

HOW TO FIND YOUR FOCUS AND GAIN CAREER CLARITY

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TODAY WE WILL COVER:

- Provide you the tools and strategies on how to build career clarity
- Review 5 specific steps you can take TODAY to thrive in your career
- *One exercise on helping you gain more career clarity*
- *Inspiration, energy, and roadmap to support you in thriving in your dream career and live your best life!!*

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CREATING YOUR CAREER DESIGN

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STEP One

COMMIT TO A STRATEGY & FIND YOUR FOCUS

No more winging it!

- Courage or Confidence – which comes first?
- Commit to the process of getting comfortable being uncomfortable
- Most likely, no one has ever taught you how to pivot or shift careers before – it is okay to be new at something (again and again!)
- Get accountability to ensure follow through

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STEP Two

CLARIFY YOUR VISION

- It is "easy" to say what you do **NOT** want, define what you **DO** want
- What does success mean to you?
- What type of impact do you want to make on your profession?
- What type of legacy do you want to leave behind for your family?
- Get crystal clear on what is most important to you

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Success Example #1:

- I will be successful if I land this job.

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Success Example #1:

- I Flip the script:
- will be successful in preparing for this job interview if I invest ~20 hours in preparing, reflecting, and practicing talking about myself for this job interview.
- My success does not depend on whether or not I get the opportunity because there are external factors (internal candidate, better fit, etc.) that might be prohibiting me from landing the job.
- I will be successful if I can articulate my answers well and carry on a personal and friendly conversation with the employers interviewing me.

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Success Example #2:

- I will be successful if I get this job promotion.

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Success Example #2:

- Flip the script:
- I will consider myself successful in this position if I attempt to:
 - Give it my 100% best chance at communicating with my direct reports each week
 - If I nail my quarterly presentation to the VP's of my team
 - If I get my annual reports in on time
 - If I cold call 5 potential customers each month
 - If I have to go on a work trip, and I need to make adjustment at my home in order for me to be away for a few days (this is a miracle in itself!)

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CAREER CLARITY EXERCISE

INSTRUCTIONS
Pull Out a Piece of Paper & Pen

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CAREER CLARITY EXERCISE

Let's develop a roadmap and build clarity today

MUST HAVE'S (NON-NEGOTIABLES)	ABSOLUTE NO'S	WOULD BE NICE TO HAVE (NEGOTIABLES)

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CAREER CLARITY EXERCISE EXAMPLE

MUST HAVE'S (NON-NEGOTIABLES)	ABSOLUTE NO'S	WOULD BE NICE TO HAVE (NEGOTIABLES)
Flexible work hours	Management/Direct reports	Work From Home
Growth opportunities	Travel	No weekends
Salary range, 401K matching, sign on bonus	No travel	No on call
Organization Chart, who you report to	Project Management	No client interaction
Research requirement	Administration days	No contract work

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STEP *three*

GET YOUR COLLATERAL READY

- Focus on Building Your Personal Branding
 - Develop a Core Mission Statement
 - 3-4 sentence summary of who you are, who you want to be, your professional short term and long term goals
- CV/resumé
- Cover letter
- Optimize your LinkedIn Profile
- Build your Professional Portfolio
- Update your Personal Website
- Gather your References

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STEP *four*

MASTER THE ART OF THE HUMBLE BRAG

- The easiest way to stand out during an interview, networking event, meeting, or presentation is to effectively articulate and communicate how you solve the problem that the other person is having.
- Focus Your value proposition: expertly pitching yourself as **THE** top contender for a role.

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STEP *five*

LIVE INSIDE YOUR ZONE OF GENIUS EVERYDAY

- Learn to say **NO** so you can say **YES** to what matters most
- Communicate your boundaries once you set them
- Correspond with your direct manager at least weekly to ensure expectations are being met
- Practice continuous self-care

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RECAP

- Provide you the **TOOLS** on how to navigate a busy competitive marketplace
- Review specific steps you can take **TODAY** to get you to stand out on paper, online, and in real life (IRL!)
- Teach you the specific steps you can take **TODAY** to launch your own unique personal brand
- 2 exercises to help you optimize your job search
- *Inspiration, energy, and roadmap to support you in thriving in your dream career*

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thank you

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