

OWN YOUR CAREER, OWN YOUR LIFE

Stop Drifting and Take Control of Your Future

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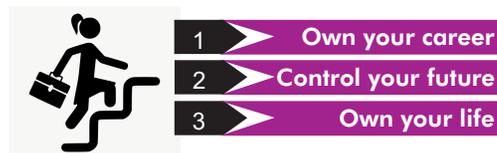
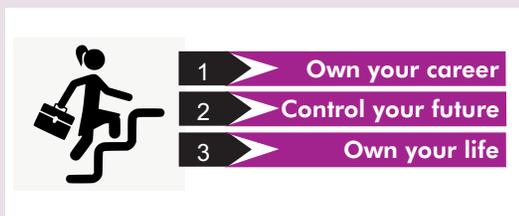
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MAIN IDEA

Great careers don't just happen by accident. You might get an initial lucky break or two, but at some point you've got to take charge and start driving your career in the direction you want to head. Take ownership of your career, and you control your future. Do that well, and you own your life.

To build a great career you can look back on with pride, there are three principles you have to apply:



The reality is nobody will care about your career more than you do. You can either sit back and let things happen by chance, or you can take ownership, get intentional, and blaze your own trail. The difference between these two approaches can make all the difference in the world.

"When I say, "own your career" or "own your life," that means taking full responsibility and being intentional with your actions. It means having an idea of where you want to go, making a plan, and then taking steps to get there. It means that you don't wait for others to tell you what to do or where to go. Yes, there will be things that happen outside of your control, but owning your career means you focus most of your energy on what's in your control and keep moving forward. Like everyone, I've had plenty of successes and failures, but I was never truly satisfied until I took more ownership and control of my life and career. And now I'm happier and more fulfilled than ever. I'm not perfect. I still make mistakes and have tons of room for improvement. But I am working on it every day. I'm learning from every success and mistake, and I'm trying to find ways to improve all the time because my mission is to fulfill my true potential and inspire others to do the same."

– Andy Storch

Own your career Pages 2 - 3

The best careers happen when you have a vision for who and what you want to become. If you can connect that vision to something that matters to you, all the better. Make a plan, set SMART goals, measure your progress, and then get help when you need it. These simple practices can make all the difference between a great career and a near miss.

- 1 Set a vision and connect to your purpose
- 2 Make a career plan and ask for help
- 3 Take responsibility and get into action now

Control your future Pages 4 - 5

The one thing you can guarantee is that business, work, jobs, and the world will be different in the future. The best way to be prepared for whatever comes is to always be in action. Invest in continuous education, so your knowledge and skills do not get stagnant. Build your network, and deepen your relationships. Build your personal brand. Stay connected, and be flexible, and your career will flourish come what may.

- 4 Be a continuous learner – you'll need it
- 5 Build your network before you need it
- 6 Start early and build your personal brand

Own your life Pages 6 - 8

Stop doing things just because that's what everyone else is doing, and start heading in the direction that's meaningful to you. That's what it means to own your life. We only get one pass at this, so live with intention and achieve success, however you define it. Always be open to growth, to overcoming challenges, and to having a bias for action and you'll have a great career.

- 7 Stop drifting and get intentional
- 8 Prioritize, and go after some very big goals
- 9 Upgrade your mindset and your life