



Developing Your Career Strategy

5 STEPS TO THE CAREER YOU WANT

BY: MICHELE C. HEYWARD, FOUNDER

WWW.POSITIVEHIRE.CO

Positive**Hire**

Who Is Michele C. Heyward?



- Clemson University Graduate – Civil Engineer
- Dirt Road Born & Raised in South Carolina
- I Created Accidental Light!
- Founder of PositiveHire
- I Love livestreaming!

@MicheleCHeyward

Positive**Hire**



What You'll Learn

1. Career Goals
2. Da Real Truth
3. Create Your Community
4. Plan It Out
5. Execute

Step 1: Career Goals





Step 1: Career Goals

1. Write it down



Step 1: Career Goals

1. Write it down
2. Discuss it with your “village”



Step 1: Career Goals

1. Write it down
2. Discuss it with your “village”
3. Set Milestone Dates

Step 2: Da Real Truth





Step 2: Da Real Truth

Do NOT Look For A Job!
Be a SOLUTION!



Step 2: Da Real Truth

1. Identify your skill set



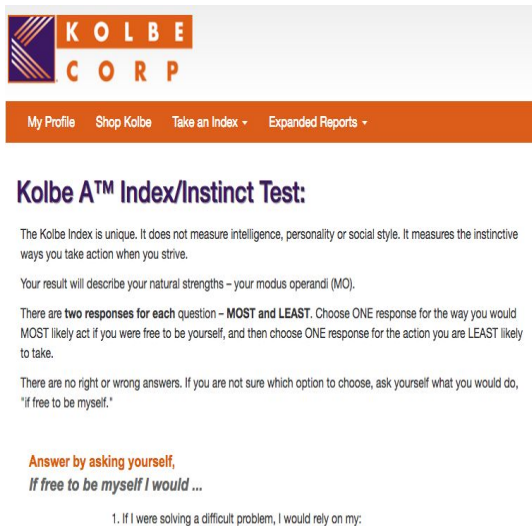
Step 2: Da Real Truth

1. Identify your skill set.
2. Identify what problems you solve.

Step 2: Da Real Truth

1. Identify your skill set.
2. Identify what problems you solve.
3. Identify your unique ability.

What Is Your Unique Ability?



KOLBE CORP

My Profile Shop Kolbe Take an Index Expanded Reports

Kolbe A™ Index/Instinct Test:

The Kolbe Index is unique. It does not measure intelligence, personality or social style. It measures the instinctive ways you take action when you strive.

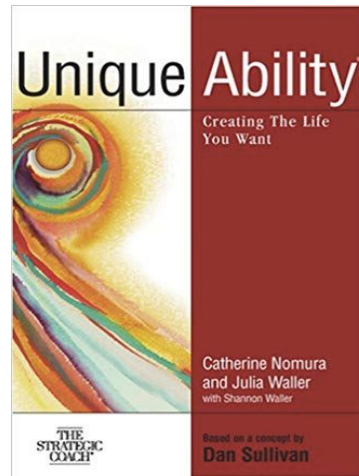
Your result will describe your natural strengths – your *modus operandi* (MO).

There are **two responses for each question – MOST and LEAST**. Choose ONE response for the way you would MOST likely act if you were free to be yourself, and then choose ONE response for the action you are LEAST likely to take.

There are no right or wrong answers. If you are not sure which option to choose, ask yourself what you would do, "if free to be myself."

Answer by asking yourself,
If free to be myself I would ...

1. If I were solving a difficult problem, I would rely on my:



- Kolbe A Test
- Book: Unique Ability
- Goalcast
- Step Outside of Your Comfort Zone

Step 3: CREATE YOUR CAREER COMMUNITY





Step 3: CREATE YOUR CAREER COMMUNITY

People who will support and encourage you in
advancing your career.



Step 3: CREATE YOUR CAREER COMMUNITY

1. Family & Friends



Step 3: CREATE YOUR CAREER COMMUNITY

2. Professional Organizations



Step 3: CREATE YOUR CAREER COMMUNITY

3. Allies



Step 3: CREATE YOUR CAREER COMMUNITY

4. Mentors



Step 3: CREATE YOUR CAREER COMMUNITY

5. Sponsors



Step 3: CREATE YOUR CAREER COMMUNITY

1. Use LinkedIn & other social media platforms.
2. Connect with people 9 times.
3. Don't be GENERIC.
4. Be authentic.

Step 4: Plan It Out





Step 4: Plan It Out

- Write down your career goals – In Next 24 hours



Step 4: Plan It Out

Connect with 3 others in this room – Now



Step 4: Plan It Out

Identify YOUR unique ability – Nov 30



Step 4: Plan It Out

Find (3) employers who need you to solve their problems. –
Jan 15



Step 4: Plan It Out

Pitch your solution i.e. YOU to them –
between May 1 & June 15

Step 5: Execution



Step 5: Execution

1. Use your performance plan.

Step 5: Execution

1. Use your performance plan.
2. Brand yourself

Step 5: Execution

1. Use your performance plan.
2. Brand yourself.
3. Utilize your career community.

LET'S TALK

- ▶ FREE 15 Minute career strategy call - <http://bit.ly/wocstemcareerstrategy>
- ▶ Limited time Nov 10 - 22
- ▶ Get you started

QUESTIONS

Connect with Me!

Michele C. Heyward, Founder

-  @MicheleCHeyward
- Website: www.PositiveHire.Co
- Email:
Michele.Heyward@PositiveHire.co

Posi+iveHire

