

**YOUR  
CAREER  
REVOLUTION**

# **YOUR CAREER REVOLUTION**

**Reimagine and Reclaim  
the Life of Your Dreams**

**TERRY POWELL**

and The Entrepreneur's Source Career  
Ownership Coaches

*Your Career Revolution* © 2022 by Terry Powell  
and The Entrepreneur's Source Career Coaches  
All Rights Reserved  
Printed in the United States of America

Published by Ethos Collective™  
PO Box 43, Powell, OH 43065  
Ethoscollective.vip

This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without express written permission from the author.

Identifiers:

LCCN: 2022916231  
Paperback ISBN: 978-1-63680-092-9  
Hardback ISBN: 978-1-63680-093-6  
eBook ISBN: 978-1-63680-094-3

Available in paperback, hardback, and e-book

# DEDICATION

We dedicate this book to the tens of thousands of clients who have allowed us to guide them through their Journey of Discovery—courageous people who have made their dreams come true by taking the path less traveled. You inspire us every day. May you, the reader, also achieve your dreams, and may this book empower you and assist you in your journey.

—The Entrepreneur’s Source Career Ownership Coaches

To Bud Hadfield who challenged me to sharpen my arrowhead and get to work, which has made all the difference in my entrepreneurial journey.

—Terry Powell

# CONTENTS

Note to the Reader: The New Way for the New World . . . .	ix
Introduction: Great For Kids Taboo For Adults . . . . .	xiii

## **PART 1: REVOLT** . . . . . 1

Chapter 1: Welcome to the Career Revolution . . . . .	3
Chapter 2: Write Your Own Success Story . . . . .	20

## **PART 2: REIMAGINE** . . . . . 41

Chapter 3: Discover What Holds You Back . . . . .	43
Chapter 4: Make the Best Choice for You . . . . .	58
Chapter 5: No One Needs to Walk Alone . . . . .	73

## **PART 3: RECLAIM** . . . . . 87

Chapter 6: There's No Time Like the Present . . . . .	89
Chapter 7: Case Studies that Clarify . . . . .	99

Next Steps: Growth Is a Never-Ending Journey . . . . .	113
Appendices . . . . .	117
Notes . . . . .	123
Back Ads . . . . .	127
About the Author . . . . .	133
About the Entrepreneur's Source . . . . .	135

# NOTE TO THE READER

## THE NEW WAY FOR THE NEW WORLD

Nearly a decade ago, in our pre-pandemic world, we witnessed a trend spreading across the vocational landscape.

To help people navigate this trend, our team wrote a book called *Your Career 2.0*. We wanted to give readers hope and more fulfilling options in a world where Corporate America had broken the social contract with its employees. Remember those days?

The book was released while many people were still picking up the pieces of their lives, trying to make sense of what had happened to their investments, their assets, and their jobs. This Great Recession, created by the subprime mortgage crisis, gave people permission to pause and reconsider their current place in life.

During this time, we saw so many people caught in The Battered Career Syndrome® and The Battered Investor Syndrome®. These aren't the normal dinner table conversation topics. And even though people might not have recognized the diagnosis, plenty of them were familiar with the symptoms. People who suffered from these two syndromes kept going back to hopeless situations with the expectation that this time around they would be different—that the job and the stock markets would go back to the heydays enjoyed in years past.

## YOUR CAREER REVOLUTION

The book resonated with thousands of people and catapulted a movement. The movement itself began in 1984 when I founded The Entrepreneur's Source with the belief that there had to be a better way for everyday people to become financially self-sufficient. At the time, however, I wasn't sure exactly what that would look like yet. But I thought, *what if we educated people and made them aware of what's possible so they could discover their options?*

People told me not to waste my time with those tire-kickers and dreamers. For me, the word "dreamers" really stuck. I could identify with that; I saw myself as a dreamer too. I discovered that about 75 percent of the adult population has a strong to very strong desire to be self-sufficient. They are all seeking a better way. But only about 5 percent are ready, willing, and able to do something about that desire. The other 70 percent would, too, but they are unsure of where to go, what to do, and whom to trust. Those people could benefit from coaching. Through our trials and tribulations, I am proud to say not only were we the first coaching firm of its kind in the early eighties (we were, in fact, among a very few who even knew what coaching was back then), but we have evolved to become North America's leading Career Ownership Coaching Community. In the past forty years, not only have we had the great privilege of coaching tens of thousands of seekers, but we've also seen highs and lows of economic fluctuations, political upheaval, and the impact of events worldwide. When the Great Recession took so many unsuspecting people by surprise, they needed resources like *Your Career 2.0* to recover from the shock and create a new path for their future.

Since that book released, however, much has changed.

We've encountered wars, pandemics, recessions, the Great Resignation, and many other global events that have once again altered the way people work and live.

## NOTE TO THE READER

Some of those changes were (and are) simply more of the same. The ups and downs of the job market, for example, continue to cause upheaval:

- increased layoffs
- jobs lost to cheaper labor in other countries and entire industries moving overseas
- entire industries disappearing

As job security evaporated—again—so did pension plans. Our families, our incomes, our emotional well-being, and the way we must plan for the future were all drastically affected—again. Maybe you witnessed cutbacks in your company. Or maybe you were lucky enough to survive them, but you wonder when your turn is coming. Perhaps you're currently unemployed or underemployed. Increased levels of fear and uncertainty in today's workplace don't leave much room for inspiration or empowerment.

Over the past few years, it became increasingly apparent that we needed to write a different book for a different time. We've kept the best parts of our original book, *Your Career 2.0*, and we've updated and expanded other parts to navigate this new era.

Despite these sober headlines, not everyone is hopeless and confused—quite the opposite. A growing segment of the population is hopeful and clear about the future. We're excited about what the future holds because, as you'll soon realize, you're the one who has the power to create your new future.

Welcome. We've been waiting for you. We're honored to walk with you on this journey. Like you, we believe in a different way and a different world. Let's jump into *Your Career Revolution*. Shall we?



# INTRODUCTION

## GREAT FOR KIDS TABOO FOR ADULTS

“What do you want to be when you grow up?” Remember being asked that question as a child? This one question dominates the hearts and minds of people everywhere. When we’re young, we’re encouraged to dream about the grand possibilities the future might hold. When we get a little older, however, the same question can feel unsettling. It’s one we begin to wish people wouldn’t ask us.

Who created the rule that people must have life all figured out by a certain age? I don’t know about you, but I haven’t stopped growing, nor do I want to. I’m committed to keep progressing and developing until the day I die. Why can’t we keep dreaming about what we want to be and what we want to do when we grow up? Why shouldn’t we keep evolving as we grow?

The answer, to me, is clear. We must continue to grow.

After all, what’s the alternative? Just look around, and you’ll see. Bestselling author, John C. Maxwell, puts it this way, “Most people are dead; they just haven’t made it official.” Benjamin Franklin, George Patton, G. E. Marchand, and many others are often credited for having said, “The majority of people die at thirty-five, but aren’t buried until seventy-five.” *Ouch!*

They're right. If people don't continue to grow, their hopes and dreams die. Life stagnates, and like those living with The Battered Career Syndrome® and The Battered Investor Syndrome®, people fall into a rut of perpetual disappointment and despair.

But that's not going to be the case for you. You're reading this book for a reason. You believe (or at least hope) something more is available to you beyond your current circumstances.

If you are not content with your current job or place in life, please don't feel shame or guilt about that dissatisfaction. The truth is, you're not alone. Nearly three-quarters of workers are actively thinking about quitting their job according to a survey cited in *Business Insider*.<sup>1</sup>

Even if it isn't vocational discontent that prompted you to pick up this book, we're glad you're reading it because it shows you're curious. And curiosity is often linked to intelligence.

In her coauthored article, *The Hungry Mind: Intellectual Curiosity Is the Third Pillar of Academic Performance*, Sophie von Stumm from the University of Edinburgh notes that "Curiosity is basically a hunger for exploration."<sup>2</sup> One study showed a direct correlation between that hunger and achievement. Researchers performed a meta-analysis, gathering data from approximately 200 studies totaling about 50,000 students. They found that curiosity did, indeed, influence academic performance.<sup>3</sup> In short, Einstein's famous saying, "Curiosity is more important than intelligence," proves true.

The bottom line is that you're in the right spot. You're willing to wonder. You're bold enough to ask whether there's something more in store for you and your future.

We've written this book with you in mind. Our goal isn't to convince you of anything. You're the only one who can choose what's right for you. We would be honored, however, to be your guides in this quest for discovery—to *explore what's possible*.

## UNLOCK THE GOLDEN HANDCUFFS

The world shifted dramatically in the previous decade. The speed of technology and recent global events have produced yet another incredible rate of change in just the past twenty-four months. It would be imprudent to turn a blind eye to these events and assume everyone and everything has stayed the same—or to hope that life will simply return to “normal.”

The result of all this change is that many people are reconsidering their context and careers. They are willing to ask tough questions, such as *Who am I? Why do I do what I do? Who am I doing it for?*

Gone are the days when people stayed at the same company for forty years and retired with a gold watch and an attractive pension plan. Characteristic of former generations, that career path often came with something else golden: handcuffs. As people reflect on what’s important to them, they’re waking up to the reality that a life sentence in day-job prison isn’t worth giving up their freedom, finances, and the chance for fulfillment. They want *more*.

Maybe this is why we’re seeing a career revolution. Think about it.

When was the last time you felt inspired or empowered? If you’re like a lot of people, it’s been a while—perhaps since childhood. The possibilities were endless when you were young. You could do anything. You dared to dream because failure wasn’t an option or concern. You had the ability to focus on the end goal rather than all the obstacles you might encounter. Guess what? By tapping into your curiosity, you can reclaim your innate ability to dream and then use that power to reimagine your life and create your new future.

Sound too good to be true? It’s not. Let’s begin, and you’ll see for yourself.

**PART 1**

**REVOLT**

# CHAPTER 1

## WELCOME TO THE CAREER REVOLUTION

**You can cling to the present or create a new future.**

*It's not hard to make decisions  
when you know what your values are.*

—Roy Disney

**T**oday's job market is nothing like the one previous generations experienced. Back then, most people worked for the same company for thirty or forty years. They counted on the security of a paycheck, benefits, and a pension plan that afforded them a similar standard of living to what they had before retirement.

This reality no longer exists.

The Career Revolution began with the loss of job security. Layoffs are the norm every time the economy down-shifts. While some jobs disappear as a result of technological advancements, others move to countries where labor is cheap and overhead costs are low. It's common for entire industries to move overseas—and take their jobs with them.

## YOUR CAREER REVOLUTION

All of these changes have created a movement from job security to job insecurity. People today worry about the future of the marketplace—as well as their place in it:

- Will manufacturing increase domestically?
- Will jobs return?
- Will new ones be created? And if so, at what rate?
- And even if new jobs become available, would they be worth taking?

For most people, today's jobs are just a paycheck—one that may (or may not) cover the necessities. At best, jobs are a way to survive and pay the bills. Seven out of ten Americans live paycheck to paycheck.<sup>4</sup> Making matters worse, employees are often left struggling to manage hard-to-fund, self-directed retirement accounts. No wonder so many people feel like they're working hard and getting nowhere.

Many people think, *A job will do for now, but I need to figure out a way to save more money.* But can you save your way to prosperity and wealth?

Others think, *At least I have equity in my home.* Hopefully, this is the case for you, but for many, even that security has disappeared. Regardless, the question is: can equity in your home pave the way to independence and self-sufficiency? Perhaps, but only if that equity is leveraged and invested in something that has the potential to generate an ROI that creates cash flow. In the past, people based their career decisions, education, commitments, and goals on an abiding sense of security. But today, savings are down and stress has never been higher.

Much of the older generation has been displaced, and many feel a growing concern about their futures. They worry that ageism will lock them out of the marketplace.<sup>5</sup> Those who can secure jobs often find that their pay fails to keep pace with rising inflation rates.

On the other end of the age spectrum, young employees are entering a market unlike anything that has existed before. It is said that Gen Zers will have eighteen jobs spanning six careers in their lifetimes. Many of those jobs have nothing to do with the degrees that they earned at the expense of huge college loans—loans that will burden them with debt for decades.

To add to the sense of unpredictability and lack of control that today's employees feel, regardless of their age, is the diminished value of their retirement portfolios. Watching hard-earned investments decline in value can create extreme levels of stress, even despair.

Dealing with all this uncertainty throws some people into a victim mentality. They feel paralyzed by fear.

Other people are propelled, emboldened, and empowered to create a new future. Maybe that's you, and you're thinking: *there has to be a better way to work and live.*

## **IS IT TIME FOR YOU TO REVOLT?**

Every generation has a poet bold enough to speak the truth plainly. Robert Frost challenged his generation with a simple choice, "Two roads diverged in a wood, and I took the one less traveled by."<sup>6</sup>

Fast forward several decades and Morpheus challenged Neo with a different choice. "You take the blue pill, the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill, you stay in wonderland, and I show you how deep the rabbit hole goes."<sup>7</sup>

You also have a choice: You can remain status quo or you can revolt. You can either step up to the challenge or simply reject the call.

We get it. *Revolt* is a strong word.

It's aggressive and bold, invoking a call to action and demanding a response.

A revolt means to “rise in rebellion.”<sup>8</sup> Isn’t that what creating a new future is all about? Rebellious against your current reality. Sometimes the simple act of recognizing that things aren’t going well is a comfort in and of itself—a way to feel progress has been made, even though the situation has not been rectified. In our world’s current situation, the realization that the marketplace has changed makes some people less likely to fall back on the illusion of security. Sure, some people hold out hope the economy might one day return to what it once was, but with every year that passes, fewer people are counting on things to return to “normal.”

You owe it to yourself and your family to explore the options associated with taking ownership of your career and becoming financially self-sufficient. How would it make you feel if you knew you didn’t have to worry about keeping a job to generate income? How would it make you feel to know you didn’t have to check with a boss on where and when you need to show up for work? What if you knew that with every day that passes, your wealth and equity were growing and that you were self-reliant? That is what being self-sufficient is about. And when you equip yourself with the right information and apply your knowledge in a way you have never done before, you can experience a life you’ve never imagined.

Consider everything you’ve experienced up until this point in your life—including past hurts—as research and development that you can apply to your new future.

## **BATTERED CAREER SYNDROME® AND BATTERED INVESTOR SYNDROME®**

In *Your Career 2.0*, we identified two painful situations that we call Battered Career Syndrome and Battered Investor Syndrome. See if you can relate.



## WELCOME TO THE CAREER REVOLUTION

Have you ever been in an unhappy job situation and while you've acknowledged that fact, you were unable to escape? Perhaps you admitted to the problem, but feeling trapped, put off trying to fix it. Or maybe you thought if you gave the role, your boss, this company, or perhaps another company another chance, things would be different?

Most employees understand things have changed, but their behavior patterns, which are based on habits they developed through years of working within the corporate system, remain on autopilot. They know there's a problem, but they're too accustomed to or fearful of removing themselves from the situation.

This mindset bears some resemblance to that of a battered spouse. Being involved in an abusive relationship is a serious situation, and in no way are we making light of it. The fact is, however, there are many parallels between the abused and the abuser and employees and the employers.

Employees often realize something is wrong while remaining caught in the cycle of behavior that keeps them entangled. It's not always a conscious choice, but simply the state of affairs to which they have become accustomed.

Seeing their friends get fired, receiving double the workload for less pay, and watching as their benefits get whittled away has become commonplace. The dreams and ideals these employees had when they took the job seem more and more distant. Unable to see an alternative, they stick with it even as the situation deteriorates. They're suffering from what we call the Battered Career Syndrome.

Take Paul, for example, a sales executive who has spent his entire career within the structure of a traditional job. His education and experience have enabled him to climb the ranks of the executive suite. He has spent his time putting in long hours, traveling for weeks on end, and missing out on events

with his family and friends. He honestly believes he has to put up with these conditions to procure a steady income.

Now that Paul has reached the executive level, he continues to deal with his unsatisfying job in hopes that things will improve, or at least result in a better paycheck. Each day he returns to work, anticipating that things will be better, only to find that he's repeating the cycle over and over again. He's going nowhere and doesn't have the first clue about how to escape the situation. Other alternatives like self-employment seem too frightening, and he has no idea what other options might exist. Paul is a classic example of someone suffering from Battered Career Syndrome.

Much like a battered spouse, employees like Paul are too scared to leave untenable situations. Facing an unknown future without a plan, these employees continue in the same cycle because they believe there will be a paycheck, even if they don't have an ideal work environment or career. They can't imagine an alternative and believe that if they stay, somehow things will get better.

It's only when the urge to protect themselves and their families trumps their fears, that they finally venture beyond the traditional employee mindset. Their life-changing moment comes when they take that first step and do something different. It may take all the courage they can muster at the time, but one day they look back and realize that moment of change was not nearly as frightening as the situation they left. The experience is similar for victims of Battered Investors Syndrome. Because of the rapid changes in the market, many investors walk around dazed and confused, feeling beaten down and uncertain about what just happened, *again*. Since many investors are passive investors, they don't feel like they have control and feel victimized by the highs and lows of the economy, the stock market, inflation, interest rates, etc.

## WELCOME TO THE CAREER REVOLUTION

Many people find it hard to escape the Battered Career or the Battered Investors syndrome, and as a result, they continue to exist within a **cycle of insanity—repeating the same actions over and over again but expecting different results.** Breaking free from either of these scenarios requires a fundamental shift in the way people think about their careers and investments.

### **IT'S TIME FOR A WAKE-UP CALL.**

Maybe your situation isn't as dire as someone suffering from the Battered Career or Battered Investors Syndrome. Perhaps you have come to the realization that a corporate job or traditional investments are unlikely to enable you to reach your goals of being self-sufficient, experiencing financial freedom, or building long-term wealth and equity. If that's the case, you're primed for a career revolution.

That's great news. Change is on the horizon! But because change can feel scary and fear has a way of pushing people back into the familiarity of unhealthy, unfulfilling, and unprofitable situations, we want to make sure you understand the consequences of *not* making a change. Before charging ahead, let's unpack what employees give up without even realizing it.

### **THE TRADE-OFFS**

Consider whether you have done any of these things as an employee:

- spent too much time commuting or traveling
- worn your eyes out staring at the screen for hours on end in unproductive videoconferencing
- relocated from one city to the next to appease your company

## YOUR CAREER REVOLUTION

- felt guilty about missing your children's events in the name of keeping up with your vocational responsibilities
- regretted not spending enough time with your family

In today's financial environment, it has become nearly impossible to earn an income, maintain a healthy lifestyle, and build a nest egg without sacrificing nearly all of your time to the job.

Time with your family is not the only trade-off you are making, however. You are also foregoing the opportunity to follow your dreams. Today, people often work fifty, sixty, or even seventy hours a week just to keep up. That's time and energy spent building someone else's dream and contributing to their Income, Lifestyle, Wealth, and Equity—not yours or your family's.

An article on the popular blog *20 Something Finance*, titled "The U.S. is the Most Overworked Developed Nation in the World," highlights data that reveal America's unhealthy obsession with work. Compared to many other first-world countries, our employees put in more hours and get less paid time off. Productivity in the United States has increased 430 percent since 1950 as worker hours have continually increased. So, what is the byproduct of all this effort and time? Unfortunately, it is usually to build someone else's wealth. Whether we want to admit it or not, that's essentially what most employees are doing today.<sup>9</sup>

This realization can create a lot of frustration. But just for a moment, set all that frustration aside and imagine a different future.

- What would happen if you started spending all those hours doing something for yourself?
- What would your life look like?
- What would you do if failure were not an option?

As you answer these questions, you will begin to see possibilities. That's when frustration turns into fascination. You will also start to realize that uncertainty is often where the opportunity lies.

So how do you turn that growing awareness of possibility into a tangible goal?

## **TURNING SAND INTO PEARLS**

Our company's research shows that 75 percent of all adults are searching for something other than a job.<sup>10</sup> They have a sense that better options—a different path from the rat race—exist. But in their quest for self-sufficiency and financial independence, they experience constant frustration.

If you can relate and are dissatisfied with the traditional job market or your current investment portfolio, think of that discontent as a grain of sand inside an oyster. The persistent irritation isn't necessarily a bad thing. An oyster turns an irritating piece of sand into a precious pearl. In terms of your career, the constant irritation produced by the frustration about the job market or your passive investments motivates you to look outside of what you know and allows you to see greater possibilities for your future.

The truth is that the economy and the job market are never going to be what they once were. Things are always changing. We have entered a completely different world. Looking the other way and denying the reality of the situation is not an option. Acknowledging these facts is the catalyst for transformation. By accepting and *addressing* reality, you have the power to turn your grain of sand into a pearl.

## POSSIBILITIES, OPTIONS, AND DREAMS

By now you might be wondering whether there is any bright spot in all of this seemingly hopeless reality. The answer is a resounding, *yes!* Your next step begins with tuning into your possibilities, options, and dreams. They're within your grasp. To create the empowerment needed to reach them, you must first transform your mindset.

Developing a new mindset is like training your body to reach and maintain a healthy weight. Everyone knows that eating a healthful diet and getting the proper amount of exercise are necessary for a healthy body. It's a simple formula. Empowering someone to change the way they eat and exercise is far less simple. Giving up on the desired result in the short term is almost always easier than developing the habits that will ultimately result in what people say they want.

Similarly, you may be able to see new possibilities for your life and career. And you know that to achieve what you desire will require you to change the way you look at your career and the road to greater Income, Lifestyle, Wealth, and Equity. That is easier said than done. But with the right tools and the motivation to follow through on your goals, your career dreams *can* become a reality.

The late motivational speaker Brian Klemmer wrote a book titled *If How-To's Were Enough, we would all be Skinny, Rich, and Happy*. In it, he suggested that humans need more than information to increase the likelihood of success. They need direction, ongoing support, and accountability. People who work with a nutritionist or a physical trainer are more likely to achieve their desired weight or fitness goals. Those professionals keep people focused and moving toward their goals. The same is true for those who work with a Career Ownership Coach.

Since we know the old options are unreliable, the question is this: *How will you take control of your financial future to get*

*from where you are to where you want to be?* This may be a major transition for you, and fear of the unknown can be a powerful obstacle, even when you know you are moving toward something better—something more secure and within your control.

## **MAKE THE SWITCH**

The traditional corporate job has always required a time-and-effort based mindset, meaning you get compensated for the time and effort you put in, not necessarily for the results you produce. To even imagine the possibility of focusing on the results that come with taking personal responsibility like that of self-employment can be a difficult and scary transition.

Historically, employees have been able to exist in a time-and-effort economy regardless of whether they were in a position directly responsible for producing results. Many feel like they are just a cog in the system, and that can be frustrating. In contrast, entrepreneurs, investors, and business owners have always depended solely on their results.

Knowing that you are responsible for your results and income can be a crippling or empowering revelation. The reality is that even if you have a job, you aren't guaranteed a life of ease. The perceived security the corporate world offers has proved unreliable. Education and experience no longer ensure a secure job, and the stock market fluctuates wildly, even on the best of days.

But what if you could find a way where you don't have to trade time for money? What if you could participate in the results economy rather than the time-and-effort economy? Can you imagine how your life and lifestyle might improve?

If you're ready to make the switch from a job based on time and effort (or are curious about that possibility), one thing you'll need to remember is that the formula that got you to your current situation will not be the one that can help you

reach your vision of a more prosperous future. In other words, you've got to let go of the past and move toward your future.

Notice that I didn't say you should forget your past. You must, in fact, reflect on the winning formulas from your past. The places where you've been and the experiences you've collected may not have led to the perfect corporate job, but they could very well lead to other successes in your life. Use what you've learned along the way as a basis for greater confidence in switching to more proactive career and investment vehicles.

## **BREAK FREE FROM WHAT'S HOLDING YOU BACK**

Would you like to steer your own ship? Or at the very least, take full ownership and control of your career?

Most people say they would—but it's amazing how few actually do it. Perhaps that's because taking ownership requires a significantly higher level of personal responsibility.

Making the switch starts with gathering facts and information and exploring new territories. The simplest, most direct route to controlling your destiny and financial future is by observing how others do it; and then determining what your options are for doing the same.

The biggest mistake most people make when it comes to working on their Income, Lifestyle, Wealth, and Equity goals is failing to learn about the options they have to achieve them. Educating yourself requires taking personal responsibility for your future, and it's the only way to discover what is possible.

For many people, taking control usually means reaching self-sufficiency through career ownership. This can be a scary move if you are stuck in the mindset that having a job is the less risky path. And let's be honest, it's tempting to immediately dismiss possibilities that lie outside your current comfort zone. Thomas Jefferson understood this tendency to seek the



familiar and offered an alternative course of action: “If you want something you’ve never had, you must be willing to do something you’ve never done.”<sup>11</sup>

There are many reasons why people don’t seriously and intentionally explore all their options. In our experience, the main reason is that people don’t know where to start. They’re terrified of striking out into the unknown all by themselves. And, unfortunately, the fear of failure is often stronger than their desire for success.

Don’t fall into that trap. Don’t let fear win.

If you find yourself jumping to conclusions right now, thinking, *okay, I know what this is about; his is never going to work for me*, please don’t limit your options. Keep an open mind. Consider possibilities, gather the information, and do the research. As you educate yourself on your options, you’ll heighten your awareness and open your mind to explore and discover. Doing so will help you look at the facts instead of reacting to preconceived notions and emotions.

If you are willing to explore the possibilities, we’ll guide you through a Journey of Discovery™. It’s your way out and it will help you break free from your current reality—the corporate chains and the self-imposed mental limitations.

Ninety-five percent of the people who have gone through this Journey of Discovery say that they ended up discovering options they would have never considered before or would have prematurely dismissed.<sup>12</sup>

We helped them not rush to conclusions prematurely. We reassured them that, if upon gathering the facts they validate their first reaction was on target, then they have a new perspective with which they can go back to the job market or whatever else they were doing.

They will no longer feel that irritation, that grain of sand, they felt before because they have taken the time to think about their thinking.

## YOUR CAREER REVOLUTION

We encourage you to do the same and to remain open. We're not asking you to make any decisions prematurely. In fact, we won't ask you to make any decisions at all. Once you gather the facts, you'll reach a point of clarity and the best next step will be evident.

So, take a chance. Go ahead and explore this world of possibilities with the kind of childlike wonder that refused to be limited or diminished by the fear of failure. The possibilities you discover just may lead you to your dreams.

In the next chapter, we'll help you start writing your own success story—your You 2.0®. If your current path, career, life, and success can be considered You 1.0, imagine what an even better version of your career, life, and success could look like. In essence, you, only better: You 2.0. But first, please take the brief POD, the Possibilities, Options, and Dreams Assessment® to see whether you are living your best life and tapping into your possibilities, options, and dreams.

Access the online version here:



## **POD ASSESSMENT INSTRUCTIONS**

This is a fun, enlightening exercise that requires less than five minutes of your time. After completing the POD Assessment<sup>®</sup>, you'll discover your POD score.

Read the following statements. Choose the answer that best represents the way you think and feel about the past thirty days. Go with your gut, your first inclination. There is no right or wrong answer. And the more honest you are, the more empowering this journey will be.

### **Possibilities**

1. My life is fluid and full of new adventures.  
Never | Almost Never | Often | Almost Always | Always
2. I feel like I am in control of my destiny.  
Never | Almost Never | Often | Almost Always | Always
3. I am free to spend time doing the things that matter most.  
Never | Almost Never | Often | Almost Always | Always

### **Options**

4. I can make a difference and achieve my personal and professional goals.  
Never | Almost Never | Often | Almost Always | Always
5. I am willing to explore new people, places, and ideas.  
Never | Almost Never | Often | Almost Always | Always
6. I believe in rewriting the rules in life and business.  
Never | Almost Never | Often | Almost Always | Always

## Dreams

7. I am insanely curious about new things in life and business.  
Never | Almost Never | Often | Almost Always | Always
8. I imagine a bigger and brighter future.  
Never | Almost Never | Often | Almost Always | Always
9. I envision a life where I am truly self-sufficient.  
Never | Almost Never | Often | Almost Always | Always
10. I can imagine myself in three years living the life of my dreams.  
Never | Almost Never | Often | Almost Always | Always

## POD Assessment Scoring

Review the ten questions above and count up how many fit each of the five categories and write that number in the respective blank below:

Never: \_\_\_\_\_ x (1) =  
Almost Never: \_\_\_\_\_ x (2) =  
Often: \_\_\_\_\_ x (3) =  
Almost Always: \_\_\_\_\_ x (4) =  
Always: \_\_\_\_\_ x (5) =

## TOTAL

Multiply each number you wrote in each blank by the number to the right in parentheses.

## **POD ASSESSMENT KEY**

Total all five numbers from the evaluation above and reference the Flow Trigger Key below.

1–10: My life contains little to no possibilities, options, or dreams. I am not living my best life and I don't feel satisfied.

11–20: I have experienced possibilities and options and have pursued my dreams a few times. When I did, I felt great, but my life doesn't contain enough of these components to produce joy, peace, and purpose regularly.

21–30: I experience possibilities and options or reach for my dreams about half of the time. When I do, I feel amazing and inspired. The other 50 percent of the time, however, I feel a sense of discontent with my work or life.

31–40: I often experience possibilities and options. I follow my dreams. Since my life contains these components regularly, I feel incredibly fulfilled.

41–50: My life is organized around new possibilities, exploring options, and living my dreams. I experience these components daily, and because of this, I am living my best life.

## CHAPTER 2

# WRITE YOUR OWN SUCCESS STORY

**There's a You 2.0® ready to be unleashed.**

*I have one life and one chance  
to make it count for something.  
I'm free to choose what that something is.*

—Jimmy Carter

**S**uccess doesn't look the same for everyone. Therefore, one of the most important objectives of your Journey of Discovery is to gain clarity toward answering these questions:

1. What does success look like for you?
2. What do you need to do and who do you need to become to experience it?
3. What does your You 2.0 look like?

There is no right or wrong answer. What is best for you will be unique and depend on many factors, such as your age, dreams, personality, financial position, family obligations, and experience. It often helps to think in terms of:

## WRITE YOUR OWN SUCCESS STORY

- What are my Income goals, needs, and expectations?
- What are my Lifestyle goals, needs, and expectations?
- Longer term, what are my Wealth and Equity goals, needs, and expectations?

Throughout this book, we'll share relatable examples of five people—Kevin, John, Beth, Doug, and Emily—who are on their journey of discovery, evaluating new possibilities for their lives. They are composites of real-life clients, people just like you, who want more out of life. They are also coming to this experience from different perspectives and with different needs, so just as it will be for you, success for each of them looks different as well.

For example, Kevin is fifty years old. From the outside looking in, it seems as if he has everything going for him. He has a wonderful wife and three kids who will be heading to college soon. He has a great career and a high-paying job. So, what's missing? Kevin is tired of feeling like he has no control. He is tired of being forced to work so hard for a paycheck but no equity. Ultimately, he feels like he is working on someone else's dream and not his own.

On the contrary, John has had a good career and is nearing retirement age and suddenly finds that his Social Security benefits and pension won't go as far as he had expected. To travel with his wife the way he has always dreamed of, and to keep his current lifestyle, he will need to explore some additional income streams.

Beth, who is only at the midpoint of her career (even though she is an executive and a force to be reckoned with), isn't happy with the rigid structure of her current corporate environment. She yearns for more flexibility, more free time, and less travel but needs to keep her income at least at the level it is right now.

And Doug is in his late twenties. He was hoping for a steady job after he got his degree in business, but he's already

had to change jobs three times due to no fault of his own. Mergers. Acquisitions. The elimination of jobs. He feels like he is already behind, even though he has just begun. He was looking forward to paying off his college loans, eliminating some debt, and saving a little before proposing to his girlfriend. Things are simply not happening the way he had planned for.

And how about thirty-year-old Emily, a single mom with two kids? She wants to start saving for their college educations, while still having time to help them with their homework. She feels like she is working hard and going fast but not making progress fast enough. At this rate, she wonders if she will *ever* have enough money saved up for her kids' education.

All five of these people want greater Income, Lifestyle, Wealth, and Equity. The specifics of their goals for the future, their success stories, and the paths they take to get there will differ dramatically.

Creating your success story and a vision for your life begins with a paradigm shift where you can start seeing yourself and your aspirations as the greatest proactive tools in your arsenal. Such a shift in thinking creates a multiplier effect, which allows you to get significantly greater results with less time, energy, and effort.

You've heard the saying, "What got you here won't get you there." This aphorism is especially relevant to taking ownership and personal responsibility for your career. You need to scrutinize your actions. You must ask yourself:

Do you tend to take the path of least resistance and avoid reflecting on your thoughts and actions?

- Do you take responsibility for your life and future?
- Do you close yourself to possibilities just because you never considered them before?
- Are you afraid of change?



## WRITE YOUR OWN SUCCESS STORY

A complete rethink of what a *career* means is needed when you write your success story in today's world. Each iteration of humankind has had to do so.

In the early days, survival required people to hunt for and gather food. As time passed, we started to farm. We created ways to harvest what we sowed and were able to acquire food with reasonable predictability. Then came the Industrial Revolution and with it, the creation of jobs—the kind of jobs that many are now still hoping for today, where there is a vast dependency on the employer. Although we have long since entered the Digital Revolution that—along with economic challenges and globalization—has ignited the Career Revolution.

The Journey of Discovery is a powerful experience we take together. It holds up a mirror to help you see the life you want to live and then shines a light on the available options that can help you achieve that life. When people first engage with a Career Ownership Coach, they often are looking for material things outside themselves: better opportunities, the perfect job, or the latest investment, business, or franchise opportunity. The purpose of this journey is to help you look within. Yes, it may seem counterintuitive because it seems like the perfect solution must lie outside of you, but that is not so. First, you need to take a look within to envision the future you desire by defining your Income, Lifestyle, Wealth, and Equity goals, needs, and expectations, and only then does it help to start learning about ways to accomplish those.

A critical component of this journey is the safe space it provides for you to explore your options and figure out what you want and what works best for you. After all, you're the one who can define *your* success. We have created an experience for you to educate yourself, learn, discover, and become aware of what is possible. Changing your mindset and redefining your career path can feel overwhelming, but using the possibilities,

options, and dreams approach will empower you, no matter what direction you end up choosing as it relates to your future.

It's easy to think that you don't deserve or aren't worthy of this safe space because of your background or past failures—or because you've had life easy compared to some and should just be content with what you have. Or maybe you believe you have to be the tough person—the one who takes on others' burdens but never thinks to ask for help. Don't let your self-doubt, fear, or pride stand in the way of exploring your options in a truly safe environment. Remember: You don't have to jump off any cliffs. The goal of the Journey of Discovery is to look at all the options with clear eyes so you can get a better sense of what is possible.

## **INCOME, LIFESTYLE, WEALTH, AND EQUITY (I.L.W.E.®)**

As you begin to define your goals, needs, and expectations, it helps to relate them to four basic concepts:

1. Income
2. Lifestyle
3. Wealth
4. Equity

We have used these terms previously as a way of pinpointing some tangible goals, needs, and expectations for the future. They are all directly affected by your professional career. Let's take a moment to define goals, needs, and expectations before we look at how each relates to the four important Income, Lifestyle, Wealth, and Equity (I.L.W.E.) terms. With that foundation, you'll be able to determine what direction you want your future to take.

## **GOALS**

A goal is an idea of the future or desired result that a person or a group of people envision, plan, and commit to achieving.<sup>13</sup> People endeavor to reach goals within a finite time by setting deadlines.

A goal is roughly similar to a purpose or aim. The anticipated result or end guides one's actions. It might be a physical object or an abstract object that has intrinsic value.

As it relates to the Journey of Discovery, a goal is a benefit or a result you desire in the future.

## **NEEDS**

Needs are distinguished from wants in that the deficiency of a need causes a clear adverse outcome: a dysfunction or even death. In other words, a need is something required for a safe, stable, and healthy life (e.g., air, water, food, land, and shelter).<sup>14</sup> In contrast, a want is a desire, wish, or aspiration.

As it relates to what we are talking about, a need is a non-negotiable benefit or result you must have. It is hard or maybe impossible to strive for a goal when your basic needs aren't being met.

## **EXPECTATIONS**

An expectation is what is considered the most likely to happen. An expectation, which is a belief about something that will occur in the future, may or may not be realistic. When your expectations are not met, you may feel disappointment. If something happens that is not at all expected, you may feel surprised. Anticipation is the emotion you feel regarding an expectation.

As it relates to what we are discussing, expectations are reasonable assumptions about the results of the change and the possibilities you are seeking.

Now let's look at how your goals, needs, and expectations relate to Income, Lifestyle, Wealth, and Equity.

## **INCOME**

Income is typically a shorter-term goal. You can see its effects immediately—with large, regular deposits of money and growing bank account balances. While this term seems fairly straightforward, in reality, the concept of income and what each of us wants out of it has changed drastically.

Where once the people who started on the Journey of Discovery wanted to double or even triple their incomes, now many are simply trying to maintain the same level of income they once had. If they've lost their jobs, getting another one at the previous salary has become increasingly difficult as jobs are disappearing or are being filled by younger employees who are willing to accept a smaller paycheck.

For generations, people became accustomed to having their careers and incomes grow consistently between the ages of thirty-five and fifty, but this is no longer a given for most people. Income expectations are being upended, and many employees have come to realize that they traded off time with their families for a paycheck that no longer exists. As a result, goals, needs, and expectations revolving around income have become more about finding security outside the corporate world during a time when real income is declining, starting salaries are decreasing, and long-term unemployment for those fifty-five and older is growing exponentially.

## **LIFESTYLE**

Lifestyle is another shorter-term goal with immediately visible effects. We often hear clients say they've been working sixty-hour weeks and now want to earn a dependable living while being able to fully live their lives. They want the freedom and flexibility to attend their kids' soccer games or enjoy romantic dinners with their spouses or simply have the freedom and flexibility to work from wherever they want to. In previous years, everything revolved around earning a bigger income. Now, their focus has shifted to earning the same level of income outside the rat race of the traditional workplace. These people are not afraid to work, and they know they still have to put in the hours; they just want to do it in a way that better molds their careers around their lifestyles.

The corporate world had many of us convinced the best way to give our families a prosperous lifestyle was with trade-offs. Whether the company matched our retirement plan or even offered pension plans. In the past, many counted on their pension plans only to find out that pension plans aren't necessarily a guarantee as many plans are underfunded or can even terminate.<sup>15</sup> Nowadays, most jobs no longer offer pension plans. Only 56 percent of employers in the US offer a 401K plan and only half of them offer an employer match.<sup>16, 17</sup> Devoting yourself entirely to your job was supposed to guarantee you would one day achieve your lifestyle goals. More often than not, that expectation has resulted in disappointment.

## **WEALTH**

Income comes before wealth. Once you develop income, you create a lifestyle that suits you. The right opportunity will allow you to do both. Income and lifestyle are immediate concerns. Wealth, however, is a more long-term concern. Building

wealth requires taking your increasing income and growing it even larger as you prepare for the future. This is done through investing, diversifying income streams, and purchasing assets with wealth-building elements to them.

## **EQUITY**

The final piece of the puzzle is equity, the strategy you develop once you have all your assets in place. Equity is your ownership of any asset after all debts associated with that asset are paid off. For example, a car or house with no outstanding debt is considered the owner's equity because he or she can readily sell the item for cash. Stocks are equity because they represent ownership in a corporation. When you choose to own a business as a way to create self-sufficiency and financial independence, you are building equity as you pay off the debts associated with the business.

Use the Personal Income, Lifestyle, Wealth, and Equity Worksheet to help get your mind going and start dreaming. Just one rule: This is not the time to justify or rationalize. Allow yourself to dream big! Later, we will help you figure out what you will need to do to turn your dream into reality.

WRITE YOUR OWN SUCCESS STORY

---

*“If you never dream, you will  
never know the endless possibilities  
of what you can become.”*

—Annette White

---

Access the digital worksheet here:



YOUR CAREER REVOLUTION

**Personal Income, Lifestyle, Wealth, and  
Equity Worksheet**

Component	In 6 Months	In 12 Months	In 5 Years	In 10 Years+
<b>Income:</b>				
Annual Income				
Investment Income				
Other Income				
<b>Lifestyle:</b>				
Family and Relationships				
Hobbies and Pastimes				
Travel and Leisure				
Time to volunteer				
Education and Personal Development				
Major Purchases				
Other:				
<b>Wealth:</b>				
Investments				
Retirement				
Professional Growth				
Other:				
<b>Equity:</b>				
Property:				
Other:				
Other:				
Other:				



## **TAKE BACK CONTROL OF YOUR LIFE**

The problem we encounter today is that many people we work with no longer believe that wealth and equity can grow in today's world. Some trends suggest that on average, millennials are worse off financially compared to the Boomers and Gen Xers at their same age due to trying to enter the job market after the great recession and increased debt due to student loans. Not exactly a heartwarming trend. What will it be like for the Gen Zers?

Back in the heyday of corporations, people spent a great deal of time thinking about and planning for their future; now that the reset button has been hit, all bets are off. As a result, many believe they must jettison their expectations and settle for less today and in the future, and, unfortunately, that's the example they're setting for their children.

Young people are witnessing the struggle and heartbreak their parents go through in the traditional job system. This is a problem because it sets up the next generation for disappointment. The Swiss psychologist Carl Jung asked the question, "What's the most damaging thing in the life of a child?" In all of his research, he determined the "unlived life of the parent" had the most detrimental impact on a child.<sup>18</sup>

We owe it to our children to show them that they can take control of their lives and careers. That it is possible to set goals and grow the Income, Lifestyle, Wealth, and Equity they want. We need to show them how to be ready to change and to adapt when the situation requires it. Most importantly, we need to be an example of how to be open to different possibilities.

Wealth and equity have become enigmas. In most cases, people are just happy to get back to some semblance of what used to be normal. Expectations may be lower, but it's the mindset they've adopted to survive the career shift. Dwelling on the reality of the situation is too painful and too embarrassing.

Most people aren't even conscious of the fact that they've given up on their dreams. Settling has become the new normal. The good news is that we have a choice: We get to choose if and how we shape our future and create a legacy.

## ARE YOU SETTLING?

Consider how each person in the following scenarios is settling. Which, if any, of them do you relate to most?

In our five earlier cases:

1. **Kevin:** The fifty-year-old, who seems like he has everything going for him. He has a great family. He has a great career and a high-paying job. So, what's missing? Kevin is tired of feeling as if he has no control. He is tired of being forced to work so hard for a paycheck but no equity. Ultimately, he feels like he is working on someone else's dream and not his own. As he is thinking and talking to family and friends, he is starting to wonder about the reason for his dissatisfaction and restlessness. Could he be going through a midlife crisis? Would it be stupid and reckless to change course at this point in his career? Would he be letting down those who rely on him? What if he pivots and ends up worse off than before? Perhaps if he just hunkers down and immerses himself deeper into his job, he'll forget about the discontent that has been nagging at him.
2. **John:** The near retiree decides that he and his wife can't travel as they had dreamed of doing when they retired. They must live within their means after John retires, knowing his pension will barely cover their bills.
3. **Beth:** Despite her rigid work schedule, Beth has resigned herself to staying in her current job because

## WRITE YOUR OWN SUCCESS STORY

she believes that finding a new one in her industry will be impossible.

4. **Doug:** He puts off proposing to his girlfriend out of concern for his lingering college debts.
5. **Emily:** She realizes if she wants her children to have a good college education, she'll have to sacrifice spending time with them to work the longer hours needed to get the high-paying promotion.

Each of these people feels they have to compromise or give up their dreams and settle for whatever meager handouts the corporate world is willing to offer them. These outcomes, however, don't have to be a foregone conclusion.

Kevin, John, Beth, Doug, and Emily can choose to write a different story. They can take control of their lives and ownership of their careers. So can you. By educating yourself, learning about your options, especially if they are out of your current comfort zone, and defining your goals and dreams, you can empower yourself to build the level of Income, Lifestyle, Wealth, and Equity you desire.

Think of your dreams like a silver tea set given to you by your grandparents. Wanting to protect this treasure and afraid it may get broken, you hide it away in the china cabinet and then forget you even have it. As time passes, you assume it's lost until one day you find it by accident. It may be heavily tarnished, but once you polish it, you realize you still have a wonderful treasure. Your dreams are your treasures. They will guide you to the actions required to achieve them, but first, you need to rediscover and clarify them.

## THE BIG QUESTIONS

To clarify your dreams, you need to look deep inside. You need to take that tea set out and inspect it closely. Let's begin by

asking some big questions to help you paint an exact picture of the future you want.

**First Question:** *How would you describe your feelings about your present career?*

More often than not, the answer to this question is simply frustration. Long hours, less pay, and no security for the future combine to create a sense of dissatisfaction that eventually becomes too irritating to ignore, like that grain of sand we mentioned earlier.

Take time to think about this question. Don't just use one word to answer it. Instead, describe how it makes you feel. It's natural to avoid things that feel uncomfortable or that produce pain. Now is not the time to do that. The goal is to become completely aware of exactly the way your current situation makes you feel.

**Second Question:** *What do you want more of in your life, personally and professionally? And conversely, what do you want less of?*

Maybe you want more income and more free time, as many of our clients do. But this is your time to dream and you're the one clarifying your dreams, so don't limit yourself. For example, at a personal level, you may want to travel more, learn another language, be present at your children's functions and sporting events, or volunteer. In your career, you may seek more personal fulfillment, or perhaps spend less time dealing with your boss' whims or your subordinates' drama.

These two questions help you home in on exactly the kind of lifestyle you want and bring clarity to the career path that will work best for you.

## WRITE YOUR OWN SUCCESS STORY

With these first questions answered, more detailed introspection can begin.

- Five years from now, if you stay on your current career path, how do you see your options?
- How do you see yourself achieving financial independence?
- What are your biggest concerns about changing careers?
- If you knew you couldn't fail, what career would you choose?

These kinds of questions immediately generate strong emotions, and emotions can be powerful motivators that empower you to make a change. You may find that they also elicit an almost visceral response that helps you create a detailed picture of the life and career you want. The goal is to create a clear picture of your dreams.

### **YOU 2.0\***

Consider the following question: If we looked at your life a year from today, what has to have happened during that period, both personally and professionally, for you to be happy with your progress?

This question is inspired by Dan Sullivan. He refers to it as the R-Factor Question. R stands for relationship. Building a relationship and building trust are essential to being able to empower people to go from where they are today to where they aspire to be in the future. The R-Factor Question is also known as the Dan Sullivan Question.<sup>19</sup>

Creating the new version of yourself—your YOU 2.0\*—requires you to identify the following three aspects of your life: your dangers, opportunities, and strengths. Once you know what they are, the next step is to set a goal that excites you

and gives you focus. Defining goals around your dangers, opportunities, and strengths will assist you in dealing with or taking advantage of these circumstances so you can achieve the Income, Lifestyle, Wealth, and Equity you desire.

## **DANGERS**

Dangers are those things that keep you up at night. They are the obstacles and issues you may face right now or in the future. They worry you and make you feel that you have no options or control. They include:

- How much longer will you be employable?
- How much more limited will your career options get as time goes by?
- Is your age a limitation? Are you considered too old by employers? Will you ever get another job at your age?
- Can you afford to wait to take control of your destiny?
- Are your current skills transferable?
- Do you have any opportunities to build the wealth and equity you desire for yourself and your family?
- How will you be able to fund your longer and more active life expectancy? Will you end up depending on your children?
- Will the value of your investments and savings keep going down until you have nothing left for your retirement?
- How long will you be able to keep your current job? Will there be any other positions available if you lose your job?

What other probable or current circumstances create sleepless nights for you?

It's time to get proactive. You are not a victim of your circumstances. You have the power to take control of your life

and change your destiny. In response to each of the dangers you identified from the questions above, create a goal that will empower you. How could you turn those obstacles into opportunities to *rescue* your dreams?

## **OPPORTUNITIES**

Opportunities are circumstances or possibilities in your life that motivate you. These are the things that get you excited. Your life is filled with opportunities and possibilities. Sometimes, however, the obstacles in your life prevent you from seeing the many opportunities that surround you. Here are a few opportunities to focus on. Make a check mark by the ones that strike a chord:

- the ability to take control of your destiny
- your desire to spend more time on the things that matter most to you
- your dream to reach your desired Income, Lifestyle, Wealth, and Equity
- your commitment to one day be financially independent and experience true financial freedom
- your aspiration to mitigate your risks and fast-track your career
- your intention to create the lifestyle of your dreams
- your determination to fund your longer and more active life expectancy
- your curiosity to discover new possibilities beyond your current experiences
- your yearning to be re-energized and passionate about life and your career
- your longing to have the time and financial ability to give back to your community

## **What other opportunities excite you and make you want to change your circumstances?**

It's time to leave behind the dread of paralyzing fear and revel in the hope that the new you—your YOU 2.0®—can bring into your life. It's time to focus on what you want and not on what keeps you in the past. For each of the opportunities that resonated with you, identify the actions you will have to take to transform them from longings to reality.

## **STRENGTHS**

Strengths are your unique talents, capabilities, and skills that you can use to create the next version of yourself—YOU 2.0®. Your strengths become the tools you'll use to uncover the person that you need to be to achieve your dreams—your desired Income, Lifestyle, Wealth, and Equity.

It's easy to focus only on your weaknesses and fail to recognize your assets. It's even more important, however, to identify and acknowledge your strengths. Look at the list below and make a note of which ones apply to you:

- the success you have had in your current and previous jobs or careers
- good health, energy, and vitality
- a large circle of influence and a strong community of peers
- the ability to make good choices and go to work to make them good decisions
- an impeccable work ethic
- numerous transferable skills
- a long record of accomplishments
- a high degree of integrity
- a possibilities mindset



## WRITE YOUR OWN SUCCESS STORY

- a positive attitude
- a strong belief you can succeed at everything on which you focus your attention
- an ability to adapt and embrace change

### **What other strengths do you have that will help you become YOU 2.0® so you can achieve your dreams?**

Once you've taken stock of your strengths, your next step is to strategize how you can use them to create the new you—YOU 2.0®. Describe how you plan to use each of the strengths you identified as an asset in your strategy. How will they help you write your success story?

If this feels like an impossible exercise, please know that most of our clients have felt the same way. What they have found, however, is that by working alongside a Career Ownership Coach, their dreams and the strategies for making them a reality come into focus. Their coaches help them identify blind spots and challenge their limiting beliefs. Before long, something that seemed overwhelming, possibly even insurmountable, turns into something they are excited about and inspired to pursue.

Now that you've asked all these questions and have created your goals, don't worry too much, if it feels more like a rough pencil sketch as opposed to a beautiful Rembrandt. Once again, create a picture in your mind of yourself a year from now, two years from now, and three years from now, living the life you've always wanted. Think of the steps that got you there. A key component of this experience is to get beyond your current circumstances. Set your mind free to give yourself permission to dream and envision the future you want.

After working with people just like you for almost forty years, we've created the YOU 2.0® Worksheet. The worksheet will take you through the process we have discussed here. We

## YOUR CAREER REVOLUTION

encourage you to access it online and work through it. If you do so, you'll discover that regardless of how dire or isolating your circumstances appear to be, you have opportunities and strengths that can help you achieve your dreams.

And remember: You are not alone. Hundreds of thousands, maybe even millions, of people today are dealing with similar issues.

Access the digital version here:



## YOUR CAREER REVOLUTION

**We hope you've enjoyed these first two chapters!**

You've taken an exciting first step toward exploring new possibilities for your future. If you haven't yet, be sure to submit your shipping information so your Coach can send you a **complimentary hard copy of the full book.**

This isn't just another business book—it's a guide designed to help you **gain clarity, discover your options, and take control of your future.**

Let's keep the momentum going. Complete the form now, and we'll get your book on its way!