



# Put Your Career Road Map in Focus

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# Today's Agenda

- Personal SCOT Analysis
- Your Professional Brand
- Plan for Your BHAG
- Realigning Your Career



Slides & Stuff



# Amy DeLouise

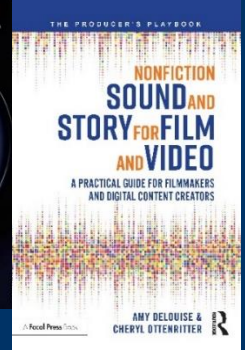
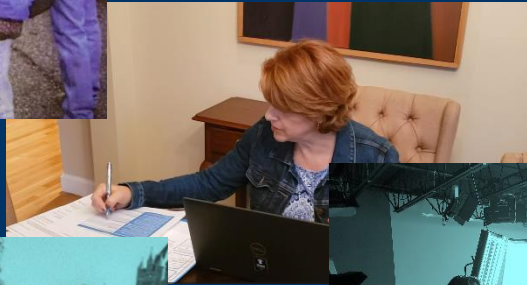
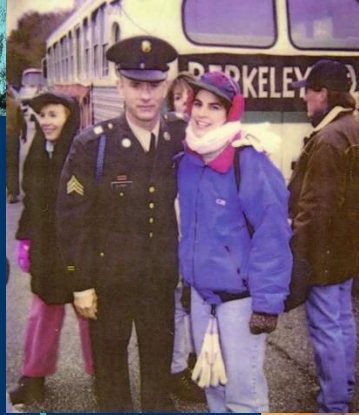
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DELOUISE ENTERPRISES



My Links





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**How much time did you spend in the past year making a career plan?**

① Start presenting to display the poll results on this slide.

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**What is your top reason  
for being here today?**

① Start presenting to display the poll results on this slide.

# Today's Agenda

- Personal SCOT Analysis
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- Plan for Your BHAG
- Career Realignment



Slides & Stuff





**Let's Get Started**

# Your Personal SCOT Analysis



# Why SCOT?

- Help analyze a new situation
- Plan for a potential transition
- Take stock of where you are
  - and where you want to go
- Divide paper/screen into four quadrants

# Strengths

For example...

- Track record of mentoring
- Facility with new apps
- Able to work under tight deadlines
- Can work with a wide range of people
- Experience leading multi-national teams

➤ **Jot Down Your Top Strengths**



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# Name Your #1 Strength

ⓘ Start presenting to display the poll results on this slide.

# Challenges

For example...

- Want to create a niche
- Want to get out of a niche
- Need to learn new skills
- Want to transition to a new role
- Need to move locations
- Move from staff to freelance or vice versa

➤ **Jot Down Your Top Challenges**

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# Name Your #1 Challenge

ⓘ Start presenting to display the poll results on this slide.





# Opportunities

For example...

- New location
- Training on new gear/software
- Better benefits
- New content
- More money

➤ **Jot Down Your Top Opportunities**

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Name Your #1 Op



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# Threats

For example...

- Fitting into a new office ecosystem
- Managing time, meetings culture
- Using social media tools
- Building your networks and resources
- Marketing yourself in a new way

➤ **Jot Down Your Top Threats**



WRONG  
WAY



# Name Your #1 Threat

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# Take A Moment to Assess Your SCOT

- What jumps out at you?
- Is there an area where you need to delve further in order to support your career goals?

➤ **Quick sharing**

# Build Your SCOT-Driven Action Plan

## STRENGTHS & OPPORTUNITIES

- Are taking advantage of your strengths?
- Are you amplifying your strengths (in portfolio, socials, with clients/bosses/team)?
- Do you want to reposition to take advantage of new opportunities?

# Build Your SCOT-Driven Action Plan

## CHALLENGES & THREATS

- Are you upskilling? (Yes, you are here!)
- What are the challenges that you can lean into and grow?
- What are the challenges or threats you need to leave behind?



# SWOT/SCOT Tools

- <http://creately.com/SWOT-Analysis-Software>
- <https://www.gliffy.com/>
- <http://www.wikiwealth.com/swot-analysis-generator>
- Jim Collins [Great By Choice](#)

# Slides & Stuff





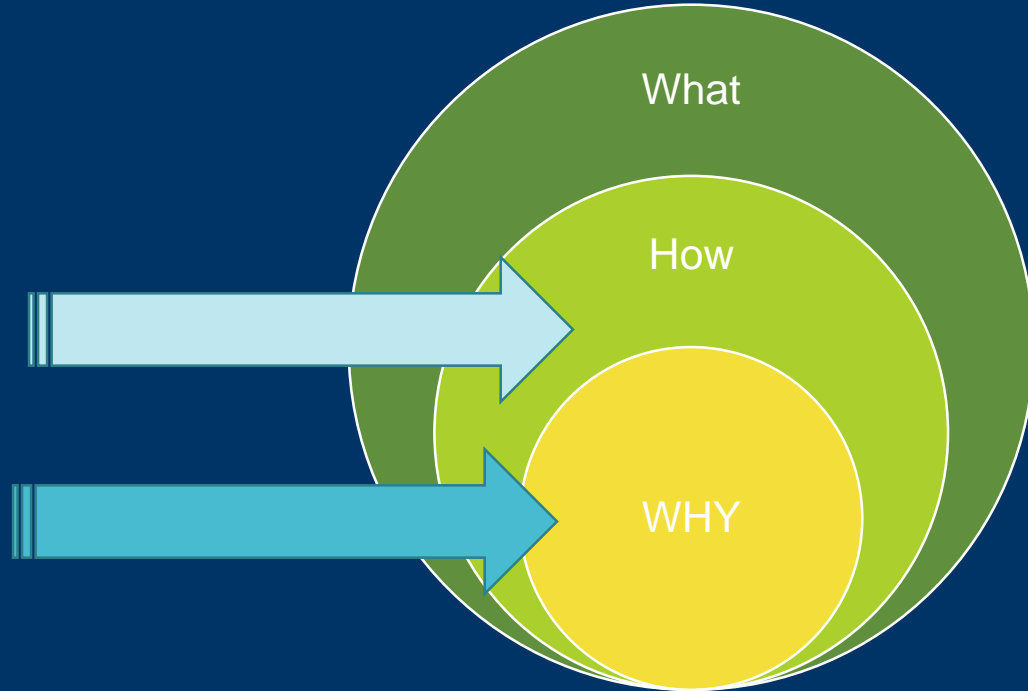
# BRAND PROMISE

**3 Steps**

# 1. Define Your Brand Promise

**The experience you will  
consistently deliver  
to every customer, every time.**

## 2. Articulate Your Why and How



# Why (You Think) People Hire You

- Knowledge
- Skills
- Expertise
- Equipment
- Tools
- Personnel



Unsplash: Matthew Kwong



# Why People Actually Hire You

- Attitude
- Problem-Solving
- Communications
- Analysis
- Teamwork
- Good Judgment
- Passion/Commitment



Photo: iStock



3. Align your  
**BRAND PROMISE**  
with your career goals

Incorporate Your Why & How  
with where you are headed  
(Elevator Pitch)

# Elevator Pitch

- What you do, **how**, for whom and **why**
  - One size doesn't fit all
  - Where you are headed (within reason)
- **Quick practice with the person next to you**





# Plan for Your BHAG

# Put It In Writing

1. Career
2. Creative
3. Fitness & Health
4. Financial Fitness
5. Friends/Family
6. Personal Development

Goals for This Year :	RESULTS	Goals for Next Year:
<b>CAREER</b>		
<b>CREATIVE</b>		
<b>FITNESS &amp; HEALTH</b>		
<b>FINANCIAL FITNESS</b>		
<b>HOME PROJECTS</b>		



# Getting to WHY

- What parts of your life do you enjoy the most now? Why?
- What kind of skills would you like to have or new activities would you like to try out? Why?
- What kind of difference do you want to make in this world? Why?





# Make it Visual

- Create your vision board
- Include big and small goals
  - What can I do **today**?
  - What can I do by **this date next year**?
- Think about time = space
  - What should take up more space on my vision board and more time in my life?





# Getting **SMART** About Big Goals



- Specific
- Measurable
- Attainable
- Realistic
- Time-bound

# EXERCISE

Take A Moment to  
Assess Your BHAG



- Name **TWO Things** that will have changed in your career by this time next year
- Identify **3 SMART Goals** to get you there
- Any realignment needed in your
  - Time/focus?
  - Professional brand?

➤ Group Debrief

# Career Must-Have's

- **EPK**

- Bios- different versions – focused on Leadership Skills/Why/How
- Professional headshot – who you are, where you are headed
- Portfolio up to date, links to recent work

- **LinkedIn profile**

- Up to date profile
- Include links to recent work or blog posts in Featured Section
- Recommendations that include your soft skills (How and Why)
- Align with your Career goals

# PRO TIP

- Your best FREE marketing tool is your email signature!
- Always include contact info so someone can easily share
- Include links to your latest work or blog post



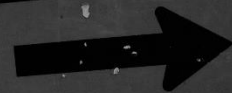


# Realigning Your Career

A young child wearing a cap and dark clothing stands on a wide set of stone steps. The steps lead up a wall made of large, light-colored stone blocks. A sharp shadow of the wall is cast onto the steps from the right. The child is looking down at the steps, symbolizing a small figure on a large journey or a path of discovery.



DETOUR



ROAD  
WORK  
AHEAD

ONE WAY

BUSY



# Unify Your Brand Voice

- On your website/portfolio
  - In your “elevator pitch”
  - On your reel
  - IRL conversations
  - Across your social channels
- 
- **If you are making a shift, is that shift reflected in ALL your public-facing content?**



# Amplify Your How & Why

- Do people understand **HOW** you do your work?
  - Showcase your leadership strengths (affirming, decisive, deliberate communicator, inclusive, etc)\*
  - What sets you apart?
  - What is your professional brand promise? What do people experience when they work with you and are led by you?
- What is your **WHY**?
  - Show your passion
  - Amplify others with aligned “Why’s”

# When “No” Gets You to “Yes”

- Avoid work that doesn't get you towards your goal
- Make space for a better opportunity
- Be sure your **current** brand identity isn't preventing your **next** career step



# Build Your Advisory Board

- Your Personal “Board of Directors”
  - Different age, cultural background, gender identity, industry vertical, etc etc
- Who in this group can help you re-align?



# Accountability Partner

- Monthly check-in's
- Top challenge of the month
- Give/Get
- Stop doing, keep doing, start doing



# Develop Creative Resilience Habits

*Breathe more. Work smart. Give ourselves grace.*

- Schedule regular vacations
- Work regular hours
- Idleness has a value
  - Not the same as doom-scrolling
- Times for input, times for output, times for nothing





## EXERCISE

Take A Moment to  
Align Your Career  
Priorities

- Name **ONE THING** you can do **today** to re-align or support your career priorities?
- Write down a prompt: **ONE Thing** you can do **next month** to re-align your professional brand with your career priorities?

➤ Group Debrief



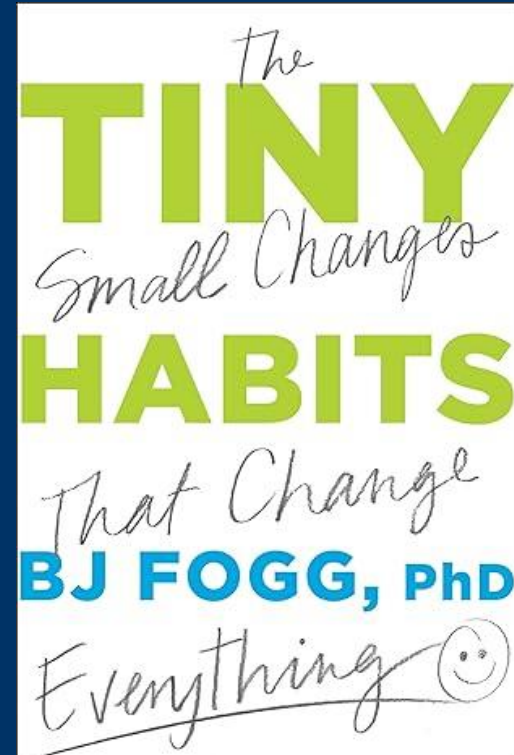
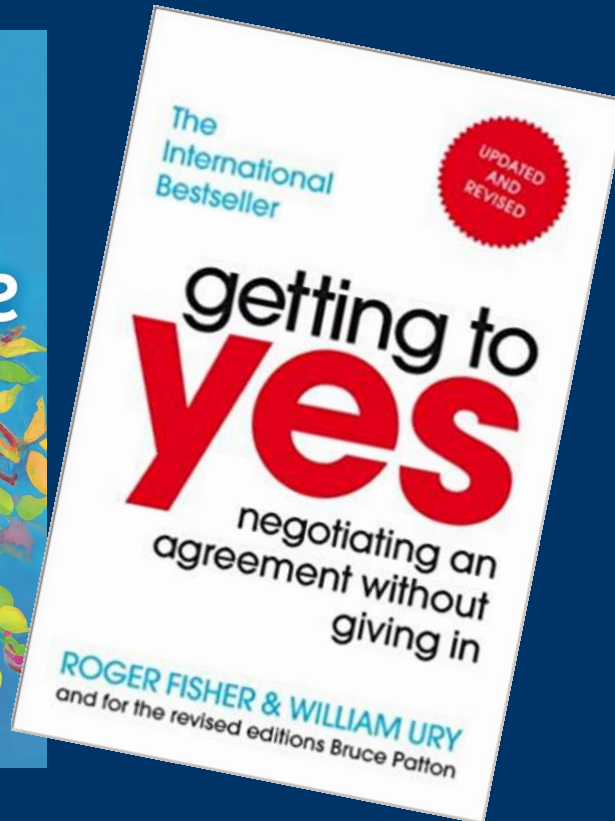
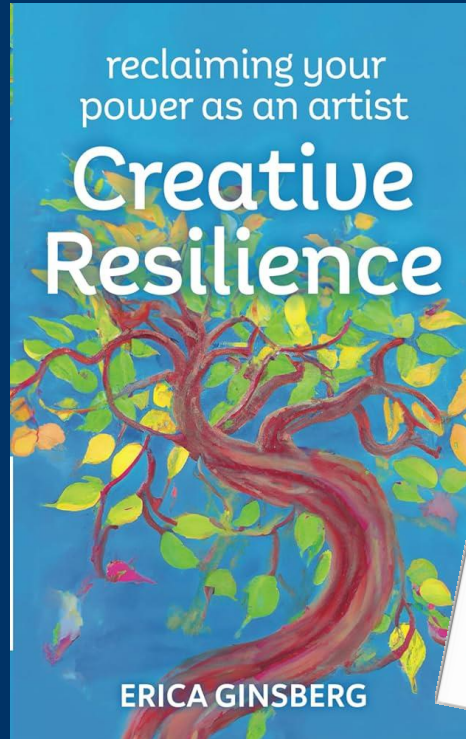
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**One Thing you will do next month?**

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TAKE ACTION. MOVE FORWARD.



**FINAL THOUGHTS &  
QUESTIONS?**



**WRAPPING  
UP**

# Amy DeLouise

Thank you! Let's Connect



**My Slides**



**My Links**

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