

Introduction

Are you yearning to connect who you are with what you do and derive greater life satisfaction and financial abundance?

Are you looking for innovative strategies to stand out in today's competitive marketplace?

Do you want to learn how to build and sustain a successful career as our nation transitions into a green economy?

If you answered YES to one or more of the questions above, keep reading. I have written *Awaken Your CAREERpreneur* for you!

The idea for this book has been building inside of me since I began my own journey to shift from seeing myself as a serial employee to a CAREERpreneur. When my partner of five years asked, “*Will you marry me?*” I realized that although I could answer his somewhat rhetorical question, I didn’t yet have an answer to my own more pressing one, “*Who do I want to be by the time I get married?*” I loved the company I had been working for, and yet I felt like I had reached a bit of a professional dead end. While I felt jazzed when advising our participants on their academic and career plans and when leading a variety of educational trainings, this was becoming an increasingly smaller part of my management role. I couldn’t shake the feeling that I wasn’t playing to my strengths and enthusiasms as much as I wanted or deserved to be. Furthermore, I owed more in student loan money than I was making in a year. And on the nonprofit salary I earned at the time, that reality was not going to abate any time soon.

My search for how to better align my calling with my career jumpstarted a process of self-discovery that culminated with me studying to be a coach, getting certified through the International Coach Federation (ICF), teaching communication, women's studies, and theatre for local universities, and launching my own career and leadership coaching company, Catalyst for Action, to empower leaders across industries and sectors to build careers and companies to achieve what I call the 3 S's: success, sustainability, and a positive social impact. Most importantly, by the time I said, "*I do*," barefoot on the beach in Kauai, I had learned to stop making choices out of fear and familiarity. I eliminated my often times unproductive and self-sabotaging thoughts, feelings, and behaviors by creating a new habit of approaching my choices with courage, clarity, and compassion.

As the daughter of a helping professional and serial entrepreneur, I always yearned to fuse my desires to make a difference and a living. While in college I had no qualms about writing my own guidebook for how to make this happen. I started my own nonprofit girls' leadership institute and honed my teaching skills and supplemented my salary by teaching dance for a local ballet company. By the time I finished college and graduate school, however, I had created a dichotomy between impact and profit. And feeling more motivated by the former, I embarked on a succession of j-o-bs. By the time I got married, I had held just over ten post high-school jobs—sometimes as many as four at one time!

According to the Bureau of Labor Statistics (BLS), I was in good company. The BLS guesstimates that Millennials or Generation Y—my 80-95 million member generation born between 1978-2000—will have approximately 9 jobs between ages 18-32. Other experts like Mark Heckler, President of Valparaiso University, predict that 17-22 year olds will change jobs an average of 30 times over their careers. Regardless of which expert(s) ultimately have the correct number for my rising generation, two things are for certain. One, unlike our Baby Boomer parents who the BLS says will have held between 10-11 jobs throughout their careers, career change for us really is not change at all. It is a cornerstone of our career trajectory. And two, professionals irrespective of age must re-envision the way we think about and craft our careers to engineer and sustain success in a culture of incessant employee movement. All of us must shift from thinking of ourselves as employees, or even business owners, to CAREERpreneurs.

Entrepreneurs drive innovation in business, lead its start-up, and assume its risk. CAREERpreneurs are people who drive innovation in our careers by connecting our values, strengths, resources, and enthusiasms to opportunities in the marketplace so that we can make an impact and a profit. Just like entrepreneurs, CAREERpreneurs are very clear on what we bring to the table, know how to share who we are and the solutions we can deliver in an irresistible way to a prospective audience, and believe wholeheartedly that success is in our hands and cultivated through keen choices in thinking, believing, and behaving. Sometimes CAREERpreneurs take a position with a company. Other times we consult with multiple organizations or start our own business. With increasing frequency, CAREERpreneurs dance a little bit between all three. CAREERpreneurship is not about medium; it's about mindset and process.

In the following chapters, you will have the opportunity to ignite your own CAREERpreneur and share him or her with those who need him or her most—whether you are about to graduate from school, make a career transition, or simply want to identify your two-steps ahead to create and manifest for yourself the opportunities that let you live your passion.

The book is designed for those who have a sense of what they would like to be doing professionally and know that they need some cheerleading and structure to get there. My hope is that you read and complete one chapter each week over the next four months, giving you ample time to understand, compile, and experiment with the myriad tools necessary to grow a successful career. While you can of course read the book at whatever speed you like, give yourself the gift of completing each chapter's SUCCESSwork (practical exercises for you to move from theory to action) at the time you read the chapter to ensure that the material gets out of your head and into practice.

The weekly, sequential SUCCESSwork will take a variety of forms. At the beginning, you will learn how to replace limiting thoughts, beliefs, and behaviors with nourishing ones, creating the mindset necessary for sustainable career success. In other chapters, you will work on developing skills; for example, you will learn how to use online social media for career building and to articulate verbally and in your professional materials (e.g., Paragraphs of Introduction, cover letters, and resumes) the unique benefits you can deliver. In each chapter you will have opportunities to connect the professional with

the personal, such as when you identify your All-Star Team or create your rehearsal script for informational and traditional interviews.

Now, before we embark on our journey together, I want to leave you with the following tips for enabling your success.

10 Ways to Get the Most Out of *Awaken Your CAREERpreneur*

1. Focus on *who* you want to be now and throughout your career and not just on *what* you want to do or *what* you want to achieve. While having goals are important, CAREERpreneurs make space for possibilities by letting go of attachment to particular outcomes.
2. Remember that to learn, grow, and achieve we must be open to trying new ways of thinking, feeling, and behaving. Sometimes that is going to feel uncomfortable, and that is a-okay! We do our best work when pushed slightly outside of our comfort zone.
3. Share who you are, what you want, and how you can provide value with everyone you encounter. CAREERpreneurship works best when you get out from behind a computer screen, take smart and bold action, and connect with other people.
4. Forgive yourself and others for what has happened in the past. Reframe mistakes as opportunities to reflect on what has happened and reapply what you have learned as you bulldoze forward.
5. Keep a possibility-centered mindset. If you experience fear, self-doubt, or apathy setting in, remind yourself, "If you think it, it just might happen." What are the thoughts you want to be putting out into the world? Focus on forming and replaying them!

6. Get out of your own way. I will support you to identify and replace unproductive habits with more nutritious, success-inducing ones. Resist the temptation to think anything is permanent just because it is a familiar or long-lasting way of being. (*As you will learn in Chapter 2, it takes just over 90 days to create a new habit*).
7. Live a healthy lifestyle. As my yoga teacher Sherry Goldstein says, *“If you don’t take care of your body, you have no place to live.”* Make sure that you are getting enough sleep, exercise, and eat and drink in a way that supports you to live your best life in and outside of the workplace.
8. DO the activities in the book. It’s important for you to write down or type out your answers, create the materials that are necessary to share with your network, and complete the practical activities to see results. If writing in the book doesn’t work for you, start an *Awaken Your CAREERpreneur* journal or download a SUCCESSwork log from <http://www.AwakenYourCareerpreneur.com>.
9. Set aside ample time each week to work through your SUCCESSwork. It can often take some time and experimentation to get to your best answer. Think of our time together not simply as the moments you sit down with the book but rather as the over 10,000 minutes in a week.
10. Have fun! We do our best learning when we make our acquisition of knowledge enjoyable.