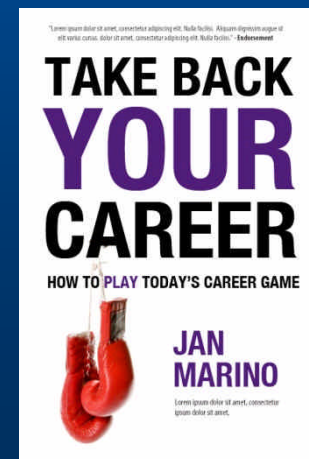
Take Back Your Career

- **New teammates**
 - **Where do you need help?**
 - Details, big picture, focus
 - **Who will help you?**
 - Leverage contacts
 - **Who holds you accountable?**
 - Choose a real hard As _____



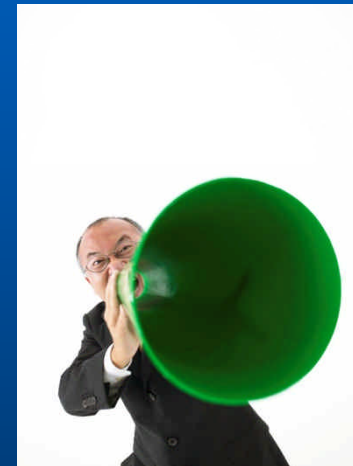
Take Back Your Career

- **Novel plays**
 - Manage your career as a project
 - Set aside one hour every day
 - Measure your performance
 - Reward yourself



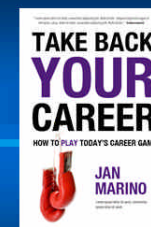
Take Back Your Career

- **Head trash – Confidence Killers**
 - “I’m not smart”
 - I’m very smart
 - “I’m too old”
 - I’m just the right age
 - “I can’t do this”
 - I can do anything I put my mind to!



Take Back Your Career

- **What about you?**
 - **Get/stay in shape**
 - 30 minutes/day
 - **Volunteer**
 - Giving back increases confidence
 - **Keep your sense of humor-**
 - Read Tina Fey's "Bossypants"
 - "Take Back Your Career"



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