

Career Development Workshop Participant Workbook



Career Development



Objectives

- ✓ Define Career Development for you
- ✓ Understand Pivot framework for career change
- ✓ Create your professional mission statement
- ✓ Unpack your mission into actions

Requests of you

- ✓ Silence phone
- ✓ Participate fully
- ✓ Maintain confidentiality
- ✓ Permission to stretch and challenge you

Definition of Career Development

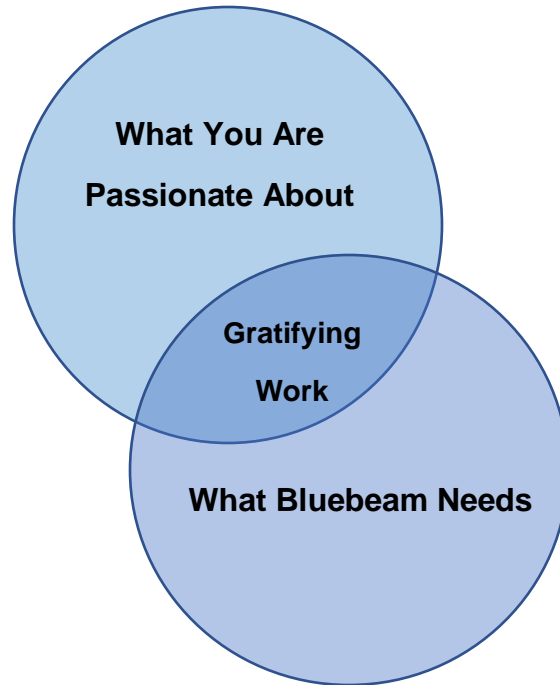
Career development is the ongoing acquisition or refinement of skills and knowledge, including job mastery and professional development coupled with career planning activities. Career development is the lifelong process of managing learning, work and transitions in order to move toward a personally determined and evolving preferred future.

When you think of career development, what does it mean to you?

Part 1: You + Bluebeam

Think of your relationship with Bluebeam as a mutually beneficial alliance. You and Bluebeam develop a relationship based on how you can add value to each other. The more valuable you make Bluebeam, the more valuable you will be in the marketplace.

Gratifying Work Is Found In the Overlap ...



The two questions to ask yourself:

How can you help Bluebeam?

How can Bluebeam help you?



Career Progression

Bluebeam looks at performance as a balance of

Embodying Bluebeam's Values

Creating Results

Six Qualities that can make you more promotable:

You take Initiative

You are a self-starter who is proactive in creating solutions to challenges. You have an entrepreneurial mindset, and you think like a CEO regardless of your position.

You are Accountable

You take complete ownership for your job responsibilities and the results you get.

You think Big Picture

You possess business acumen and can think strategically from the perspective of Bluebeam.

You Engage with Maturity

This is the character piece. You show up as a leader, aware that how you act around others is important. You have high EQ. You avoid gossip, blame and complain games. You inspire others to do the same.

You get Results

You know how to execute and get things done making a strong impact on the company's objectives.

You can Adapt to Change

You are adaptable to change and flexible with the evolving needs of the business. You are ready for the unexpected. You are a Change Agent for others.

Learning Resources for these Qualities

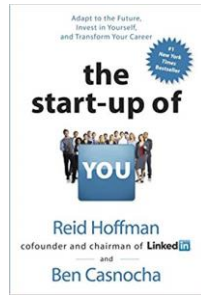
Initiative

LinkedIn Learning Classes

Books



COURSE
Become an Entrepreneur Inside a Company
By: Robbie Kellman Baxter



COURSE
Getting Your Ideas Approved
By: Mike Figliuolo

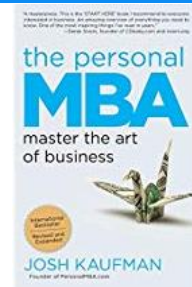
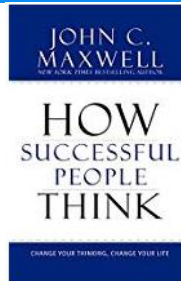
Thinking Big Picture

LinkedIn Learning Classes

Books



COURSE
Strategic Thinking
By: Dorie Clark



COURSE
Developing Business Acumen
By: Mike Figliuolo

Getting Results

LinkedIn Learning Classes



COURSE

Becoming Indistractable

By: Arianna Huffington and Nir Eyal

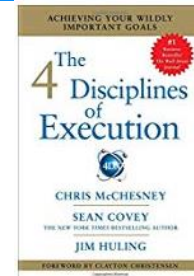


COURSE

Getting Things Done

By: David Allen

Books



Accountability

LinkedIn Learning Classes



COURSE

Holding Yourself Accountable

By: Dorie Clark

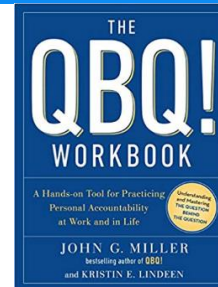
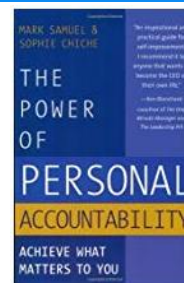


COURSE

Fred Kofman on Accountability

By: Fred Kofman

Books

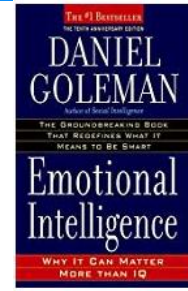
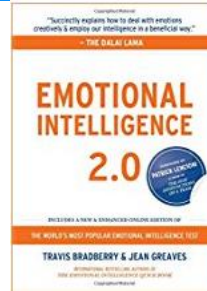


Professional Maturity

LinkedIn Learning Classes Books



COURSE
Developing Your Emotional Intelligence
By: Gemma Leigh Roberts



Good for newer professionals

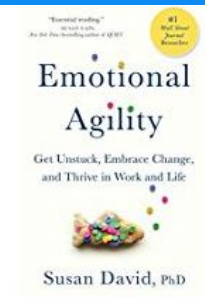
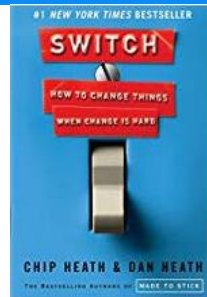
COURSE
Developing Your Professional Image
By: Gemma Leigh Roberts

Adapting to Change

LinkedIn Learning Classes Books



COURSE
Cultivating Mental Agility
By: Dorie Clark

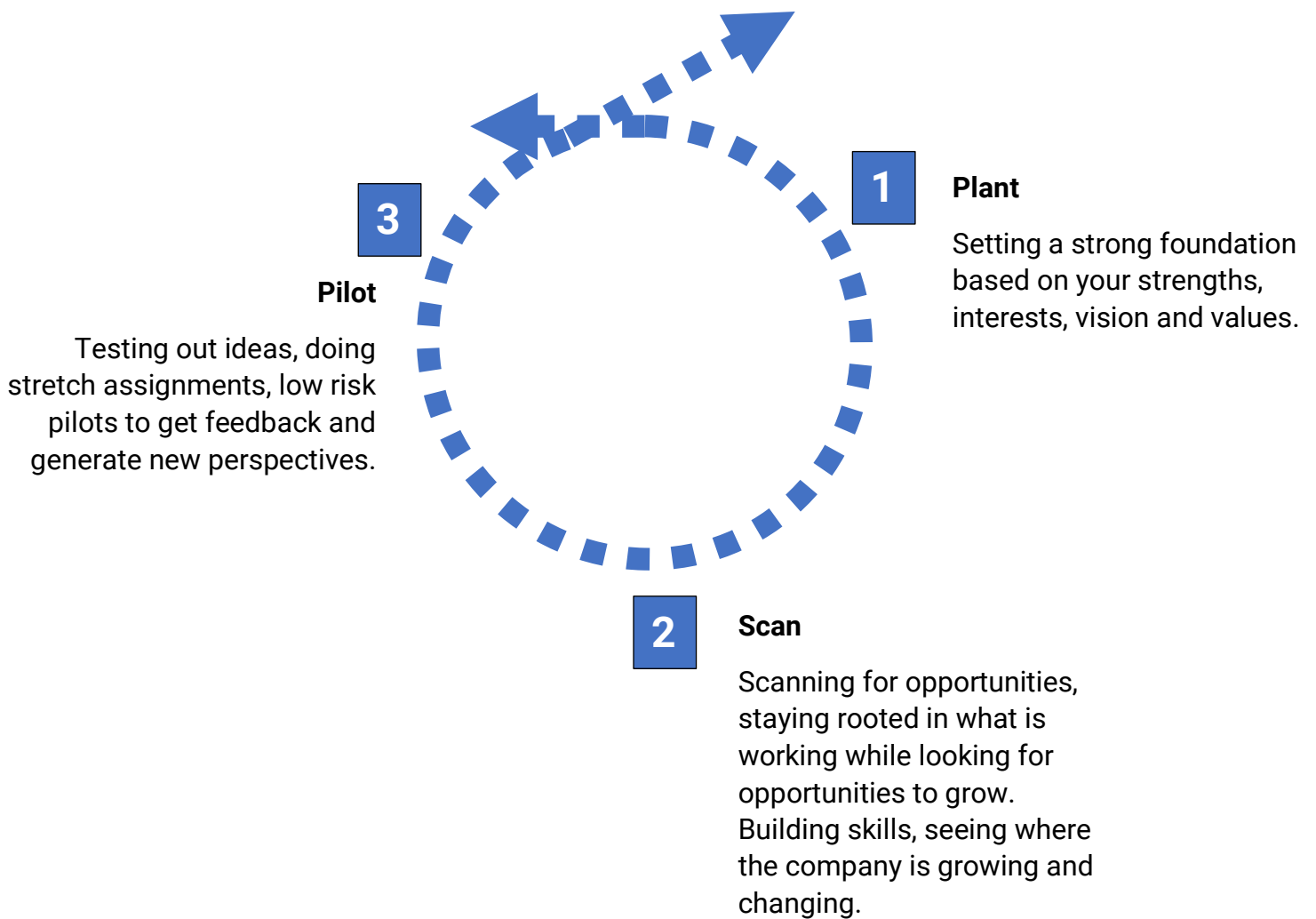


COURSE
Enhancing Resilience
By: Gemma Leigh Roberts

Pivot Method

Career Pivot:

Doubling down on what is working to make a purposeful shift in a new, related direction. A career pivot does not have to mean you're changing jobs. You can also pivot within your own role by refocusing or restructuring it to better align with your strengths and the changing needs of the company.



Questions to ask yourself for each stage

Plant What's working? What's most important? What's exciting?	Scan What's out there? Who can you talk to? What's changing?	Pilot What small experiments can you run?
<p>Values and Strengths</p> <ul style="list-style-type: none"> • What is most important to you? • What are your biggest strengths? • When do you feel most “in the zone”? • What do people ask you for advice on most often? • What do you most look forward to on your to-do list each week? <p>Vision: 1 year from now . . .</p> <ul style="list-style-type: none"> • How do you want to feel? • What does success look like? • How will you know? What results will you see? • What kind of impact will you make? 	<p>People</p> <ul style="list-style-type: none"> • Who do you admire? • Who is doing something that excites you, personally or professionally? • Who would you love to build relationships with? • Who is already in a position similar to your 1-year vision? <p>Skills / Research</p> <ul style="list-style-type: none"> • Which of your skills are most in demand? • What new skills would be most beneficial to learn? • How are you most excited to challenge yourself? <p>Projects</p> <ul style="list-style-type: none"> • What new projects or objectives are on the horizon at Bluebeam that match your interests? 	<p>Small Experiments</p> <ul style="list-style-type: none"> • Based on your strengths and your scanning, what types of opportunities are you looking for? • What's one small experiment you can run? • What next action can improve your skills? • What experiments have you already tried that you could build upon? <p>Smart Risks</p> <ul style="list-style-type: none"> • What bigger moves or projects might you want to tackle in the next year? • What would help you prepare? • What is the first next step?

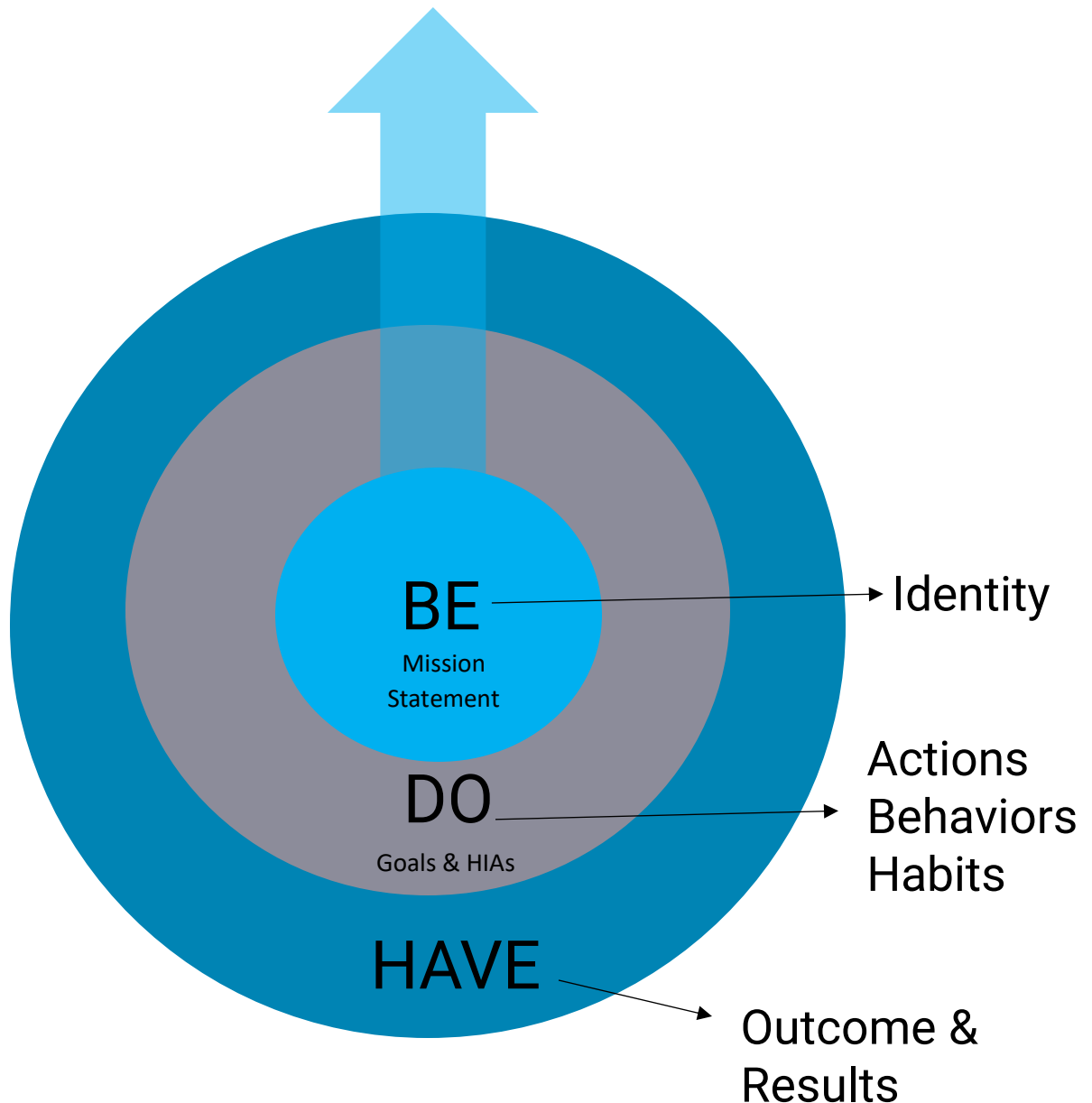
Plant Stage

Primary goal of this stage is grounding in who you are, what you love and where your strengths lie. You will focus on discovering your

1. Values
2. Vision
3. Mission
4. Unique Strengths

In a pivot, your values, vision and mission create boundaries and benchmarks for big decisions.

Work from the inside out



Exercise: Define your personal mission statement (Who you are being)

1. Rate your professional situation by circling a number: 1 (not happy at all) to 5 (happy as you can possibly be)

1 2 3 4 5

2. Based on that rating, consider what would need to change to make your professional life a solid 5/5? Be as detailed as possible.

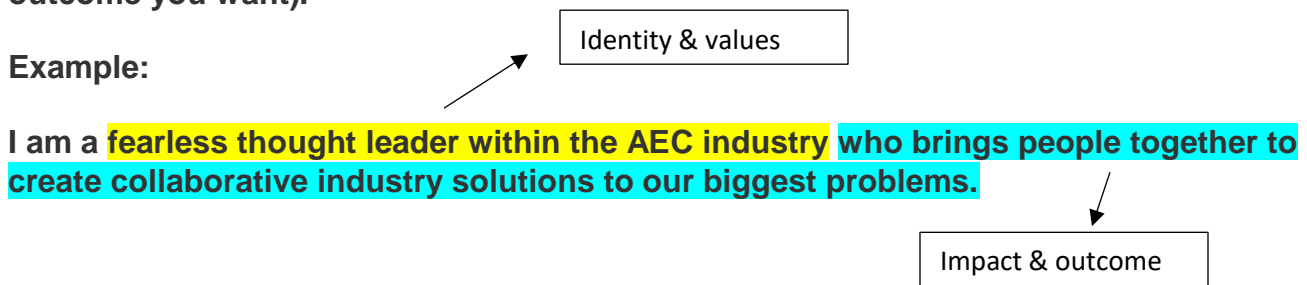
3. Who do you need to become for those changes in your professional life to occur? What values and strengths need to be expressed in your everyday work?

4. Define yourself in the present tense for each, as if you had already arrived at your desired *you*. This is the *you* that can take your work life to this 5/5 rating. Your professional mission statement should include the following ingredients:
 - a. Present Tense
 - b. Operating principles – the values that will rule your behavior
 - c. The impact you create by putting those principles to work or the expected outcome of you being that person.

Quick Formula:

I am (insert identity with value descriptors) who (insert the value you create or expected outcome you want).

Example:



Write out your mission statement below:

Define your Career Goal, Milestones & High Impact Actions (What you are doing)

Working backwards from the mission statement you just created, now you are going to create a career goal and determine the milestones and specific high impact actions that will get you there. This is how you create and define your path.

Career Goal – Finish Line	Milestones/Scoreboard	High-Impact Actions (HIA)
<ul style="list-style-type: none"> • Linked to your purpose and mission • A tangible aspiration but one you have little direct control over (it does not depend entirely on you) • Timeframe is longer term (1-3 years) • Defining this end goal narrows your focus • Should provide inspiration & direction in defining your actions • Most of the time is a qualitative goal (not quantifiable) • Example: Could be a promotion or industry accolade 	<ul style="list-style-type: none"> • The direct result of your actions • Also known as performance goals • They are quantifiable and specific (in essence SMART goals) • Timeframe is 6-18 months • Building blocks of the end goal. Achieving them tells you if you're on the right path to attaining your end goal or if you need to course correct. • Set 1-3 performance goals/milestones for each end goal 	<ul style="list-style-type: none"> • Also known as process goals • Predictive of the performance goals. If you are doing these, you will most likely achieve your performance goals. • 100% within your control depending entirely on your proactivity • The threshold for action should be placed at low level • More tactical timeline – daily, weekly or monthly. • Can be turned into habits & routines. Should have a habitual quality.



Example for a sales professional:

Mission Statement:

I am a respected sales leader and a driver of transformation within the company as we face the challenges of reaching more customers globally and expanding our international presence.

Career Goal:

Being promoted to sales director within 2 years.

Milestones/Performance Goals:

1. To increase international revenue accrued by my direct team by 30% in the next 12 months.
2. To improve key ratings of my leadership skills (across several key pillars) from a current average rating of 3.5/5 to 4.5/5 in the next 12 months.
3. To secure promotion of at least 60% of my team members over the next 2 years.

High Impact Actions:

1. Doing my job: Make at least 5 calls per day to existing international clients and 3 meetings per week with new prospects.
2. Sourcing business creatively: Schedule and run a bi-weekly call with senior colleagues of different divisions to bounce ideas on synergies and explore joint business proposals for clients.
3. Getting people promoted: Schedule 1-hour tag-ups weekly with team members to offer coaching, progress tracking and business guidance. Run quarterly offsite meetings to build team cohesiveness and address strategy and execution.
4. Growing as a leader: Keep a daily log on the opportunities I encounter each day where I can practice my leadership skills with others. State what actions I took and reflect on what opportunities I missed and what I would do differently next time. Keep a log of areas where I think I might have blind spots and need to improve.
5. Using my time, energy and focus effectively – Define daily and weekly schedules in advance focusing on priority tasks and allowing time for “important but not urgent” tasks that are critical for long-term success.

Ready to try it yourself?

Exercise: Unpacking your Mission into Actions

Your Mission Statement: Write out what you came up with in previous exercise.

Your Career Goal: Keep it simple. Select just one aspiration/change/goal that would make the most difference to you today.

Performance Goals: 1-3 measurable milestones written as SMART goals that over next 6-18 months would get you closer to your career goal.

1.

2.

3.

High Impact Actions: Actions that you take on a daily, weekly or monthly basis that are 100% within your control and have the most predictive power to achieve your desired results. Think about how you can automate these actions and make them into habits.

- 1. _____

- 2. _____

- 3. _____

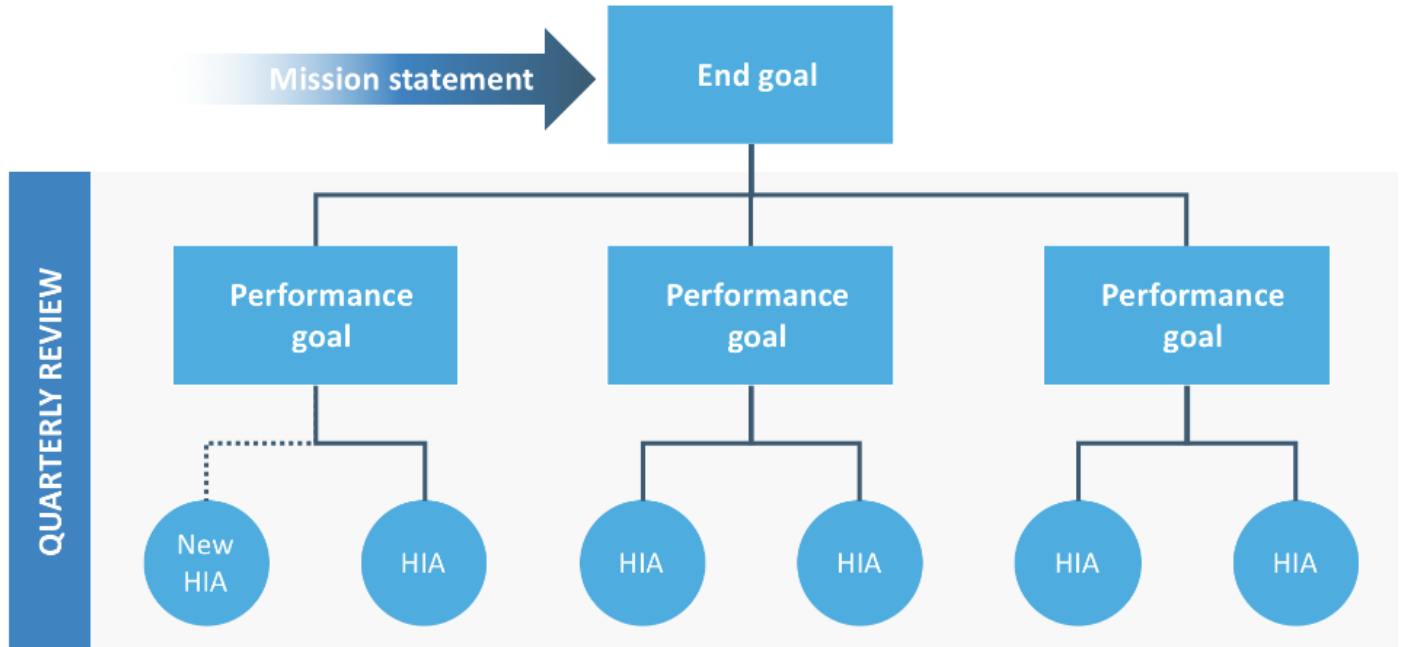
- 4. _____

- 5. _____



Review your goals quarterly and adjust your plan if circumstances or your desired results shift. Assume that in this fast-changing world you will have to make changes to your plan.

Use your manager as a supportive partner in this process.



Key to success in execution:

Intention

Consistency

Quarterly Review of Progress

Well-Defined Time Frames

How Bluebeam Can Help

Your Manager is your Partner

While your career development is ultimately in your hands, your manager is there to support and partner with you in achieving your career goals. Let your manager know that you'd like to have a career conversation. Share the work you did in this workshop and request their feedback and coaching.

Learning Opportunities

Beyond our in-house trainings, Bluebeam provides numerous learning opportunities to upskill your talents including:

- (1) Attend Industry Conferences
- (2) Continue your Education with up to \$5000/year in Tuition Reimbursement
- (3) Choose from 1000's of online courses with LinkedIn Learning

Career Coaching

If you'd like additional support, Laura Marks is available to work with employees on career development goals and challenges. All sessions are confidential. We offer the following types of sessions:

1. **Drop-in Coaching:** Covers any topic that you need coaching on. (Open to all employees)
2. **StrengthsFinder Coaching:** Take the Gallup StrengthsFinder assessment to discover your top 5 strengths and get 3 coaching sessions with Laura to learn how to use this information in your career. (Open to all employees)
3. **Career Development Coaching:** Ongoing Career coaching empowers you to 1) clarify your purpose, values and strengths, 2) articulate your goals, 3) identify obstacles, 4) define strategies and action plans, and 5) move forward your vision. (Must be employed full-time for at least 6 months to use this service)

Visit the Career Coaching page on the BEAT to signup

Career Development Workshop Recap

What did you learn today that was most useful to you?

What can you do in the next week to put what you learned into practice?

Additional Learning Resources:

Books

Pivot: The Only Move that Matters in your Next One. By Jenny Blake

The Alliance: Managing Talent in the Networked Age by Reid Hoffman, Ben Casnocha & Chris Yeh

Start with Why. By Simon Sinek

Find your Why. By Simon Sinek

Your Best Year Ever: A 5-Step Plan for Achieving you Most Important Goals. By Michael Hyatt

The Right – and Wrong – Stuff: How Brilliant Careers are Made and Unmade. By Carter Cast

Great at Work: How Top Performers Do Less, Work Better and Achieve More. By Morten Hansen

LinkedIn Learning Courses

LinkedIn Path: *Advance Your Skills as an Individual Contributor* (7 hours 22 min)

Creating Your Personal Brand (33 min)

Leading without Formal Authority (1 hour 5 min)

Personal Effectiveness Tips (2 hours 28 min)

Questions?

Amy Lewis, alewis@bluebeam.com x4121

Laura Marks, laura.marks@bluebeam.com x4101

THANK YOU FOR PARTICIPATING

