

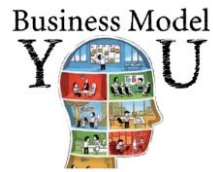
A Method for Reinventing Your Career

WHO YOU ARE AND WHAT YOU HAVE

Interests/passions/motivators
Abilities and skills
Personality
Knowledge/expertise
Experiences
Personal and professional contacts
Other tangible or intangible resources

WHAT YOU DO

What do you do with your resources?
Physical or mental activities you do perform every day on behalf of your "customers".
The activities that distinguish you from others.



A Method for Reinventing Your Career

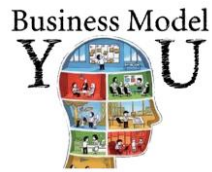
WHO YOU HELP

What roles do you play at work?
Who receives a benefit from the work you do?
Who do you hand work off to?
Who depends on you to get the job done?
Who is the end user of the service provided by your organization?
What greater communities are served by your work?
Include your boss, supervisor and others who are directly responsible for authorizing your paycheck.

HOW YOU HELP

How do you help other people get their jobs done?
What have you been hired by the customer to do?
What benefits does the customer gain as a result?





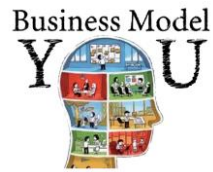
A Method for Reinventing Your Career

HOW THEY KNOW YOU AND HOW YOU DELIVER

How will potential customers discover how you can help them?
How will they decide whether hire you? People are watching you every day.
How will they hire you?
How will you deliver what the customer buys – YOU are the product?
How will you follow up to make sure the customer is happy?
How will potential customers get to know you and the value you provide?
Reference 14 Characteristics of a Prototypical Employee.

HOW YOU INTERACT

Do you provide personal, face-to-face service?
Are your relationships more hands off, relying on email or other written communication?
Are your relationships characterized by single transactions or ongoing services?
Do you focus on growing your customer base, or servicing and satisfying your existing customers?



A Method for Reinventing Your Career

WHO HELPS YOU

Who supports you professionally?

Who helps you do your job successfully?

Who motivates you?

Advises you?

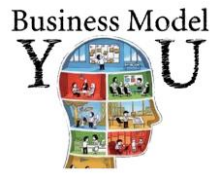
Include colleagues, mentors, family, friends, professional.

WHAT YOU GET

Salary, contractor or professional fees, stock options, royalties, and any other cash payment.

Benefits such as health insurance, retirement packages or tuition assistance.

Promotions, special assignments, rewards and awards, recognition, trusted agent.



A Method for Reinventing Your Career

WHAT YOU GIVE

Time, energy, money.

Your commute, your wardrobe, your laptop, your car, internet, phone, utility expenses, stress, dissatisfaction.

Redesign Your Career

With Personal Business Model.



Canvas



Reflect



Revise



Act

Beth Rudy
CONSULTING