

10 STRATEGIES FOR MANAGING YOUR CAREER



1. **Get noticed.** In his tips for starting a successful business, [Richard Branson](#), founder of Virgin Group, said “you have to do something radically different to stand out.” If you want to grow your career, how can you differentiate yourself? What’s your personal brand? What are you known for?
2. **Be focussed.** As [Greg McKeown](#), a young global leader at the World Economic Forum, wrote, “capable people end up doing lots of projects well but are distracted from what would otherwise be their highest point of contribution.” Consider all the “things” you do and focus on what makes best use of your talent, passion, and market needs.
3. **Be determined.** You’ve likely heard the saying, “you can do anything you set your mind to.” That’s something [Jeff Weiner’s](#), CEO of LinkedIn, father used to tell him. In order to be successful, you must tirelessly work towards what you want to achieve.
4. **Don’t use “work” as an excuse.** According to [Gretchen Rubin](#), author and blogger, you’ve got to be productive in the right ways (i.e., doing “work” that needs to be done). Just because you’ve been busy (e.g., cleaning the office) doesn’t mean you’ve been productively working (e.g., finishing the report). Be honest with yourself and avoid the “work-as-procrastination” excuse.
5. **Interview well.** Getting the interview is only the first step. [Jeff Haden](#), ghostwriter, speaker, and columnist, highlights eight ways to shine in interviews and warns candidates to “never count on your qualifications and experience to outweigh a bad interview.” Remember it’s important to make a good impression.
6. **Take risks.** As one of [Ari Emanuel’s](#) six lessons he lives by, “fail often, fail quickly.” The Co-CEO at William Morris Endeavor suggests that in order to succeed you need to take big risks. Although risks can promote innovation, ensure you’re guided by clear vision and smart people.
7. **Face your stress.** [Deepak Chopra MD](#), a mind-body healing pioneer, highlights the negative impact stress can have on your mind/body and recommends a conscious choice to consistently and effectively deal with everyday stressors. Avoid “toughing it out” or “turning your back on the problem”; address it immediately.
8. **“Design” your life.** According to [Tim Brown](#), CEO at IDEO, “there’s a big difference between planning a life, and designing a life.” Take a tip from design teams who have a sense of purpose but avoid trying to predict every outcome. Foster space for creativity and flexibility in your life/career.
9. **Get out of your own way.** That’s [Naomi Simson’s](#), founder of RedBalloon, advice to young women in business and it applies to all of us – what are you doing to sabotage your own career success?
10. **Be smart with social media.** [Ryan Homes](#), CEO of HootSuite, wrote about “the top five corporate twitter disasters of 2012.” Get retweeted for adding value – not for bloopers. Become a “thought leader” in your field by sharing generously and wisely.

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