Alumni Webinar Series

Advancing Your Career Goals
Through Deliberate Actions

Presented by:
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Building your career vision requires reflection...

- 3 Achievements
- 3 Top Skills
- 3 Impacts
- 3 Opportunities
Building your career vision means projecting the future

Professionally, I can add value and make positive impacts in my current or future organization by:

1. 
2. 
3. 
Example: Building your career vision

In 2025, I am a Chief Marketing Officer for a major division of a global consumer products company and am an expatriate working in Shanghai.

I successfully addressed the company’s lack of brand recognition in Asia and small market share among its competitors by re-defining the company’s brand and developing a new marketing strategy for the Asia Pacific region. As a result,

- Market share has grown by 300% in the last 5 years
- 100+ million new consumers
- We now reach consumers in 30 countries

As a leader, I am recognized as someone who is visionary, innovative and results-oriented with a demonstrated track record of leading cross-functional teams and increasing profitability. Being culturally-competent and collaborative make me an asset to the company and any business seeking to expand its global footprint.

I inspire other executives to take on challenging expatriate assignments and help them to succeed. High potential and talented professionals are eager to be part of my team to grow their careers and contribute to organizational success.

Source: The Won Principles
Time to build YOUR career vision

In 2025, I am ________________________ [job title/function]
with _______________________________ [company/ industry].

I successfully addressed the challenge(s) of _______________ [problems] by
_______________________________________ [actions you took].

The results achieved were: [list specific, quantifiable impacts]
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________

As a leader, I am recognized as someone who:  [characteristics/traits/values]
_____________________________________________________________.

I inspire ________________________________________ others to
____________________________________________________________.
Career advancement strategies: Amplify your talent

Articulate your value proposition
Create your personal brand
Cultivate your network
Create your professional marketing campaign
Embrace social media
Share ideas that add business value and promote positive change

Source: The Won Principles
Career advancement strategies: Develop yourself

- Identify several mentors
- Identify sponsors
- Take on high impact, high visibility projects
- Advocate for what you want and deserve
- Grow new skills
- Invest in your own development

Source: The Won Principles
Build your career plan starting from now and projecting to 2020+

2014
Goal(s):
Action:
Who:
By When:

2015-19
Goal(s):
Action:
Who:
By When:

2020-25
Goal(s):
Action:
Who:
By When:
Recommended resources


(Bridges, W., 2004). *Transitions: Making Sense of Life’s Changes.*


(Klaus, P., XXXX, 2003). *The Art of Tooting Your Own Horn without Blowing It.*

See also: Harvard Business Review, Center for Creative Leadership
Contact Us!

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