

# What's Your Professional Strategic Plan?

**Kim Pittaway**

Executive Director, MFA in Creative Nonfiction, University of  
King's College, Halifax

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# WHAT'S YOUR ME-PLAN?

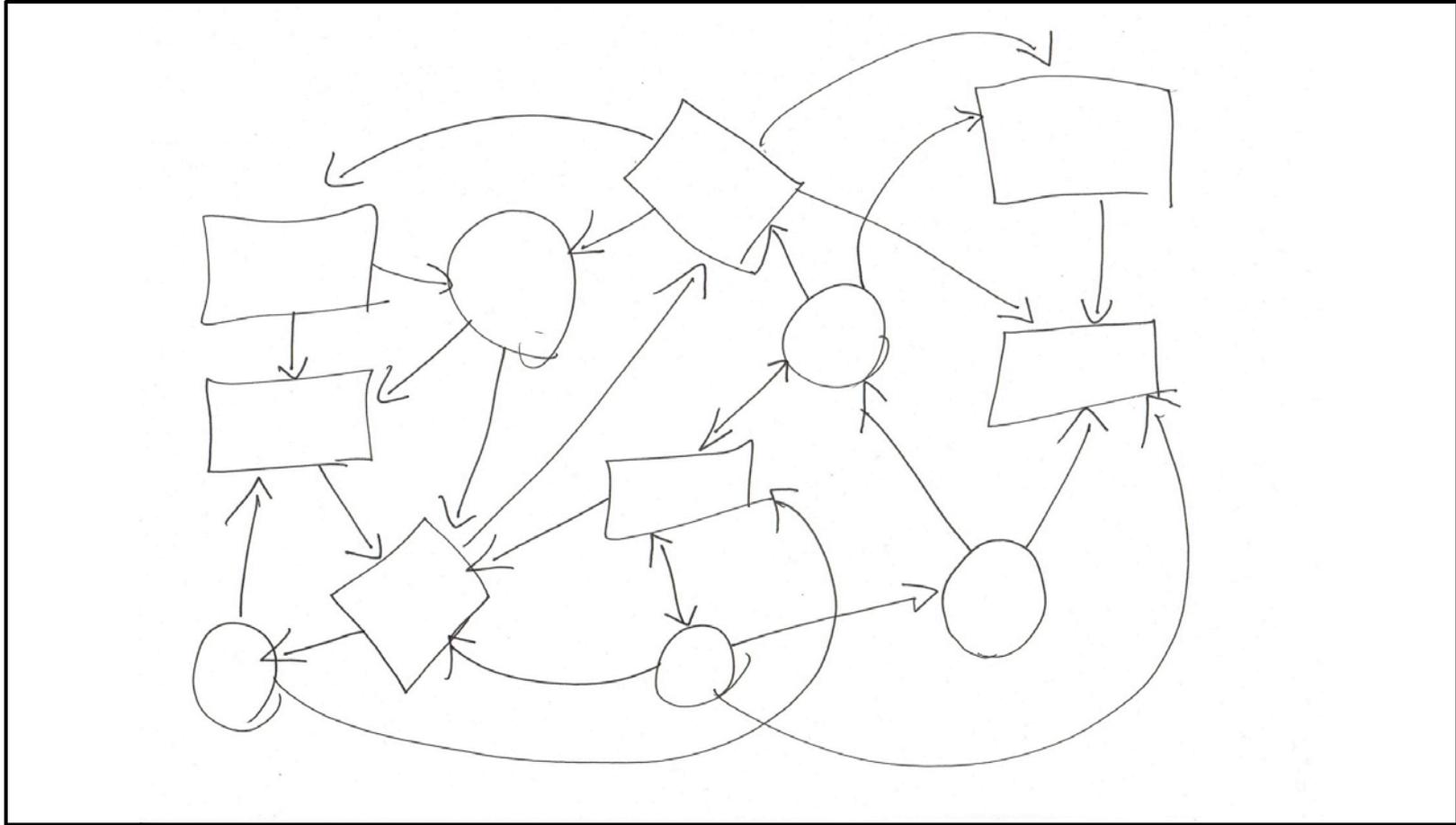
PROFESSIONAL STRATEGIC PLANNING IN  
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# ONCE UPON A TIME...

**Career planning looked like this:**

- **At 18, choose the right field of study**
- **In your 20s, get a good job**
- **Maybe change employers once or twice—for better jobs**
- **Retire sometime between 55-65 with a good pension**
- **Do the stuff you put off for 40 years—quickly**

# WHAT CAREER PLANNING LOOKS LIKE NOW



# WHAT MY CAREER PLAN LOOKED LIKE



SO HOW CAN YOU MAKE  
YOUR CAREER PLAN  
LOOK MORE LIKE THIS?



# FOCUS THIS AFTERNOON

- **Pose questions to help you create rainbows out of firestorms**
- **Bring some clarity to what your goals are, and what steps you can take to move yourself in the direction you want to move in**

# MY EXPERTISE

**Not a career counselor or a life coach  
or a job market expert.**

# LESSONS & STRATEGIES DRAWN FROM...

- **Almost 30 years of self-directed career planning as a mostly self-employed person**
- **Experience as ME and EiC at Chatelaine**
- **Experience on boards, hiring staff**
- **Experience as ED of MFA program**

AS THEY SAY IN  
WEIGHT-LOSS ADS

**Your results may vary.**

# WHO HAS BEEN INVOLVED IN STRATEGIC PLANNING?

- **What was your experience?**
- **What worked?**
- **What didn't?**

# BEST & WORST

- **What was your best work experience?**
  - What helped you thrive?
- **What was your worst work experience?**
  - What helped you survive?

WHAT FUELS YOU?

# WHAT FUELS YOU?

- **\$\$\$**
- **Creative output**
- **Control**
- **Making a difference**
- **???**

WHAT FRUSTRATES  
YOU?

# WHAT FRUSTRATES YOU?

- **Lack of resources**
- **Leadership issues**
- **Team issues**
- **???**

# THRIVE & SURVIVE FUEL & FRUSTRATION

- **To do my best work, I need \_\_\_\_\_ and I need to avoid\_\_\_\_\_.**

**No, really, I want you to write that  
down.**

**And the answers to the next  
questions, too.**

# WHAT DO YOU REALLY WANT TO DO?

- **What made you happy as a 10-year-old?**
- **What makes you happy now?**
- **If you won the lottery and kept working, what work would you choose to do?**

# REALITY CHECK

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**What makes you happy may not be what you do to earn a living.**

**But making sure you make room for what makes you happy will make earning a living less painful.**

# ASK YOURSELF

- **Where do you want to be in 5 years?**
- **What do you want to have accomplished?**
- **What measurements matter to you?**

# WHAT'S YOUR VISION?

**“A bold statement of where you want  
to be in the future”**

# WHAT HIGHER PURPOSE MOTIVATES YOU?

- **What values matter to you?**
  - Optimism? Enthusiasm?  
Authenticity? Integrity?
- **How do you want others to describe you?**
  - Straight-shooter? Nurturer?  
Leader?

# WHAT'S YOUR VALUE STATEMENT?

**“To be known as a \_\_\_\_\_  
who \_\_\_\_\_.”**

# WHAT ARE YOU DOING TODAY?

- **What is your current job/role?**
- **What do you want to accomplish in this job?**

# WHAT ARE YOU DOING TODAY?

- **What is your current job/role?**
- **What do you want to accomplish in this job?**
- **What steps are you taking to do that?**

# WHAT'S YOUR MISSION?

**“What are you accomplishing now?  
What is your purpose in the job you  
have today?”**

# FILL IN THE BLANKS

**“I am a \_\_\_\_\_ who  
[creates value how?] \_\_\_\_\_”**

**OR**

**“I am a \_\_\_\_\_ and I’m  
doing this because \_\_\_\_\_.”**

# HOW DOES TODAY CONNECT TO TOMORROW?

- **Theory of change**

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# HOW DOES TODAY CONNECT TO TOMORROW?

- **Theory of change**
- **If I do x, it leads to y, which allows z to happen.**
- **Chart the steps from where you are now, to where you want to be in 5 years. What do you need to accomplish? What skills do you need to develop? What connections do you need to make?**

# HOW DOES TODAY CONNECT TO TOMORROW?

- **Are your steps consistent with your values?**

# NAVIGATE

- **Network**
- **Accomplish**
- **Value**
- **Invest**

# NETWORK

- **Right & Real**
- **Reciprocal**

# ACCOMPLISH

- **What would make you feel proud?**
- **What would make your boss happy?**
- **What would make you visible to others (internal and external)?**

# VALUE

- **What value are you adding for your employer—and how are you tracking and documenting this?**
- **What value are you adding for your long-term career?**

# INVEST

- **What are you investing in your career development?**
- **What can you get your employer to invest in your career development?**

# BE A VOYEUR

- **Study the paths of people you admire**

# BE A VOYEUR

- **Study the paths of people you admire**
- **Learn from the people you loathe**

# KNOW YOUR PINGS

- **What distracts you?**
- **What gives your ego a quick fix?**

# YES & NO

- **When you say yes to something, know what you're saying no to**

# FIND YOUR PEOPLE

- **Who makes you play your “A” game?**
- **Who is happy when you move up?**
- **Who is invested in keeping you stuck?**

# SET UP SUPPORTS

- **Check-ins matter—who can help keep you accountable?**

# TWEAK YOUR SCHEDULE

- **To create your best work, give it your best time**

# PLAN FOR FAILURE

- **What's the worst thing that could happen to you?**

# PLAN FOR FAILURE

- **What's the worst thing that could happen to you?**
  - Most people stop here—imagining the worst. You need to ask:
- **And then what?**

QUESTIONS?