

A SUREFIRE PLAN TO
FIGURE OUT WHAT
YOU *REALLY* WANT
(AND GET IT)

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From coaching over 20,000 people in 16 years across 16 continents, and from the feedback I receive from my Forbes.com, LinkedIn and other articles I publish, I hear one type of comment over and over again, more than any other, and it goes something like this:

"Kathy, I just don't know what I want. Despite all my efforts, and all the advice and different types of help I try, I can't figure out what I want to do."

I find this fascinating – that so many people around the world have lost touch with who and what they want to be, both personally and professionally. I know this – that we like to blame the economy and our money problems and other outside factors for our unhappiness, but that's not the root cause of this particular malaise. There are other key reasons for feeling disconnected from what you do for a living.

Research shows that 87% of the global employee population today feels disengaged from their work. Who would have believed that there could be so many millions of people working in jobs and careers they dislike intensely or that don't fit well with who they really are, but aren't able to figure out how they want to be of service in the world?

Don't get me wrong – I'm not judging this because this was me 20+ years ago. I had built an 18- year corporate career in publishing, marketing and membership services, and for most of it, I was outwardly successful. But throughout much of it, I was inwardly very unhappy and kept asking, "Is this all there is? I loved my family life, but my corporate career was deeply unsatisfying and ended very badly. In short, I found my work lacking in any positive meaning or purpose, and I faced numerous challenges that later morphed into significant crises. Despite my efforts to determine what else I should do professionally (I saw a therapist and career counselor, took costly quantitative assessment tests [which I'm not a huge fan of, by the way, because they can lead to the wrong directions], etc.), I could not find a way. ([Here's a look](#) at my personal story.) I finally did figure it out and forged a very fulfilling new path as a therapist, then career and leadership coach, writer and speaker. But it took years and some very costly and time-wasting missteps.

Now, after helping thousands of professional women advance in their leadership and careers and build more thrilling and rewarding careers, I've learned more about [why people are so resistant to career change](#). And I've created a model for change to help professional women build a beautiful, fulfilling career that delivers both the "essence" of what makes them happy, along with the right "form" of it to suit their financial needs, values, life intentions, standards of integrity and more.

So how do we do it? Here are the six keys to figuring out what you really want.

1) Hoist yourself out of the tiny box you're trapped in

Virtually all people who are stuck feel this way because they've made some costly or rigid assumptions about what they need to be happy or what they're capable of creating. These assumptions (often unconscious) keep them trapped in a tight little box with a lid that won't budge.

Some of these limiting assumptions are:

- I need to earn \$XXXXXX to live the life I want
- My marriage or family won't survive my making this change
- I'll be too old by the time I make this change
- I don't have what it takes to reinvent myself or even repurpose what I do
- I'm a loser and a failure – I can't compete
- I'm too unskilled or out of touch with current trends
- I have nothing important to offer
- I'm not special
- I'm too beat up and burnt out
- Nothing else will be better

How can you get out of the box?

Well, certainly it's more difficult to attempt this alone and in a vacuum. It's very hard to identify your special talents, capabilities and potential without some outside input. You've got to involve others in the discussion about your own immense value, talents and gifts (because we typically cannot see this with our own eyes). And we need this outside perspective from folks we deeply respect and admire, who are knowledgeable, successful and fulfilled in what they do, and can help you recognize in yourself your special talents and abilities and how to leverage those more fully.

Find someone today who can mentor, advise or coach you about what's possible, and help you see what's holding you back from identifying the power you have to make a difference and an impact, and the vast number of options that are truly available to you.

If you're trying to do this all by yourself, you just won't make headway. As Einstein so brilliantly observed, "We can't solve a problem on the level of consciousness that created it."

2) Don't throw the baby out – look at what IS working along with what IS NOT

Many people wake up in midlife and realize that their careers are dissatisfying and unsuccessful, and they're so upset about it, they want to chuck the whole thing out. Don't make that mistake. Conduct a thorough assessment of your career trajectory and everything it taught you – including what you would like to preserve and maintain in your current livelihood, and also what you never want to do again. Help identify the parts that make you feel angry, sad, frustrated, and thwarted. After all, you've been on this career path for some time now – it's not all bad, I'm guessing. You were attracted to it once, and you are utilizing some talents and skills that you want to continue to draw on.

As an example, I spent years as a copywriter and then senior marketing professional in publishing, engaging in research, product development, product innovation and more. I didn't enjoy writing copy for scientific books and journals, but I was good at it. Now, I use all of those marketing skills daily (and enjoy them), for my own business, and as a career consultant helping professionals leverage and bring to market in successful ways their top talents and capabilities for outcomes they care about.

To help you with this assessment process, download my free **Career Path Self-Assessment** and complete it as thoroughly and honestly as you can. It takes time and effort, but doing so will help you see the core themes of your life in a new way, and recognize the talents and gifts you've loved using throughout the arch of your life, along with your non-negotiables, values, passions and more. Don't make ONE move without answering these vitally important questions.

3) Address your problems now, before making a change

I make this a mandate in the teaching and career advising work I do – that the client begins today to address and resolve what's making them miserable in the current job or career before they leap. Until you feel more confident and empowered and become more controlled, authoritative, and masterful in your current situation, it will be extremely

difficult to attract and sustain a better situation in the next chapter.

You've got to do the inner and outer work to build a deeply rewarding and enjoyable career – it's not just going to fall in your lap. You've got to meet the Universe halfway and stretch yourself towards your goals in an empowered way.

I've found that once my clients do the work to address their problems in the current situation (such as terrible bosses, or cut-throat competition, or [narcissism in the workplace](#)), their challenges tend to lessen very quickly and often they don't need to leap to something completely different (unless they truly want to).

The first step is to muster up more courage by pursuing the *7 Brave Pathways To Career Bliss*, that my book [The Most Powerful You](#) explores. Here's my helpful [Ultimate Power Gap Bundle](#) gift set that will get you moving toward more courage, confidence and success in work you love.

4) Develop a supportive "tribe," network and community that is thrilled to support you.

At the risk of sounding like a broken record, the reality is that you cannot get where you want to in life and work if you don't have help. No matter where you are in your career, you need amazing helpers to support you and help launch you to the next level. [Start building a more powerful and supportive network](#) of inspiring colleagues, mentors and sponsors who respect and appreciate you and would be more than happy to help you do what you want. There are many ways to develop a community that will support you, including utilizing LinkedIn fully, offering endorsements and testimonials to people you respect, attending association and networking meetings of professionals in your field, reaching out to former colleagues who you admire, taking a class with other exciting, like-minded professionals, and the list goes on.

5) Build your personal brand and tell your story well

Before you can figure out what you really want and get it, you have to know who you are and tell a compelling story about yourself. Of the thousands of professionals I meet and work with each year, only a tiny fraction can answer these questions in a compelling and engaging way:

- What are you known for, and fabulous at?
- What do you offer and do that is significantly different from what the best in your field do?

- What were you noticed for back when you were a teen and young adult?
- What skills, talents, abilities make you stand out?
- What life experiences have shaped you in special ways?
- What are your Life Intentions?
- What are your core values – the non-negotiables you need in life to be happy and fulfilled?
- Whom do you love to serve and support, and why?
- When you're 90 years old looking back, what do you want to have given, contributed, stood for and achieved?

If you can't answer these questions, you won't figure out what you really want because you just don't know yourself well enough and others won't know how to help you.

6) Now...connect the dots

After you've done all this work, it's time to connect the dots ([listen to the amazing Steve Jobs TED Talk](#) about how to live before you die and "connect the dots"). Figure out what paths will truly make sense for who you are and what you want to achieve in life.

Gain clarity about the best path for you by conducting online, offline, passive and active (in-person) research, to answer these critical questions:

- *What are my passions, and which of these make sense as a livelihood and which are better as hobbies?*
- *Based on the passions, talents and skills I have, what are the careers best suited to me?*
- *What are all the factors I need to address in planning my next direction (money, timing, energy, geography, family needs, support, enjoyment, health, etc.)*
- *Am I making any erroneous assumptions about myself and my life that I need to rethink?*
- *Do I know what it takes to be successful in this new direction, and am I committed to it 100%?*
- *Do I really want to start my own business, or am I just running away from something?*

- How will I fund my career change or transition?

- Where will I find the ongoing support I need?

Don't make the same **huge blunders that so many career changers make**. Do the inner and outer work required to 1) discover who you are and what really matters to you, 2) overcome the obstacles in the way of your success and happiness, and 3) identify and "try on" the paths that make the most sense for you and your life.

Make this the year that you discover **exactly** what you're capable of, and "find brave" powerfully and confidently to build it.

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*To dig deep, discover YOUR right work and illuminate the world with it, check out Kathy's **Amazing Career Project** course, her **Most Powerful You** confidence and leadership-building training, and her **Career & Leadership Breakthrough Private Coaching Programs** today. And don't miss her book **The Most Powerful You: 7 Bravery-Boosting Paths to Career Bliss**. All of these resources and programs will help you move you forward towards your highest career dreams and visions.*