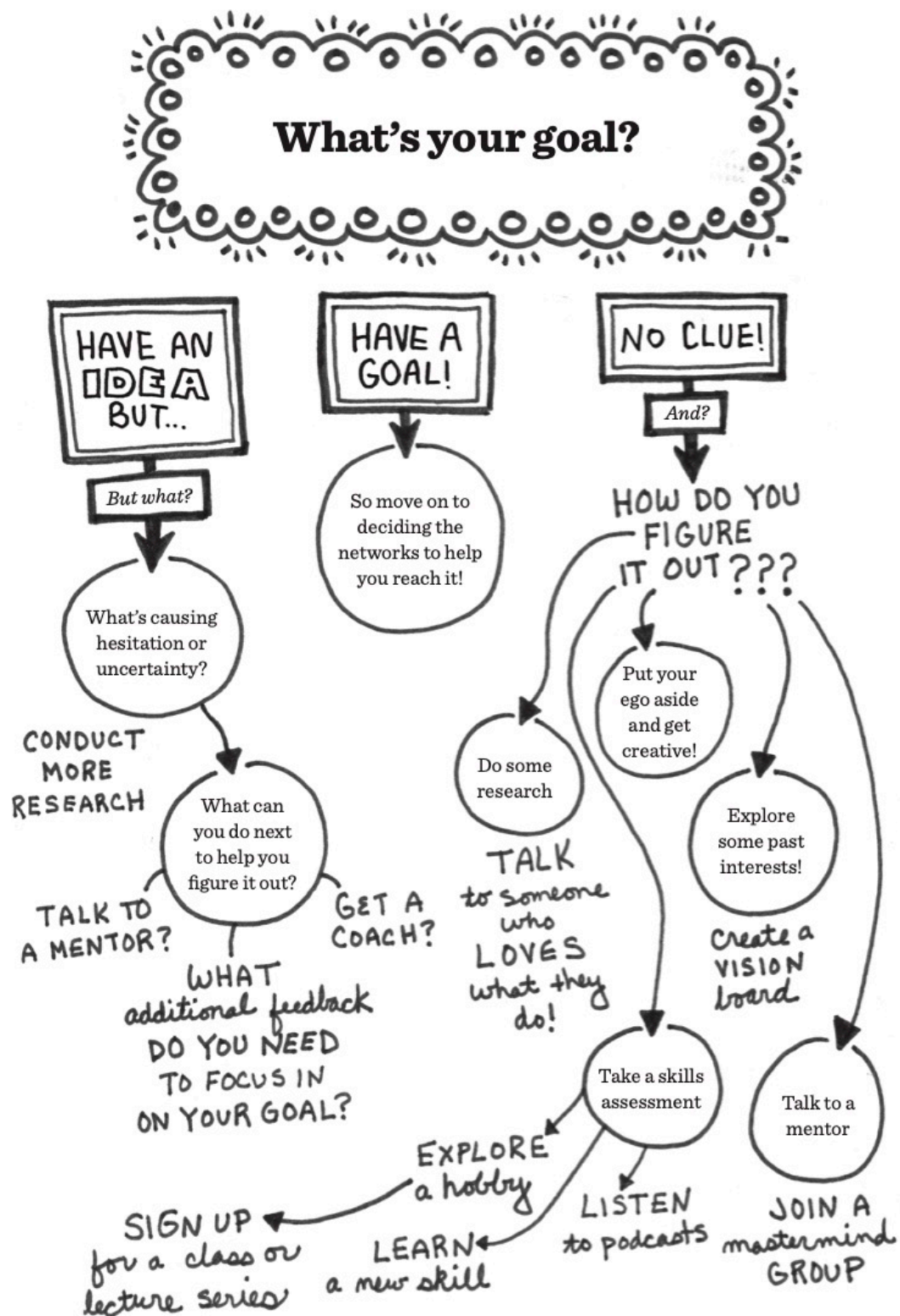


What's Your Goal?

#BYDN



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Hey #BYDN Goal Seekers! Based on the illustration (pulled from page 60 of **Build Your Dream Network**) where would you say you're at *in terms of your career or business goal* at this moment:

No Clue!
Have An Idea,
But.... or
Have A Goal!

Circle your status then proceed to 1, 2 or 3 below.

1. **No Clue:** You know you want to make career change or pursue something new but you haven't nailed down precisely what that thing is, yet. Let's avoid getting frustrated or anxious by finding ways to help you figure it out. Proceed to **Section A** below.

2. **Have An Idea, But:** You have the seed of an idea or are weighing several options, however, you're hesitating. Let's figure out a path to get you fully committed and moving forward. Jump down to **Section B** below.

3. **Have A Goal:** You know exactly what you want to do next and just need to get started. Skip down to **Section C** below.

SECTION A (No Clue). It's Ok (or rather, it is more than Ok!) to not know what's next. You're itching for change and here are some #BYDN suggestions to assist you in discovering your next move:

#BYDN Idea Number 1: Let's Marie Kondo all of your work + volunteer + community + educational experiences to spark ideas. Now, if you're not familiar with Marie Kondo, she's the organizing consultant who became a global phenomenon with her best selling book *The Life-Changing Magic of Tidying Up*.

Here's how I employ Marie Kondo's methodology in a career or business scenario:

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To start, I want you to grab a piece of paper and divide into **four columns** - we're going to dump, sort and create a plan of action for you.

In the **first column**, write down **EVERYTHING** you've done and where (from employers/ organizations to locations, project type and work environment etc.) - without editing. That's right, no edits! Just a free flow of thoughts. Dump it all - the good, the bad, the ok and the ambivalent - dump it all down in the **first column**.

Once that's done, take a look over what you've written, and circle the items you're really

ENTHUSIASTIC about - this could be a particular outcome or trendy office environment or working outdoors. Focus on how you feel and trust your gut! And please, don't tamper your enthusiasm with nagging *"but, Kelly, some of these are unrealistic and how does this help..."* thoughts! Seriously! Quiet your inner naysayer.

Next, write the items you've enthusiastically circled into **the second column**.

In the **third column**, well, this is the **NO WAY** column. I want you to start writing down all the things you don't want to carry forward into whatever it is you do next. This could be something you wrote down in column one (if so, transfer it over) or it could be something that now pops to mind (i.e. *I don't want to work in a beige office with dark wood paneling, poor lighting and outdated cubicles or I never want to manage teams again*). A quick note: this list is about things you **DO NOT WANT** to do and has absolutely nothing to do with what you're good at (or perceive yourself to have mastery in).

Let's proceed to the **fourth column** - which focuses on how we can explore what you enthusiastically wrote down in the **second column**. Start crafting questions or statements around your answers (*"I love starting projects from scratch. Where could I apply this talent?"* or *"I really enjoy being a mentor. What roles seek that skill set?"* or *"Working in a collegial work environment matters to me. What companies excel at creating a team environment?"*). With each question, consider WHERE you could find an answer, for example:

1. Scan over a random selection of job listings based on desired skill set ("self starter" or "initiative"). Review these to see if it sparks ideas.
2. Check out "best companies" lists or other public recognition of company work environments or workplace policies.
3. Get the inside scoop on companies via [glassdoor.com](https://www.glassdoor.com)

Need more suggestions to move out of the No Clue zone? How about:

Talk to someone who LOVES what they do - and ask them why! What about their job, company or industry drives them to excel? *You don't have to have any interest in what they do, you're asking questions to find out how they think about what they do - as their answers*

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may unlock new ways for you to think about exploring ideas.

Take note when something piques your interest, as in take note, write it down! Do this for a period of time then pull out all the notes to see if there is a pattern.

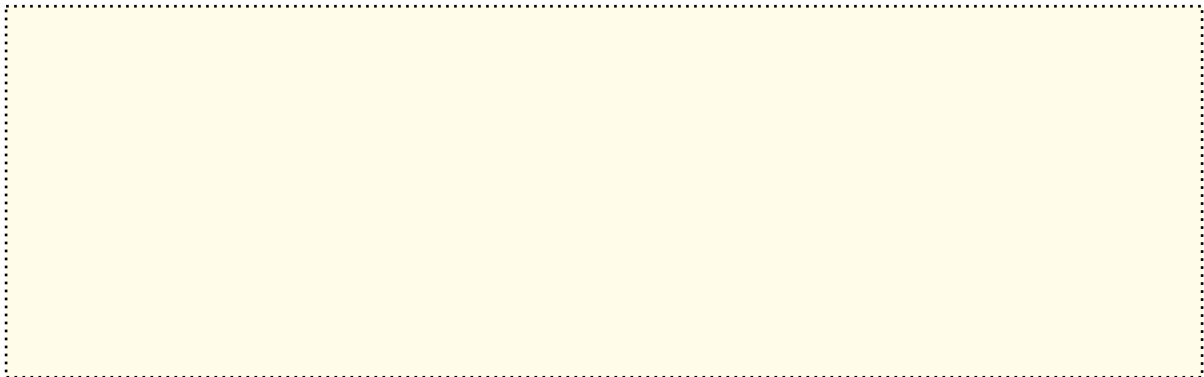
Read up on alumni of your school, college or university. What have they gone on to do with similar degrees? Get curious about “how” they did that (i.e. snoop around the internet and read up on them).

You can try any or all off these ideas, or perhaps, having reviewed my suggestions you’ve come up with your own idea on how to proceed to clarify your objectives. And once you’ve done that, next take a look at **Section B** or **Section C** depending on whether you’d now describe yourself as “**Have An Idea...But**” or “**Have A Goal!**”.

O Section B (Have an Idea, But).

You have an idea but...but what? It’s not finalized, finessed, fully-fleshed out? You’re hesitating to get started. Why is that? Do you know what is necessary to be done or are you being cautious (therefore seeking more information before committing fully to the project, career or business path?

What’s causing the uncertainty?



Information (data, insights, testimonials, feedback) is a great astringent for uncertainty.

Here are a few #BYDN networking suggestions to move you into action:

Conduct more research (read industry or trade publications, attend webinars).

Review the bio or someone who has the role or opportunity you’re seeking. Where are the gaps (if any) in your experience?

Talk to a mentor.

Work with a career coach.

Write the bio or web copy for the outcome you’re seeking. Putting your ambition into words could unlock your “can’t be what you can’t see” moment.

What other ideas do you have on how to gain clarity and move ahead with your idea:

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O Section C (Have A Goal!).

OK! You have clarity on the outcome you're seeking. Now let's ensure you're making the right ask of the right network at the right time.

Who and what networks are you going to tap first to help you reach your goal?

Why have you selected these networks or networking relationships to help?

What's your proposed networking ask of each one? Is each ask specific, achievable (i.e. is the other person, given their particular circumstances right now, able to do what you're asking of them?).

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What's is your follow-up plan? How do you intend to keep your network "in the loop" as you proceed ahead with the answers and information you're receiving?

Reminder! Your path to achieving the outcome you're seeking might non-linear. As you're thinking about who can help you take a step closer to your goal, mull over the networks, the networks of networks and social interactions as this will expand the possibilities of who can turn to for help or guidance. By way of example, when I decided to write Build Your Dream Network and was seeking introductions to literary agents, I didn't simply reach out to friends who had agents, I considered who in my network could possibly know an agent based.

Further Resources:

- Pages 56-60, and 70-74 of Build Your Dream Network
- The "Use Your Network To Jumpstart Your Career", "Ask Your Network For Feedback" and "Reputation Killers" episodes of the Build Your Dream Network podcast
- Interview with Sarah Feingold, Employee Number 17 at Etsy - <https://bit.ly/3fNTc47>