

*When you write your story,
don't let others hold your pen.*



CREATE A CAREER YOU LOVE

on your terms



INTRO

17 JOBS. 5 CAREERS. 1.8 YEARS/ROLE

These are predictions for how the future work will look like. Chances that you do the same role in 5, 2 maybe even just 1 year from now on are quite slim. In fact, research suggests that over the next 10 years, about 25 Million jobs will be replaced through automation, AI and robotics.

Technology isn't a threat. It's the opportunity to be more human than ever again!

It enables us to focus on human traits and characteristics, like creativity, emotions, problem solving, ... qualities that make us us.



Amazon did not kill the retail industry.
They did it to itself with bad customer service.
Netflix did not kill Blockbuster.
They did it to itself with ridiculous late fees.
Uber did not kill the taxi business.
They did it to itself with limited the number of taxis and fare control.
Apple did not kill the music industry.
They did it to itself by forcing people to buy full-length albums.
Airbnb did not kill the hotel industry.
They did it to itself with limited availability and pricing options.
Technology by itself is not the real disruptor.
Being non-customer centric is the biggest threat to any business

- Alberto Brea

STAYING RELEVANT MEANS

- *being aware*
- *being analytical*
- *being pro-active*
- *being creative*
- *being adaptive*

Entrepreneurship
isn't a title or status, it's a mindset.

YOU ARE YOUR ONLY INSURANCE

So invest in it and build your Career Brand

Career Branding is NOT about fame.

Career Branding is NOT about being loud.

Career Branding is NOT about you.

Career Branding is your Reputation.

It's what other people say about you when you are not in the room.

It is what others associate with you (and your value) based on all experiences (online & offline, first hand or through others) they have had with you.

Good News!

You can take control over your own Brand and Reputation through:

CLARITY

of your High Performance Zone (your strengths, values and You-niqueness)

COMMUNICATING

your Point of Difference

CAPITALISING

on your strengths with confidence

SUCCESS

IS A BY-PRODUCT OF PROGRESS.

It's about making the right decisions,
followed by taking the right actions.

Over and over again.

DEFINING YOUR CAREER BRAND

Top 5 Things To Do Before Considering a Career (Change)

- 1 Do you have the right mindset to find the career you love?
- 2 Do you use your best skill set and talents or just settle for what you're good at?
- 3 Are you knowledgeable of all the various types of careers out there?
- 4 Have you found the niche that you can focus on?
- 5 Have you "tried out" your future career to make sure it's the right thing before you take the leap?

You are perfectly built just the way you are for a specific type of work. Your first task is to discover what you're made of, then you'll know what you're made to do, and you can start building a remarkable career.

If you want some help getting in touch with your gifts, answer the following questions.

- When are you at your best?
- What sort of things feel like they are second nature to you?
- What do people come to you for help with or ask you for advice about?
- What types of activities give you a feeling of being "in the flow?"
- What tends to be your role with friends and family?
- What are some things that you feel most confident in your ability to do well?
- What do other people compliment you on?

The key to finding the career you love is to DO WHAT YOU ARE.

SKILL AUDIT

Just because you can doesn't mean you should.

You might be really good with numbers but you can't stand it and it feels like the biggest chore. This is called the 'curse of competency'. Sometimes you are good at it because of practice, not because of pure interest. This often leads you to a stage of good, never great as there is always someone else who is better at it because they put their heart and soul in it.

<h2>SKILL</h2> <p>Think of this like an inventory list of things you can do. (Don't think about whether you enjoy them or not).</p>	<h2>ENJOY- MENT LEVEL</h2> <p>1 = despise 10 = love</p>	<h2>REASON WHY</h2>
<p><i>eg.: Presentation</i> <i>Budget</i> <i>Project Management</i></p>	<p>10 2 7</p>	<p><i>buzz when public speaking</i> <i>love numbers</i> <i>different stakeholders</i></p>

INDUSTRY EXPERIENCE

Whilst each industry is special, there is always a common nominator that you liked/disliked about it. Find out what industries/environments you have worked with and what can be transferred to other industries who need the skills, expertise and relationships / networks only you have.

INDUSTRY

What industries have you worked in and using what skills?

eg.: Fast moving consumer goods - Product Development (incl market research, presentation, creative campaigns, analytics)

NETWORK

How strong are your relationships in those industries?

I have excellent contacts and a strong network in FMCG but also creative agency

PUT IT ALL TOGETHER

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TOP RANKING SKILLS	WHICH DEPARTMENTS COULD BENEFIT	WHICH JOBS/TASKS COULD BENEFIT
<p><i>PRESENTATION TRAINING COMMUNICATION</i></p>	<p><i>HR/TRAINING MARKETING SALES</i></p>	<p><i>TRAINER/FACILITATOR RESEARCH/PARTNERSHIPS/ EVENTS KEY ACCOUNT MANAGER</i></p>

How to introduce what you do with impact and without limiting yourself to your job title and/or industry?

When it all comes together ...

I help _____ → Your audience
to _____ → Your contribution
so that _____ → Your impact

You can never compete on price but you can compete on value - on value others perceive when engaging with you.

**And your value is made up
by YOU and YOU only.**

**If you don't value yourself and see the package
that comes with you as premium,
how can anyone else see it?**

*Happy
Career building!*





“Petra truly understands her client's brief and the business world, therefore, maximizing the chances of success for both parties. Thank you Petra, for being part of my career journey.

PRAISE FOR THE IMPACCCT 1:1 COACHING



“This morning was great. I basically sold what I wanted to do in this role, rather than what he wanted me for. You taught me that.

PRAISE FOR THE IMPACCCT 1:1 COACHING



“I want to cry! My first prospect just gave me a verbal go ahead and the big contract will be decided on Monday. I also got the speaking gig confirmed! I just wanted to say how grateful I am.

PRAISE FOR THE IMPACCCT 1:1 COACHING

WANT TO TAKE IT UP A NOTCH AND FAST TRACK YOUR CAREER PROGRESSION?

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They are created.*

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