

The 7-Step Strategy I Use to Help Military Veterans Create The Career (or Business) of Their Dreams

Who Is This For...

This article is for military veterans who are struggling to find career fulfillment and satisfaction and feel stuck by not seeing a way forward to get the work they want.

If you want to feel like you're doing work that truly suits you and allows you to make the contribution you want to make, then this is for you.

What You Will Learn...

How you can discover what deeply motivates you so you know what you want to do.

How you can identify your best career opportunities for maximum career fulfillment and satisfaction.

How you can see yourself in new ways to engage in new work activities that expand your career potential.

How you can empower yourself so you can confidently move forward to get the results you want.

How you can take consistent action despite competing motives so you can progress toward your career goals.

How you can gain momentum to become increasingly influential and resilient.

My Promise to You...

I'm going to give you the strategies to identify work opportunities that are best for you and allow you to take consistent and effective action to get the results you want.

Before we get into the good stuff, let me just check in and see where you are.

Does This Sound Like You?...

- Do you feel like something's missing in your career but you don't know what it is?
- Do you feel like a pawn in your career looking for what others are willing to give you?
- Do you feel like you're not the kind of person who does what you need to do?
- Do you secretly wish you could have what you need to move forward with confidence?
- Do you long for change but feel overwhelmed by the magnitude of what's involved?
- Do you let yourself get discouraged or side-tracked and then fail to follow-through on your intentions?

Do you feel right now that you can't have what you want because you don't believe it's possible?

If any of that sounds like you, then I have good news, none of those things are the real problem — they're just symptoms.

The Real Problem Is...

The real problem is that you haven't made, what I call, the shifts.

Once you make them...

- You won't be dependent on others for direction: You'll lead yourself to create the reality you want because you are the best judge of what opportunities align with the contribution you want to make and the work life you want.
- You'll be better able to tolerate uncertainty: You'll understand that you won't have all the information you need — things will be open-ended and the best you can do is to close the gap by getting whatever information is available, testing your hunches with action, and then iterating what you do over time.
- You'll believe you can be the person you want to be who does the things you want to do. Besides accessing opportunities and resources, you can develop the identity, know-how, skills, confidence, support, etc., to be the kind of person you want to be.
- You'll realize that you're more powerful than you know — most things are figure-out-able if you decide it's important enough to persist until you get the results you want. Rather than being

hesitant, you can confidently step out to take determined action knowing you can eventually succeed.

You'll experience newfound control and effectiveness based on knowing how to identify relevant opportunities, challenge your limits on what you see as possible, and create a structure that supports your actions.

Most importantly, you'll feel resilient because you'll be grounded in what you're about and what you have to offer and know that you will be able to capitalize on new opportunities for ongoing security.

Who I am...

Before I go much further, let me introduce myself so you know who I am and why you should listen to me.

I'm a retired Air Force colonel who experienced some difficult career transitions and learned first-hand what can hold you back from creating a fulfilling and satisfying career or business. I jokingly mention I majored in stuckness, so I can relate to what you may be going through and where you can hit roadblocks.

I was able to identify what was tripping me up and get beyond the blocks based on what I knew about motivation psychology.



FROM MILITARY TO CIVILIAN CAREER

I apply my graduate education and professional coach training to offer motivation-based strategies and tools to help you consistently move toward creating the work you truly want.

I specialize in helping military veterans, who are contemplating or in a career transition, map out a way forward to create a career or business of their dreams.

Discovering the 7 shifts...

Let me take a second to tell you how I discovered the seven shifts.

I mentioned I had my share of career challenges. I got stuck numerous times at different points. Each time, I asked myself

“What’s wrong?” I found that conventional career advice failed to acknowledge the psychological aspects of career transitions. If you’re making a major change, just getting the mechanics of what to do is disempowering — it sets you up for a fall.

Most of you are optimistic, can-do people — so what happens when you run into stumbling blocks? You think: What’s wrong with me? Nothing, dear heart: you’re a human being, experiencing a major transition in your life and many of the people dishing out advice probably never experienced the degree of change you’re going through.

They ignore the emotional curve of change — you start out optimistic, perhaps with unrealistic ideas of how things will be easy, then you hit reality and get discouraged. You sink lower until you realize you must do things differently to adapt to what the situation demands. You learn what works and can then improve to get back up on your feet again.

The key lesson is that you need to experiment to find your way instead of defaulting to old assumptions and ways of doing things.

These are the seven shifts you need to make...

1 - Discover Your North Star

Learn what motivates you so you know where to look for the kinds of work that bring out the best in you. There’s more to you than a work history and things you’re good at doing. If you enjoyed your past jobs, then you’re off to a good start — you know what you want. But what about those of you who feel like there’s been something missing or that you’ve been in the wrong kind of work?

If you want to do something different, you must learn what that something is.

Identifying the combination of your “Deeply Embedded Life Interests” is particularly helpful to identify your preferred activities. I also use scientifically validated assessments, such as “What Motivates Me?” and “DRiV: What Drives You, What Drains You” that prioritize your motivators to identify the work that you would enjoy. Many career assessments give you bits of insight, but it’s a challenge to piece it all together: then you’re stuck in overwhelm before you even get going.



THE MOST CRITICAL PART OF YOUR JOURNEY IS KNOWING WHAT YOU WANT

Getting this right will ignite the fire within you to persist; neglecting it will result in diminished motivation to take action. You get power to act by being connected to your internal drive.

2 - Get Into The Driver's Seat

If you just translate your skills and strengths and identify where you might fit, you may find work that pays your bills, but will that be enough?

Consider that recent surveys such as one conducted by the Institute for Veterans and Military Families (IVMF) found 44% of veterans move on during the first year of their first post-military job — not a warm thought! Another 21 percent leave after one to two years. How many stay out of inertia? The cost is unhappiness, wasted time and energy, lost opportunities and income, and diminished well-being.

You must be proactive — the days of looking to others for direction are gone. You must seek opportunities wherever you are to move in the direction you want to go. You're going to learn from those experiences, about yourself and what's possible, while building a record of accomplishments to propel you forward.



LOOK FOR OPPORTUNITIES TO MOVE YOU CLOSER TO WHAT YOU WANT

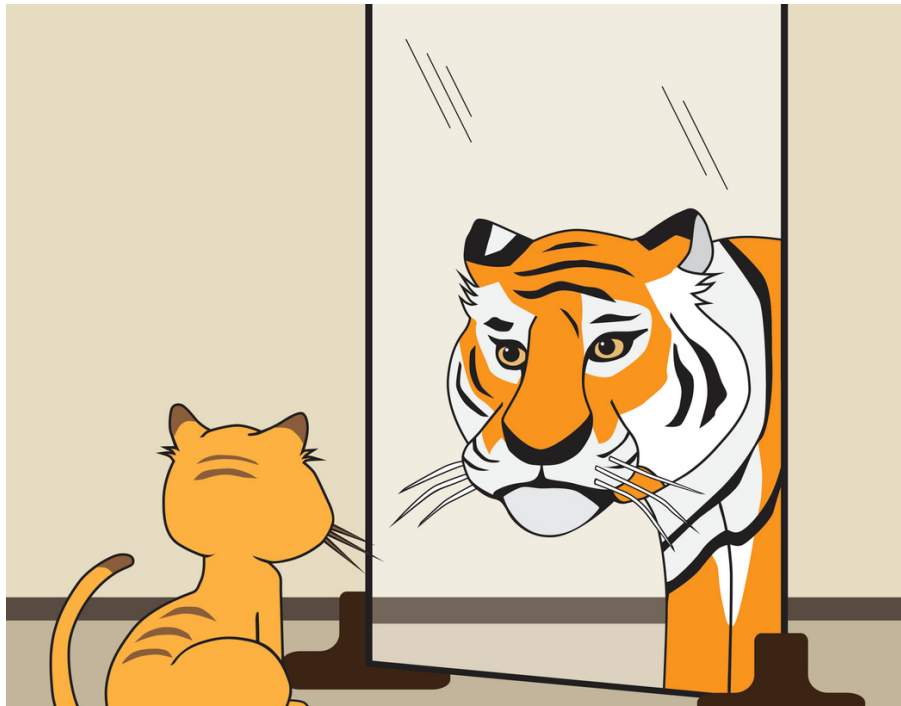
Work's too important to your happiness to just go through the motions. You must take the wheel to move toward where you want to be.

3 - Be The Person You Want To Be

How do you see yourself? Your self-concept acts as a lens on the opportunities you see. The problem is it's based on old information, not what you might actually be able to do.

Ever hear people say, "Oh, I couldn't do that?" They haven't constructed an identity for the new behavior so they don't see it as possible. If they tried the new behavior and surprised themselves, they'd gradually change their expectations. When have you surprised yourself in the past? What did you learn?

If you're going to take on a new work role, you'll need to engage in relevant behaviors to be the kind of person who does that work.



HOW YOU SEE YOURSELF DETERMINES WHAT YOU'RE WILLING TO DO

For example, if you want to be an entrepreneur, you'll need to see yourself engaging in entrepreneurial behaviors. Or if you want to be a leader at a company and haven't been one before, you'll have to use new leadership skills in a new kind of setting to feel in sync with your new role.

Your working identity can be a powerful driving force or a chain that holds you in-place. The good news is: you get to construct it; you can try on new behaviors to see yourself the way you want to be.

4 - Believe Everything Is Figure-out-able

When you experience problems to solve, things to improve or opportunities to provide value, do you dismiss them out of hand? Do you just accept the status quo, let overwhelm stop you, or give yourself time to contemplate the possibilities?

Your ideas might seem daunting at first, but most worthwhile opportunities aren't so easy — they're a bit of a challenge. If something seems intriguing, you can ask yourself how you might explore it further. What do you have going for you and what might you get to be able to believe you could do what you want to do?

If it's a worthwhile chance to get you closer to the work you want, then why not test the waters with action to see what's possible? You don't have to know everything, just something to get going. You can tap the resources you have, look for what else is available to help you, and ask others for their support.

"If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning" - Mahatma Gandhi



IF YOU CARE ENOUGH, YOU FIND A WAY TO MAKE IT HAPPEN

5 - Embrace Discomfort

The uncertainty of doing something new presents risks. What if your actions cause you more pain than rewards? You could experience criticism, rejection, judgment, failure, too much success, etc., and it would be unpleasant — it's possible. You might even feel that you missed out on other opportunities while you pursued the current one.

However, experience is a necessary ingredient for success because you learn what you need to change. When you approach others for help, they could reject you or maybe they'll give you their full support. If you put your ideas out there, some could criticize or judge you — but others might like what you have to say. Feedback, both negative and positive, gives you something to think about regarding what's working or not.

That's why it's so important for you to be clear on what you want and why you want it — you need the strength of focused desire to push past your limits. When you lift weights, you build your muscles. There's some discomfort and maybe a little soreness afterward. You do it because you want to get stronger, and being strong is important to you.

It's the same with your behavior — taking action lets you make progress and stretches your comfort zone so you'll be stronger going forward.



ACTION GIVES YOU THE FEEDBACK YOU NEED

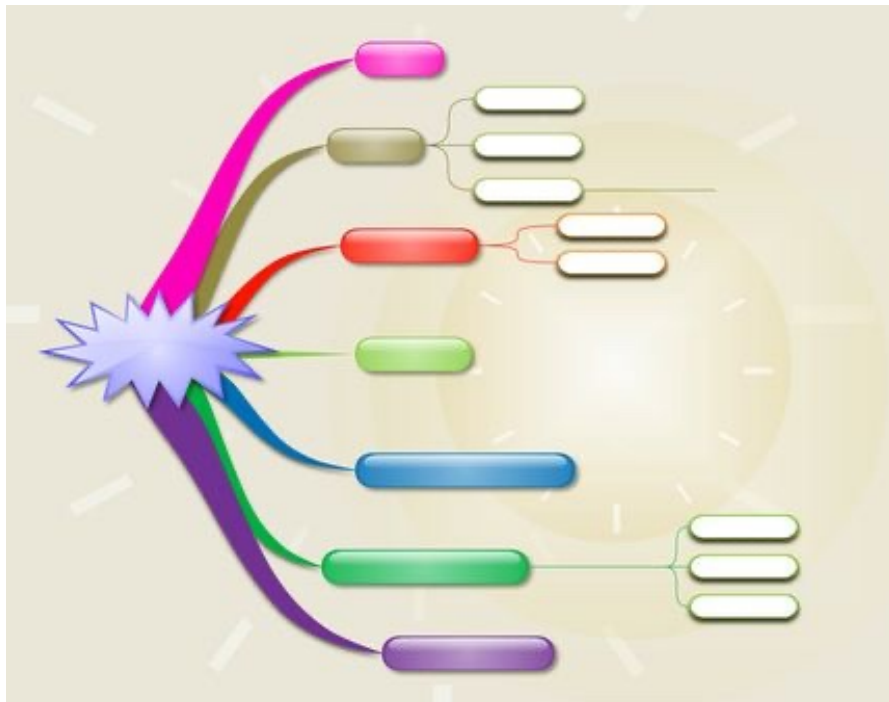
*“There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality.”
– Tony Robbins*

6 - Create Your Structure

The magnitude of what you want to do can stop you in your tracks if all you see is a massive glacier of a project. Despite your best intentions, you can get stuck at multiple points along your journey.

When you work within an organization, particularly a military organization, there's a lot of structure in-place such as the mission, vision, objectives, organizational structure, your designated role and responsibilities, resources you can tap, communications, the ways things get done, etc., to guide your actions.

However, when you're in transition or working on your own, it's mostly on you to create the structure and processes that will allow you to take effective action. You have a journey ahead of you and you need to map out your trip to get to where you want to go.



HOW WILL YOU ACCOMPLISH ALL YOU NEED TO DO?

First, you must develop a mission for yourself, and that can be quite a challenge in itself. Then, you must figure out how you define what your priorities and actions will be. What will you do to get the resources and support you need? How will you manage all the moving pieces? How will you sustain your motivation and learn as you go to be able to adjust what you do to succeed?

Having a way to feel focused and organized is essential to keep overwhelm, fears and doubts, unproductive habits, and inertia from getting in your way — so set yourself up for success.

7 - Get The Support You Need

Invest in learning and support you need to succeed. Identify whatever skills or knowledge you're missing and how you can get them.

Most of you like to be self-sufficient, but others are important in helping you get what you want. They can encourage you, help you come up with ideas and strategies, share knowledge of resources, and give you valuable advice and feedback.

You particularly need the support of your significant others; you want their full cooperation so you're not distracted with competing priorities.

Beyond that, a coach or mentor can be invaluable in offering expertise to get you started and to provide accountability and insights to keep you on track.

A goal-setting study conducted by Dr. Gail Matthews at Dominican University illustrates the significance of this point. She studied 267

participants of varied ages and backgrounds and randomly assigned them to one of five groups. She provided the following instructions:

For group 1 - Think about their goals

For group 2 - Write their goals down

For group 3 - Do the same as group 2 plus create an action plan

For group 4 - Do the same as group 3 plus send your goals and action commitments to a friend

For group 5 - Do the same as group 4 plus send weekly progress reports to a friend

What do you think happened? Group 5 had the best results, followed by group 4. Group 1 had the poorest results.

In This Article, You Learned How You Could...

- Discover what deeply motivates you so you know what you want to do.
- Identify your best career opportunities for maximum career fulfillment and satisfaction.
- See yourself in new ways to engage in new work activities that expand your career potential.
- Empower yourself so you can confidently move forward to get the results you want.
- Take consistent action despite competing motives so you can progress toward your career goals.
- Gain momentum to become increasingly influential and resilient.

Now You Have A Choice...

We've covered a lot, I've given you some new ideas, I've shown you that it's possible for you to create the career or business of your dreams if you are willing to take action and persist until you get the results you want.

I've shown you that you can lead yourself to the future you want. You can continue to look for external guidance and try to match yourself to whatever's most available, or you can decide you have the stuff within you to identify what you truly want and go get it.

Staying with the status quo of putting up with whatever you can find could get you a secure paycheck and benefits — but will it bring forth the best of you?

Daring to expect more may be a rockier road because failure is a part of the learning process but if you persist you can create what you want. If you care enough about something, you will move heaven and earth to have it.

You will be laser-focused on your target; you just need to believe that success is possible. You can get beyond your roadblocks and persist until you get the results you want.

So if you're tired of what you've got so far and are ready to be in charge of your career (or business):

I Can Help You...

I have set aside some time in the next few days to speak to you personally about how you can apply these ideas toward creating the career (or business) you want starting today.

Whatever your biggest challenges are when it comes to taking action to create a career (or business), I assure you I can help you get beyond it.

I developed a motivation-based framework to move you from idea to reality. The same strategy that I shared with you is the same strategy that I used to get myself out of stuckness and moving beyond them.

We will get on the phone for about 45 minutes. On this session, I will work with you to identify your specific obstacles and craft a plan for what you can do right now to move forward.

I've been able to share with you some different ideas. But the reality is that you are unique. You have a unique set of desires, talents and preferences and way you want to contribute in the work world.

And so, I have to go in and customize what I've taught you today, to your situation, so that you can do some great stuff. That's what we're going to do on the call.

The cost? Absolutely FREE.

But there's a catch, this free call is not designed for everybody.

Who This Call Is For...



You must want to have something more than a secure job with a paycheck and benefits



You must be willing to question your assumptions and try on new behaviors

✓ You must be willing to do your best work for those you want to serve to create win-win situations.

➡ If that's you, book a session now!

Why I'm Doing This...

I do this because I love to encourage and support others to create fulfilling and satisfying work for themselves.

Plus, I also know that after we speak, you may want my help to transform your ability to get what you want. If so, we can discuss it and see if it's a good fit for both of us. If not, that's fine too.

Schedule your breakthrough strategy call now!

[Click here to schedule your breakthrough call now](#)

Warm wishes for your success!

Sharon Olbeter

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