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- Assess your situation.
 - This is a great starting point. It gives you time and permission to assess your current situation.
 - Look at where you are in work today. What is working, what is not and what you may want to achieve that is out of reach. How you feel on your best days and what happens on your worst.
 - Examples of what we often hear:
 - I have trouble getting people to hear my POV in meetings. Maybe you need to listen first, talk second.
 - I am not getting the promotion that I want. Are you effectively doing the current role and leaning into the next vs focusing your time on asking for the promotion?
 - Write down 2-3 things that are either holding you back, need to be achieved to get to your next goal, or feel inconsistent with the company culture. Then commit to working on them.
- Note the culture and act in accordance.
 - While you want to bring yourself to work, you are agreeing to work for someone else ie. their company, culture and expectations. Finding a culture you can work in is just as important as the interview. Being savvy in business is learning to find ways to bring yourself, your skills and your personality to have the greatest impact.
 - Decide if you can realistically fit inside the current culture. If not, start looking for a new gig. If you decide to stick it out you have to do the following:
 - Understand the culture
 - Believe in it
 - Find a place for yourself
 - From a personal brand perspective, your inherent characteristics are things you cannot change, but you can affect your appearance and the way you show up through adjustments to your behaviors and actions.
- Request feedback and use it.
 - Feedback from others can be a great way to get another point of view. A few caveats:
 - Only seek advice from people you respect and believe will give it to you straight and have your back.
 - Ask for feedback only if you are ready to hear it and ready to action against it.
 - Do not embrace unsolicited feedback if you would not go to that person for advice.
 - Look outside your company. A coach is best-suited for this role, but also look at mentors, or even family members and friends that have insight into what you do.
- Be true to yourself.
 - You do have to feel like you can be who you are (within reason) at work and in your personal life.
 - The point here is not to pretend to be something you are not or go along with a culture you fundamentally do not agree with. It is about taking an active role in how you are showing up and acting accordingly with respect to the company, its culture and your role in it.
 - If you are aware of your personal brand, you manage it and you take the steps outlined here you will find the right balance to satisfy you and your company.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete