



April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida



A large green rectangular sign with a white border and four white screws. It contains the text 'LEADERSHIP' and 'SUCCESS' in white, all-caps, sans-serif font, followed by a large white arrow pointing to the right.

LEADERSHIP
SUCCESS →



THE VOICE OF FOOD RETAIL 



April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

• Becoming the Architect of •
Your Career:
Building a Blueprint for Success •





Session Objectives:

- Review the mindset of leaders who create career opportunities
- Leverage the blueprint career management model to outline a personal strategy for success
- Identify and solve for the primary blockers of career success
- Build a scorecard to ensure that you stay on track
- Coach in “real time” to resolve any questions/concerns about applying the learning from the session





1. Choose your own level of participation and disclosure. Accept personal responsibility for getting out of the session what you need
2. Listen to understand rather than to respond
3. Don't be afraid to ask the "stupid" questions
4. Find your voice - say what is true for you
5. Give yourself and others permission to talk out loud
6. Honor confidentiality
7. Become "comfortable" being "uncomfortable"
8. Be willing to demonstrate vulnerability
9. Get beyond being "politically correct"
10. No titles





Turn to a neighbor, introduce yourself and share your answers to the following questions:

How are you showing up to start today? Are you anxious, curious, stressed, excited, concerned about being away from the store?

What do you want from today's session?



What descriptors come to mind when you hear the word
ARCHITECT?

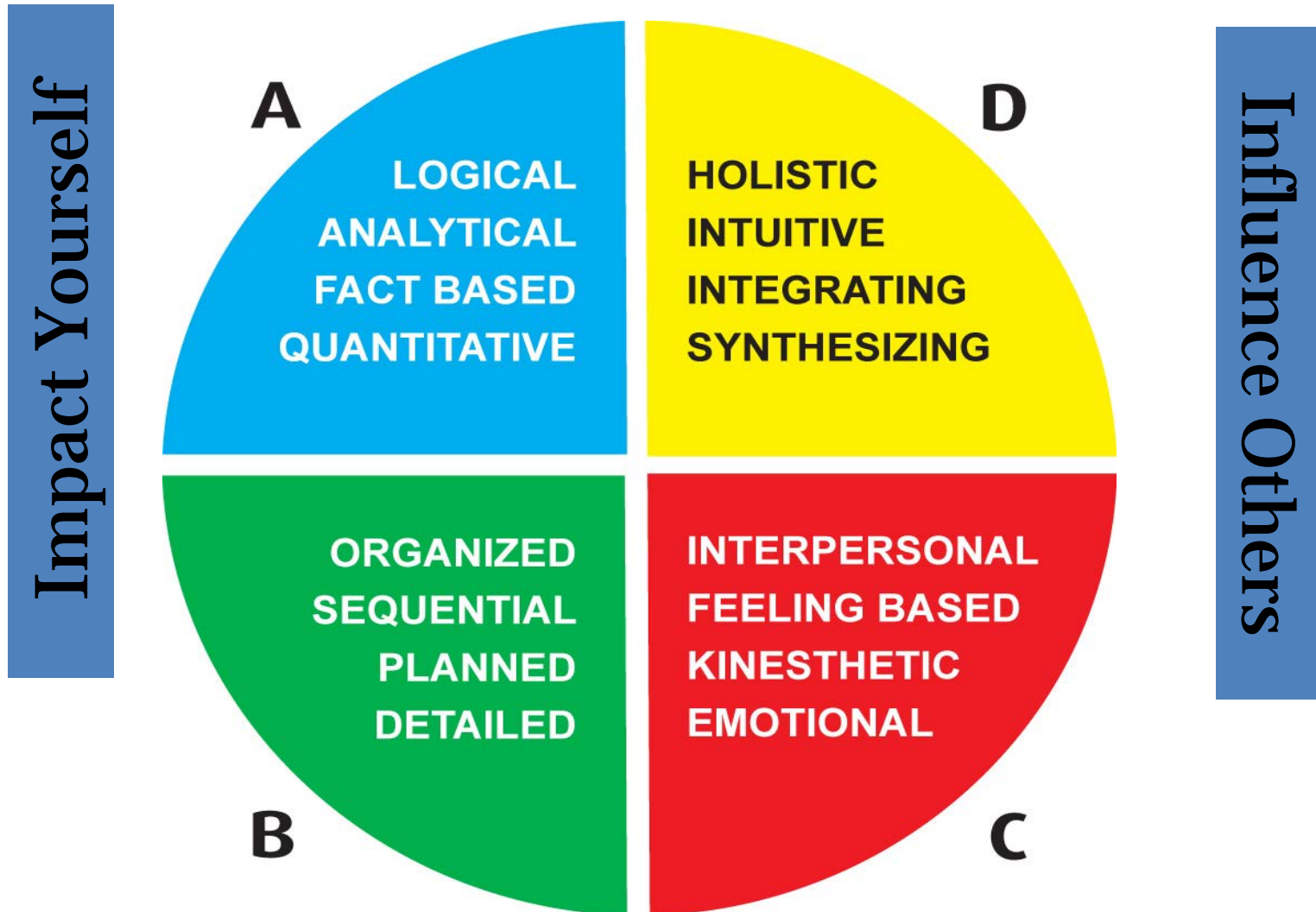




- Turn to a neighbor and discuss the following questions:
- What makes an architect successful?
- What is it about their approach that allows them to stay on course?
- How can this insight be applied to managing your own career?



An Architect Using Whole Brain Thinking

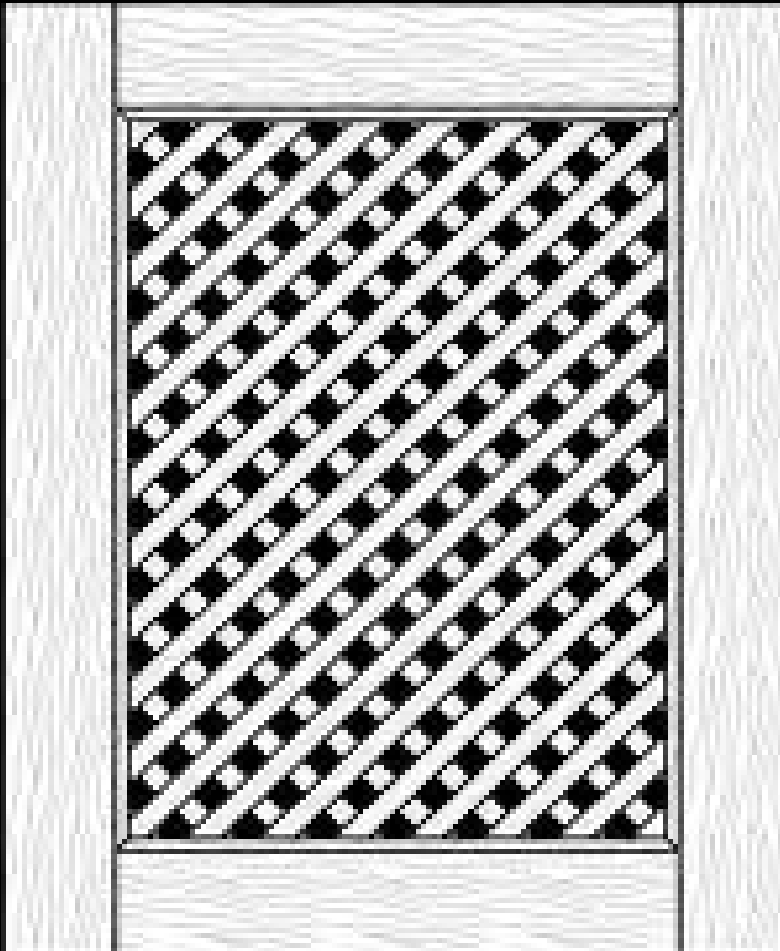


Architects take the
lead in putting
together all the
pieces of the puzzle
to create the
blueprint for success



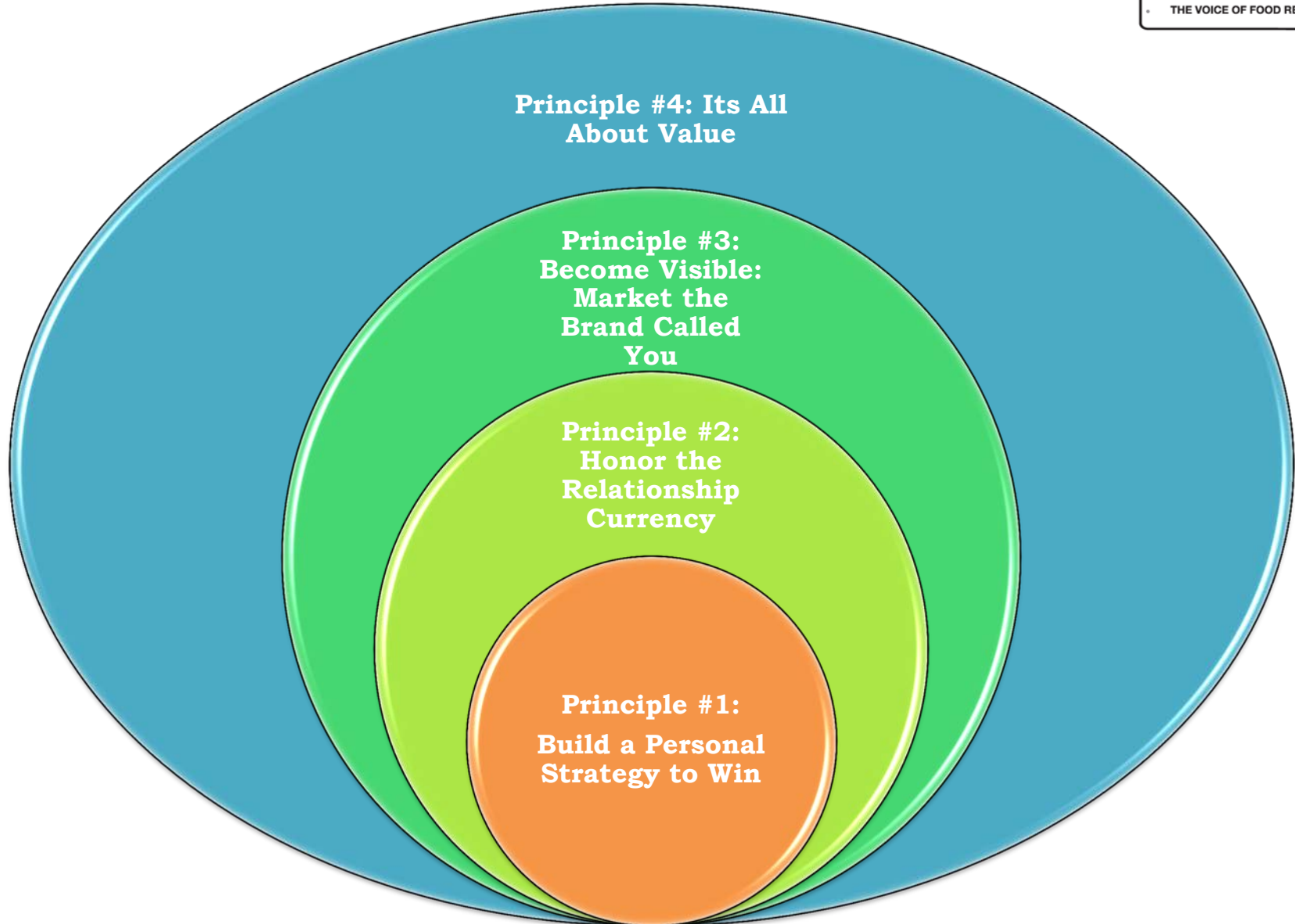


**The Right
Formula
for you to
become the
Architect of
Your Career**



Successful careers in the 21st century require:

- Flexibility
- Cross-functional experience
- Depth/breadth of knowledge
- Deep relationships
- Visibility
- Value link
- Study the tea leaves
- Manage change as an opportunity
- And what else...



"Your vision will become clear only when you can look into
your own heart. Who looks outside, dreams; who looks inside,
awakes." (Jung)

person occupying a
ce to face, from vis

Spain until 711. **2** informal an uncivilized or barbaric
[Visigoth]

vision /'vɪʒən/ n. & v. **n.** **1** the act or faculty
his vision). **2 a** a thing or person seen
supernatural or prophetic apparition. **3**
in the imagination (the romantic visions
beaches). **4** imaginative insight. **5** abil
sighted way, e.g. in politics. **6** a per
present in or as in a vision
English from Old French

visionary





#1: Develop a Plan

Life Vision:

Career Vision:

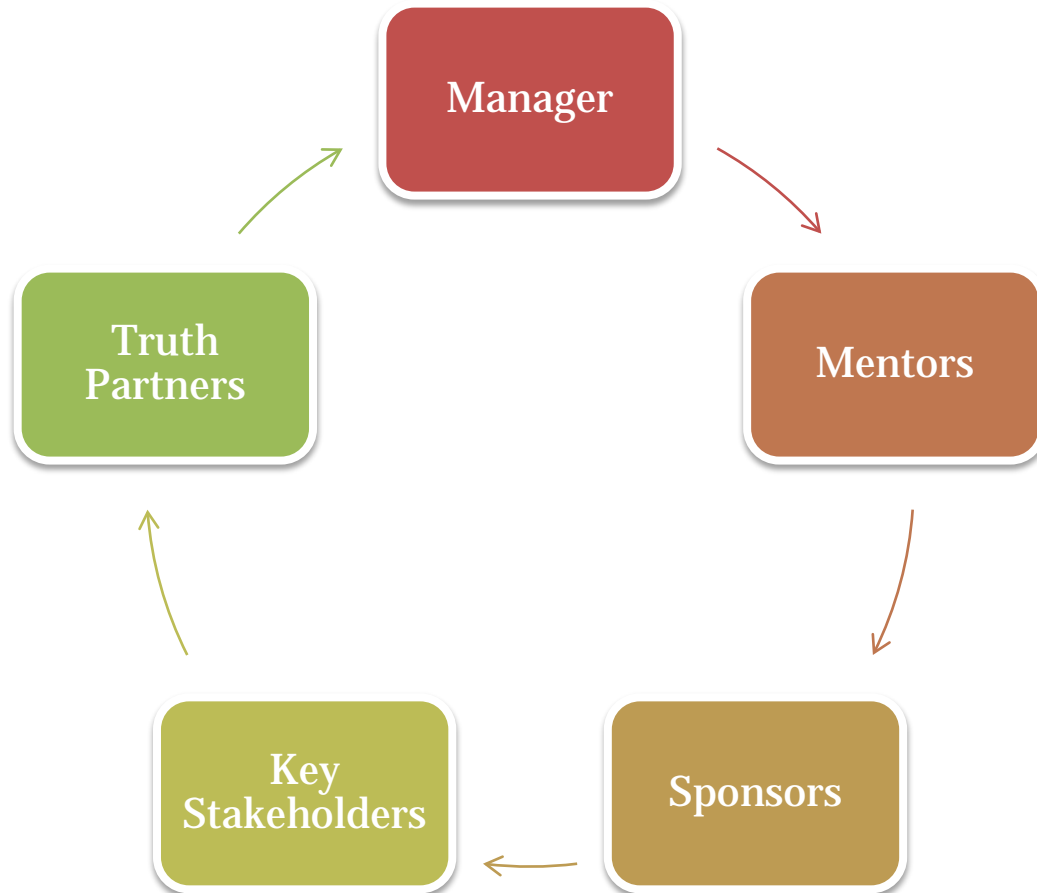
Current State	Gaps	Future State
<ul style="list-style-type: none"> • Expertise • Relationships • Strengths • Current Equity • Current Perception • Mentoring Relationships • Sponsors • Authenticity 		<ul style="list-style-type: none"> • Expertise • Relationships • Strengths • Current Equity • Current Perception • Mentoring Relationships • Sponsors • Authenticity

Needed Resources:

Timeline/Scorecard:

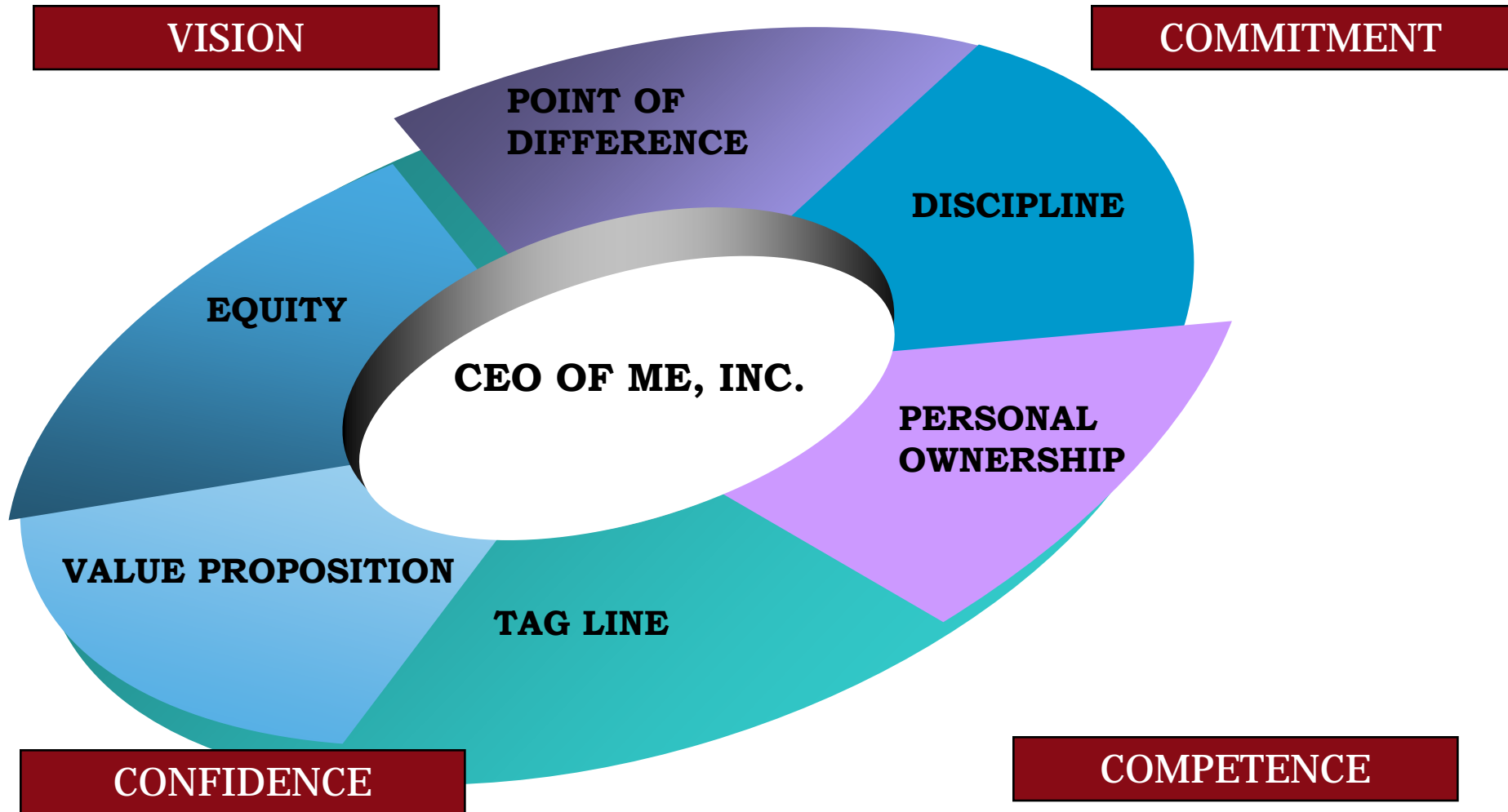


- To advance in your career you have to be viewed as a leader. Get up and find a partner from another table, find a spot that the two of you can discuss the following:
 - How is leadership defined in your organization?
 - What are the leadership expectations within your organization?
 - What role does relationships play within your organization?



**Principle #2-Honor the
RELATIONSHIP CURRENCY**

Principle #3: Principles of a Great Brand





1. Can you state your five most relevant and compelling brand attributes (adjectives that describe you)?
2. Do you know what those around you would say is your greatest strength?
3. Are you clear about your greatest weakness – what could be holding you back from achieving your goals?
4. Do you know how your self-perceptions differ from the perceptions from those around you?
5. When people introduce you, do they all use the same words to describe you?
6. Can you clearly describe what differentiates you from your competitors or colleagues?
7. Do you have a brand positioning statement that describes: what you offer; for whom and how you are different?
8. Can you clearly describe your target audience – those people who need to know about you so that you can achieve your goals?
9. Do you have your own website or home on the World Wide Web that showcases your success?
10. Have you published or e-published an article in the past three months?



11. Do you mark every project with your personal brand (every meeting, report, etc.)?
12. Do you have a strong professional network?
13. Do you communicate regularly with members of your network (e.g. sending e-mail, having phone conversations, etc.)?
14. Have you pro-actively done something valuable for a member of your network this week?
15. Do you hold a leadership role in a professional or philanthropic organization?
16. Do you belong to at least two social networking sites (i.e. LinkedIn, Facebook)?
17. Do you have a plan for increasing your visibility inside your organization (i.e. contribution to the corporate intranet, volunteering to deliver presentations, etc.)?
18. Do you regularly Google yourself and pro-actively manage your brand on the World Wide Web?
19. Do you have an area of thought-leadership or specific point of view that you are known for?
20. Do you know the next step in the evolution of your brand (i.e. What you need to do next to increase your visibility among your target audience members)?



Business
Leadership



People
Leadership



Organizational
Leadership



Self
Leadership



Find a partner and share the essence of your brand



Tracking the Evolution of the Brand Called You

**What will be new about
your brand ...**

Today

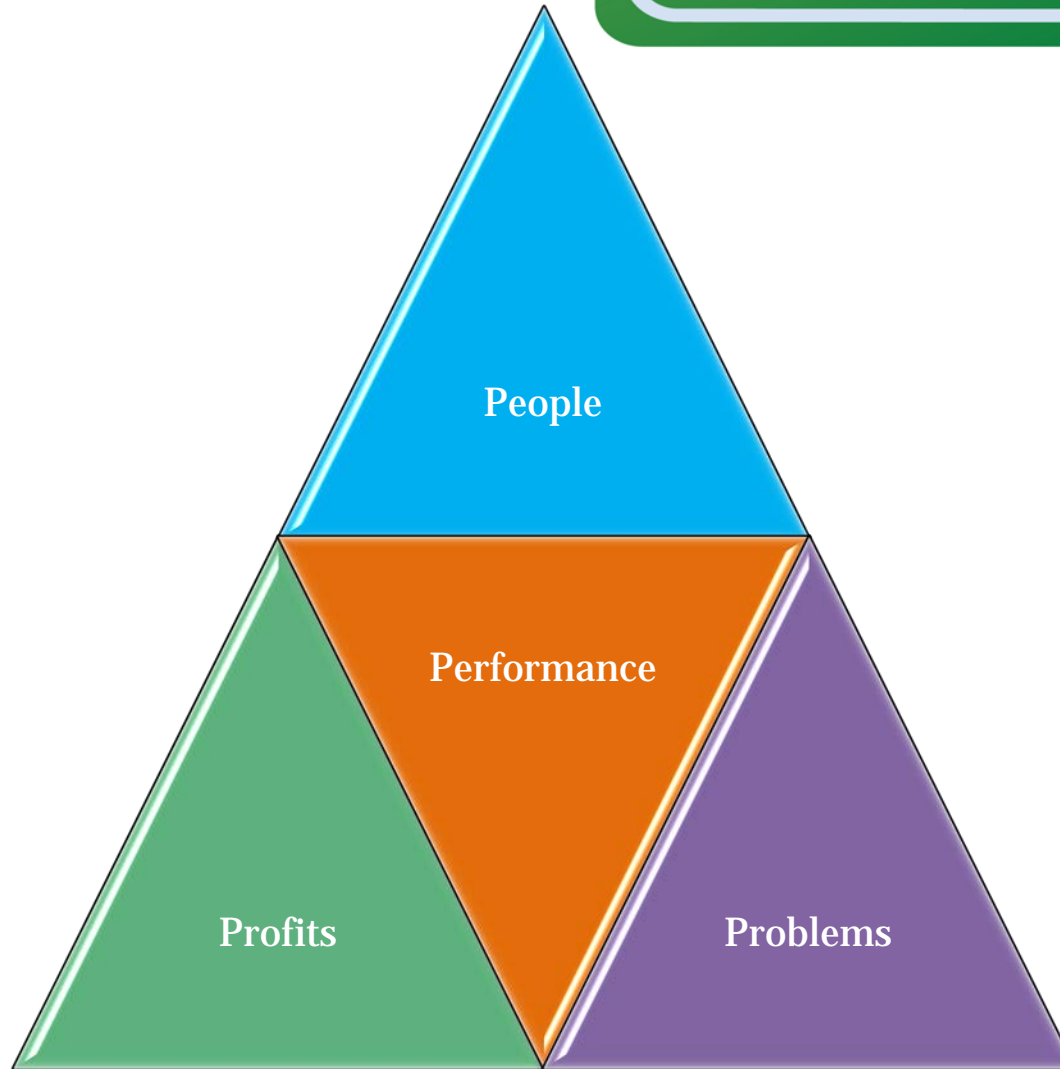
**3-5 Years
from Now**

**10 Years
from Now**

**Lifetime
Achievement**

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.

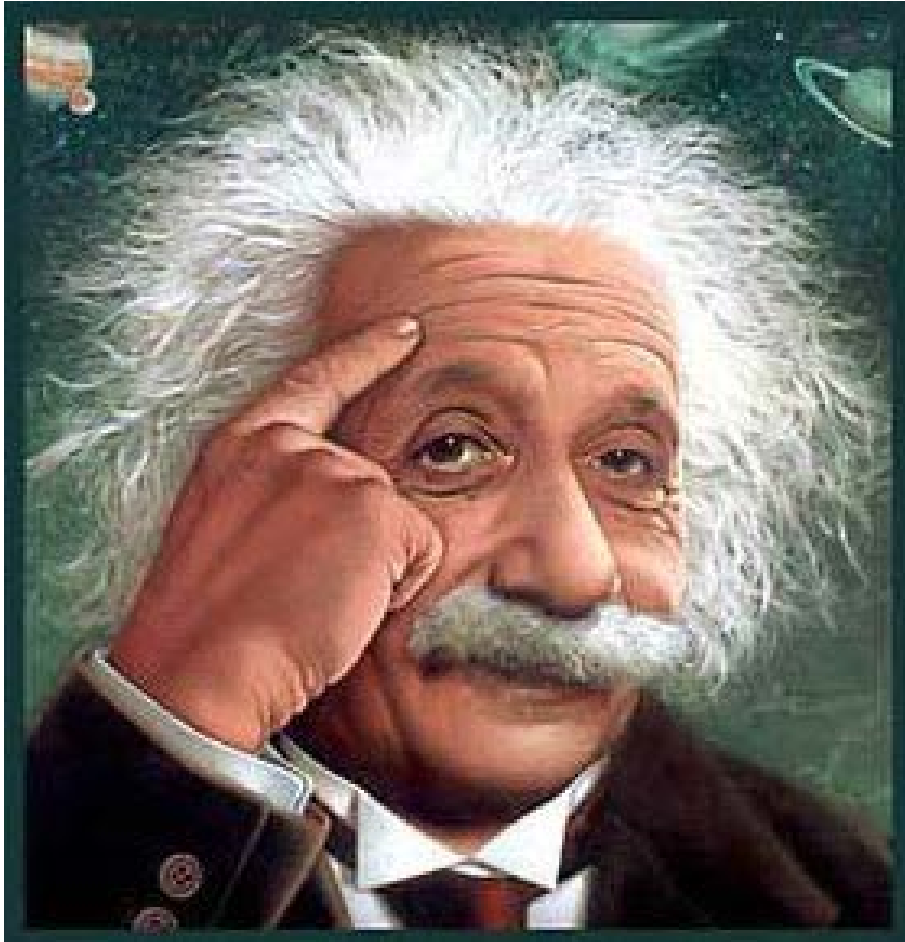




Principle #4: Leadership and Value



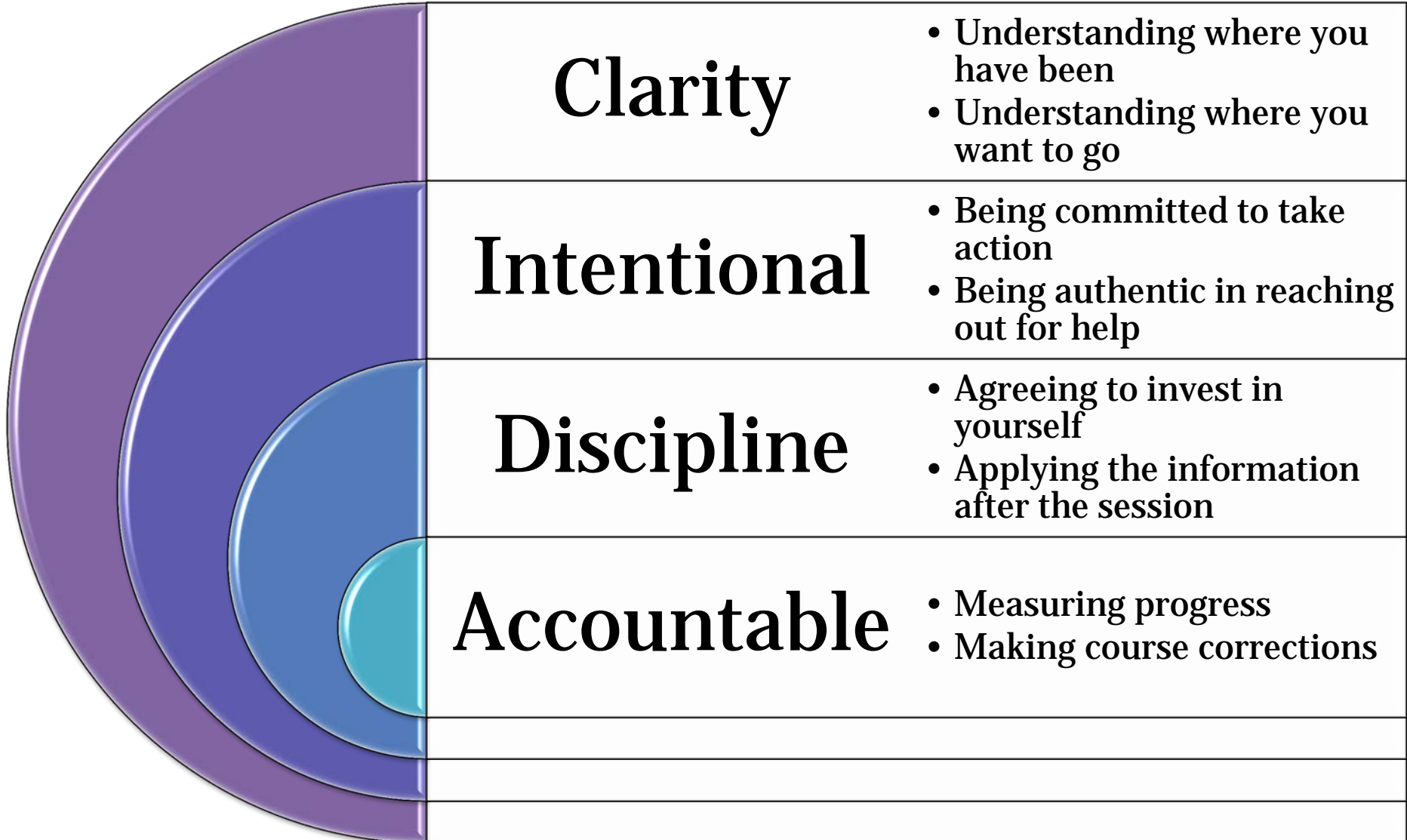
Ask the Right Questions



- Where do I stand on the company's succession plan list?
- What is the perception of my leadership capabilities among the leaders of the department?
- Having reviewed my career development plan, what, if anything, do you think that I have missed?
- How can I partner with you to close my gaps and increase my value to the organization?



The Right Framework



Great Leaders Learn Forever

What are three action steps that you can commit to in an effort to improve career advancement strategies in the next 30 days?



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