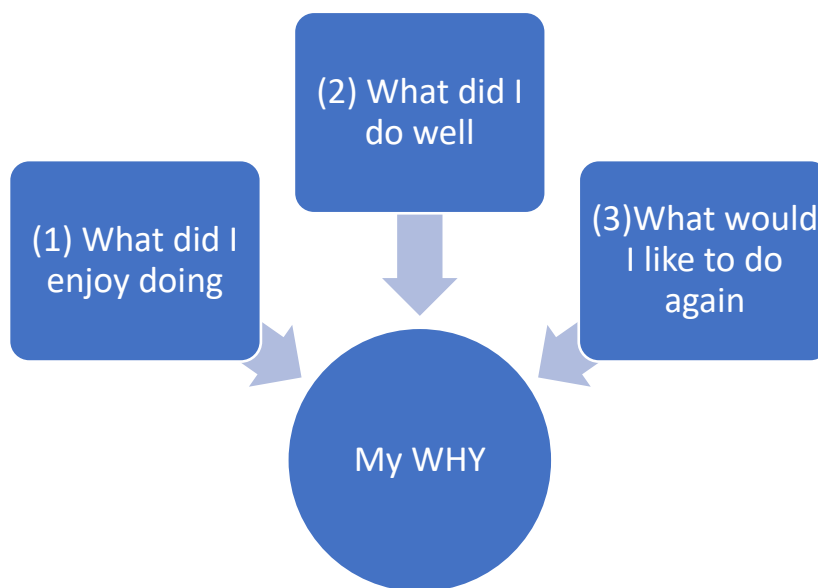


DEFINE Your 3 W's – #1 WHY

If you have lost your hustle in your step and feel fuzzy and unclear where your job search is taking you, it may be because you don't have a clearly defined "WHY". To quote Simon Sinek, "People don't buy what you do, they buy why you do it."

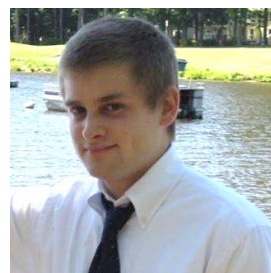
This exercise will uncover what you enjoy doing, what you do well and what you would like to do again. At the intersection of all three will be your "Why". Knowing your "WHY" will put the spring back in your step with renewed vim and vigor and purpose. It is what gets you up and going every day.



Note: There may be a 4th question, "What I'd like to try", where you have little or no experience in that field or arena, but it is interesting to you. If that question resonates with you, include it.

Meet Matt

I had struggled landing a position. I gave myself time to assess what was important in my life; faith, family, commitment, research, and the advantages of building strong reciprocating relationships in business through networking. I received the encouragement coming my way which sparked my motivation and restored my confidence to get past some personal struggles and move my job search forward. – Matt S.



DEFINE Your 3 W's – #1 WHY

These Action Steps will walk you through the process to find your WHY. If you feel stuck in your job search, this will get you unstuck.

Tools: a few pads of post-it notes, a pen or marker, along with a list of your career accomplishments.

Action Steps	Description of the Action
<p>Identify the types of historical records of accomplishments</p>	<p>Awards and recognitions received, individual and team-based accomplishments, plaques and mementos, performance evaluations, feedback from colleagues, trophies, ribbons, certifications, and educational degrees.</p>
<p>Locate where those records are stored</p>	<p>Electronic storage files and email, LinkedIn and Facebook posts, articles, blogs, podcasts, e-books written and LinkedIn recommendations.</p> <p>Physical storage includes your desk at home, your desk at work, safe deposit box, photo album, attic, basement, crawlspace, in the car, at your parent’s house or your kids house or in your house, under the bed, in the closet, in the storage shed or in a rental storage unit.</p>
<p>Record each accomplishment on a post-it notes</p>	<p>For each piece of recorded history, quantify the accomplishment it represents and write that accomplishment on a post-it note and stick it to the wall.</p> <p>Continue that process, until you can't think of anything else or you run out of post-it notes.</p>
<p>Remove selected items based on criteria</p>	<p>Remove items from the wall that</p> <ol style="list-style-type: none"> (1) You did not do well (2) You did not want to do again (3) You did not like doing

DEFINE Your 3 W's – #1 WHY

	<p>Left on the wall are accomplishments</p> <ul style="list-style-type: none"> (1) You did well (2) You wanted to do again (3) You liked doing. <p>If you chose a 4th question, you'd also have</p> <ul style="list-style-type: none"> (4) Things you'd like to try 												
<p>Find synergy and create themes of similar accomplishments</p>	<p>Look for natural themes, write the name of the theme on a post-it note and arrange the accomplishments under the appropriate theme.</p> <p>Here are some theme examples:</p> <table border="1" data-bbox="548 758 1416 1125"> <tr> <td>Technology related items</td> <td>People centric tasks</td> <td>Supervisory roles</td> </tr> <tr> <td>Problem you solved</td> <td>Result you generated</td> <td>Benefit enjoyed</td> </tr> <tr> <td>Small group or team interactions</td> <td>Training or mentoring experiences</td> <td>Working against a deadline</td> </tr> <tr> <td colspan="3">Working with a business, industry, or group</td> </tr> </table> <p>You should determine what themes are right for you.</p>	Technology related items	People centric tasks	Supervisory roles	Problem you solved	Result you generated	Benefit enjoyed	Small group or team interactions	Training or mentoring experiences	Working against a deadline	Working with a business, industry, or group		
Technology related items	People centric tasks	Supervisory roles											
Problem you solved	Result you generated	Benefit enjoyed											
Small group or team interactions	Training or mentoring experiences	Working against a deadline											
Working with a business, industry, or group													
<p>Purpose of themes</p>	<p>The purpose of identifying themes are:</p> <ul style="list-style-type: none"> (1) Each theme can become your stepping - stone to a transitional job or become the prerequisites for landing a permanent job. Also, these stepping - stones are key words when searching job boards and should be used as discussion starters at networking events. (2) They are key accomplishments for your: <ul style="list-style-type: none"> a. Resume: Job Titles, Summary, Key Strengths b. LinkedIn profile: Header, About, Work Experiences 												

DEFINE Your 3 W's – #1 WHY

	<p>c. Marketing Plan: Job Titles, Positioning Statement, Core Competencies, Target Companies</p> <p>d. Elevator Speech/Personal Introduction</p> <p>(3) They are the basis for 6-8 SOAR stories you will memorize. These will be used when answering behavioral interview questions. SOAR is an acronym for S=Situation, O=Opportunity/Obstacle, A=Action, R=Result. More on SOAR Stories in a later post.</p>
--	--

If you need help finding your WHY, send me a message using my contact page in my website <https://propelyourcareer.site123.me/> or an email at propelyourcareerllc@gmail.com.

In preparing this presentation, I found an interesting parallel to a concept from Okinawa, Japan. That area of the world has more people over the age of 100 years old than anywhere else on the planet.

Theories circulate as to why that is. It could be because :

- They eat a plant-based diet (Personally, I think this is the correct answer)
- They hold and model high respect and honor for their elders
- They have found their *Ikigai*, pronounced *ick – ee -guy*. Each morning everyone on Okinawa, settles into their day, doing their personal *Ikigai*, their reason for being.

Your *Ikigai* is at the intersection of these 4 areas

- ✓ What you are **GOOD AT**
- ✓ What you **LOVE**
- ✓ What the world **NEEDS**
- ✓ What you can be **PAID FOR**

DEFINE Your 3 W's – #1 WHY

Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



SOURCE: dreamstime

TORONTO STAR GRAPHIC

<https://bit.ly/2HucttC>

Job seekers that feel stuck in their job search may not be marching down the right path to their next job. By finding their WHY, their reason for being, their Ikigai, their God ordained purpose on this earth at this time in history, will hold the key to unlocking the door that leads to their next great adventure and allow them to embrace and flourish in their reason for being.