

MINDSET MONTHLY

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Lead Your Career

By Dr Lynda Wee

According to Steve Jobs, “*your work is going to fill a large part of your life and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work, is to love what you do*”. Given that you spend most of your time at work, it looks like having a say in how your career turns out is key instead of waiting around for someone to notice you. Three ways to lead your career:

1. Work ON your career, not IN it

By working on your career, you will achieve more and get to where you want to go. To do so, you need to begin with the end in mind. Make a few key decisions that matter to you. Be clear on what you want and by when. Visualise the end point and what it will feel like when you get there. Next, actualise. On a daily basis, do the things that will lead you to these key decisions. Say NO to things that distract you from your key decisions.

“If you don't know where you are going, any road will get you there.”

Lewis Carroll

Throw yourself in your career; heart, head and hands. See it as your calling and passion. Challenge yourself to give your best. Do not be discouraged by the long hours or hardship, instead see it as a joy, not a job or something temporary.

“If you choose not to act, you have little chance of success. What's more, when you choose to act, you're able to succeed more frequently than you think. How often in life do we avoid doing something because we think we'll fail? Is failure really worse than doing nothing? And how often might we actually have triumphed if we had just decided to give it a try?”

Katty Kay

2. Boost your self-confidence

Confidence is the way you meet circumstance whether positive or negative. It refers to the whole-heartedness where you are not holding back and instead you are just going towards what is happening with energy.

Most people imagine, but confident people act. A confident person acts on his/her ambitions and desires. He/she does not let fear of failure cripples him/her. Confidence is more important than ability when it comes to getting ahead for confidence is a choice: to decide and to do.

“Success correlates more closely with confidence than it does with competence.”

Katty Kay

3. Build your personal branding and tell your story

Sell yourself and what you stand for at every opportunity. When your words and actions match, others will trust you more readily and consider you for premium offerings.

“Your most important sale in life is to sell yourself to yourself.”

Maxwell Maltz

Reflect: What is your expertise? What is it that you bring to a role that others don't? Why you? Once you craft your sound-bites, start telling your personal story.

“No matter what job you have in life, your success will be determined 5% by your academic credentials, 15% by your professional experiences and 80% by your communication skills.”

Anonymous

Not speaking up can keep you feeling stuck and frustrated. This drains you personally and professionally and do little justice to you or the organisations and clients that you work for. Being strategic about your career puts you in the driver's seat, boosting your confidence and discovering new opportunities. Take charge in this brand new year! Happy New Year!