

CTA's Coaching Full Circle Graduate Symposium



Today's Topic: Become a VIP (Very Important Person) In Your Career & Your Coaching Practice by Deborah Brown-Volkman, PCC, mentor coach, and adjunct professor for CTA.

Today's workplace means 2 things; 1) Being humbled; and 2) Reinventing yourself.

Humbled because we are working harder to get ahead or maintain what we currently have.

Reinventing because industries are changing, companies are changing, priorities are changing, and we need to change with them.

No matter what is going on around you, you have the power to decide where your career (and your coaching practice) is going. No matter what the newspapers, friends, or family say, you are the driving force that determines your next move, with yourself, your practice, and the people you are coaching.

You can become a VIP (Very Important Person) in your career and your coaching practice.

Here's where you begin.

STEP #1. THE "V." CREATE YOUR VISION.

All of life's journeys begin with the phrase, "I want."

Think about your career and the times when you said "I want." Maybe you said "I want" to go college—and then enrolled in school and completed your degree. Maybe you said "I want" to work for a large or a small company—and you are working there now. Maybe you said "I want" to be a coach—and that's what you are doing currently. "I want" is a very powerful phrase. Without it, it's hard to go very far.

Imagine going on a trip without selecting a destination beforehand. What would you pack? How would you get there? Where would you stay? Your trip probably would not end up being much fun.

It's the same with your career. Not being able to visualize your desired result leads to results not happening. Just because there are things happened around you that you feel like you can't control doesn't mean you can't control where you are headed. You have more power than you think you do as long as you allow yourself to tap into it.

So, how about the clients you are coaching? Are they clear on where they are headed? How will you help them get there?

SO, WHAT'S A VISION?

My definition of a vision is a visualization or a picture of where you see yourself in the future. Your picture can be one of where you want to be in a day, a week, a month, a year, or even farther into the future. A vision is a snapshot of what you want your career and life to look like in the future. This snapshot gives your journey a clear and reachable destination and provides focus.

All goals are reached in the mind first. You see yourself both achieving your goal and experiencing the satisfaction it brings once you are there. This picture is what will help you to persevere during times of doubt. Your picture of success will give you purpose, power, and excitement. Your picture will give you a reason to get out of bed every day.

STEP #2. THE "I." GET INSPIRED.

I've seen many individuals create amazing careers. Even in this job market, when they are told there are no jobs, they are still securing positions that they love. How are they doing it? They are inspired.

Inspiration is that almighty force that arises from the inside. It lights you up, and gives you more power than you'd ever expect. Think about a time in your career when you were excited and energized because everything was going your way. Apply that feeling to where you are now.

This step is about letting go of the negative thoughts that are holding you back and creating positive ones that will excite you and move you forward.

So what's important to let go of?

1. Fear

Fear is normal. Who isn't afraid when faced with uncertainty? If you let fear win, fear will kill your creativity and stop your momentum. You will not wake up one day and be magically unafraid. You get over fear when you face it and you take steps forward. That's when you get to see that what you fear is not as bad as you think it is.

2. Let Go Of Believing Your Efforts Won't Make A Difference

Or, the need to have a guarantee. Do you want to know 100% upfront that if you go for your goal, it will come out exactly the way you want. Guess what? You will not get that promise. Maybe the road you think you are supposed to take will shift as you take it. You don't know and maybe you are not supposed to know. The only thing you get upfront is a feeling in your gut. If it's feel right, that's the direction to follow. If it feels wrong, run the other way.

3. Let Go Of Believing You Can't Reach Your Goal

Why can't you reach your goal? You may have a long list with reasons why you cannot. If you've already made up a failure list in your mind, create a success list instead. Write down why you are great at what you do. Detail your accomplishments. Look at what you have written every morning. You may not believe it today, but if you keep looking, you will believe it tomorrow.

4. Let Anger Go

We all have aspects of our career that we wish would not have happened. Or, we would have done differently. The truth is the longer you work, the greater the chance of being disappointed or making mistakes. When you hold onto an emotion that hurts you, it holds you back. Bitterness and blame are for victims. You are not a victim. You are in charge of your career. Once you let that in, and you free yourself of your angry thoughts, you can move forward again.

And, Lastly, You Make Peace With Your Past

Rather than focus on how the past has harmed you, you focus on how the past has taken you to where you are today. The project that went nowhere may have taught you to plan more or to be more assertive. The multiple jobs on your resume may have taught you to stay put and not leave when things get tough. The co-worker that sidelined you may have taught you to showcase your work better and expand your network. You have learned valuable lessons from every mistake you have made. And, you are a better person because of them.

Once you let go of the negative thoughts that were holding you back, you are free, finally. Once you start believing for the best, you get the best. Idea's come to you in the middle of the night. You have hope, direction, and focus. You feel like you can tackle anything. The power is returning and then it's time to make what you want, aka your vision, happen.

Are you inspired? How will you help your clients get inspired?

STEP #3. THE "P." CREATE YOUR PLAN.

There are no accidents when it comes to career achievement. If you are working towards your goals on a consistent basis, you will reach them. It might not be in the time frame you want, but you will get there. If you are not working on your goals, or if you just work on them "here and there," you probably will not reach them, or it will take a long time.

Once you can see what you want, and you are excited about it, it's time to get moving towards what you want.

Here are 3 steps to put into your plan:

a) What Do You Want? Example: I want a new job, want to change careers, make more money, or enhance my attitude. I want to make a 6-figure coaching salary. I want to make a difference in the world.

b) When Will Your WHAT Be Achieved? Example: 3 months from now, 6 months, etc? Be specific.

c) **How Will You Get There?** This is the specific steps you will take to get what you want.

Goals are reached when you are actively working on them. Mapping out what you are going to do—and then doing it—is your recipe for success.

What is your plan for your coaching practice? How will you help your clients plan?

Then, You Get Into Action.

Nothing happens without movement.

When you are taking action, you are carrying out the steps in your plan with purpose and power. You are “in the zone” and believe that anything is possible. You feel great. You have faith that your steps will lead to goal achievement. And you are right.

Action is essential to your success. You must work on your plan for it to happen. And, your plan is going to be achieved one step at a time.

Open Your Calendar

One of the best ways to keep your momentum going is having the steps in your plan written into your calendar. Your calendar is an essential tool for helping you reach your goals.

Your calendar is your friend. Begin your friendship by opening your calendar and entering the steps from your plan into it.

Having a calendar will help determine whether you are successful or not. If you don't feel like taking a step, your calendar can help you get motivated and stay on track. If you don't remember what your next step is, your calendar will remind you what to work on. If your steps are written into your calendar, there is a higher probability that you can quickly check them off your list, because what you need to do is in front of you. If your steps are not in your calendar, they probably will not get done, because you may forget what you need to do.

Make it a habit to sit down with your calendar on Sunday evenings. Go over your plan and the steps you will be working on during the coming week. Write down in your calendar specifically when you will be working on each step. Every day, review your calendar in the morning—this is a good way to keep it fresh in your mind for the rest of the day. These two simple steps will keep you mindful of both your weekly tasks and your daily ones.

Last Note: Move Forward No Matter What

I've seen many people on the brink of success fail because they stopped right before they reached their goal.

Those who are successful in attaining their goals are those who do not give up.

Your plan is a work in progress. As such, you may get sidetracked from time to time. This is OK—such important journeys are not always smooth ones. If you get frustrated every once in a while, remember that you are not alone.

You are not perfect. You will occasionally make mistakes. You may even fall back into your old ways from time to time. Be patient with yourself and keep returning to your plan to keep you on track.

Move forward no matter what. Movement will make you a VIP in your career and your coaching practice.

Deborah Brown-Volkman is a *Professional Certified Coach (PCC)*, veteran coach, career expert, and the President of *Surpass Your Dreams, Inc.*, a successful career, life, and mentor coaching company that has been delivering a message of motivation, success, and personal fulfillment since 1998. She provides Career Coaching for those who want a new job, new career, or a new way to flourish in today's workplace. Deborah has been featured in a number of prestigious publications including, The Wall Street Journal, The New York Times, and Fortune Magazine. Deborah is the author of several best-selling books including *Coach Yourself To A New Career*, *Don't Blow It! The Right Words For The Right Job*, and *How To Feel Great At Work Every Day*.

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