

# Find Your Guide Word

*Thinking Strategically  
About Your Life & Career*

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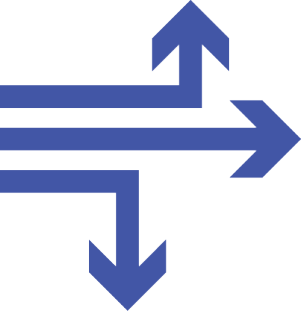
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*Problems cannot be  
solved at the same  
level of awareness  
that created them.*

- Albert Einstein



# In a Nutshell

Go to school + follow the rules + pay your dues + save money = health, happiness, safety and comfort ???

We seek lives and careers that allow us to be our “whole selves.”

A flexible work-life blend requires that our work be purposeful, and that we enjoy the environment and people we spend so much of our lives with.

You don't need a path if you have a purpose, or a Life Objective.

**Today's goal? Think strategically about our lives and our careers.**

**Today's take away? Your guide word.**

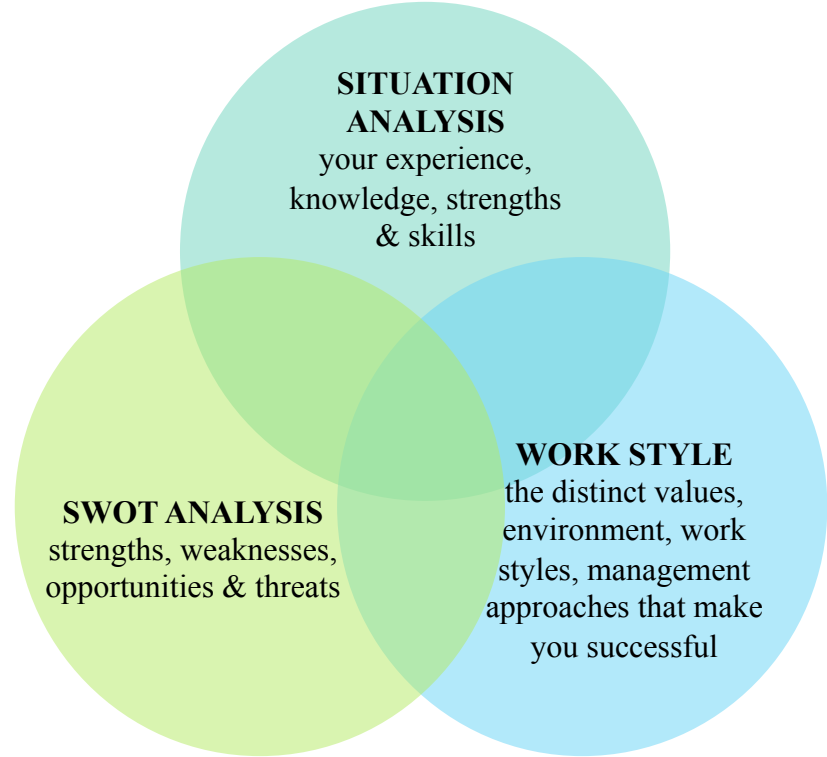


# Self-Assessment

# SELF-ASSESSMENT

**You will do what you do no matter where you are.**  
In other words, which patterns of experience, work style or contributions begin to emerge as you mine the past?

**Don't edit! You might overlook aspects of your past that could benefit your future!**



## Experience

What experiences have you had in your career and your life?

This could include areas of expertise, events that have shaped you as a person, industries or environments you've worked in, etc.

## Knowledge

What do you know?

This includes knowledge that is self-taught and also that comes from peers, social groups and formal education.

## Skills

What are you good at?

What are you *great* at?

Maybe you're a great cook or you can build things with your hands. Or, you have a knack for communicating with people or leading.

# Work Style

## Work Type

- Imagine your dream work team and environment.
- Is it collaborative, flat, fast paced?
- Which leadership/management approaches do you find the most beneficial for your personality, work preferences and growth potential?
- What makes you feel successful?

## Cultural Fit

- Which cultural environments have been successful and felt most like you were your “whole self?”
- Which environments were you not as successful as you would have liked—why do you think this is?

## Personality

- What do you perceive your personality type to be?
- Do you tend to be introverted or extroverted?
- Are you in touch with your emotions and able to easily express your feelings to others?
- Do you prefer large crowds or small groups?
- What else?

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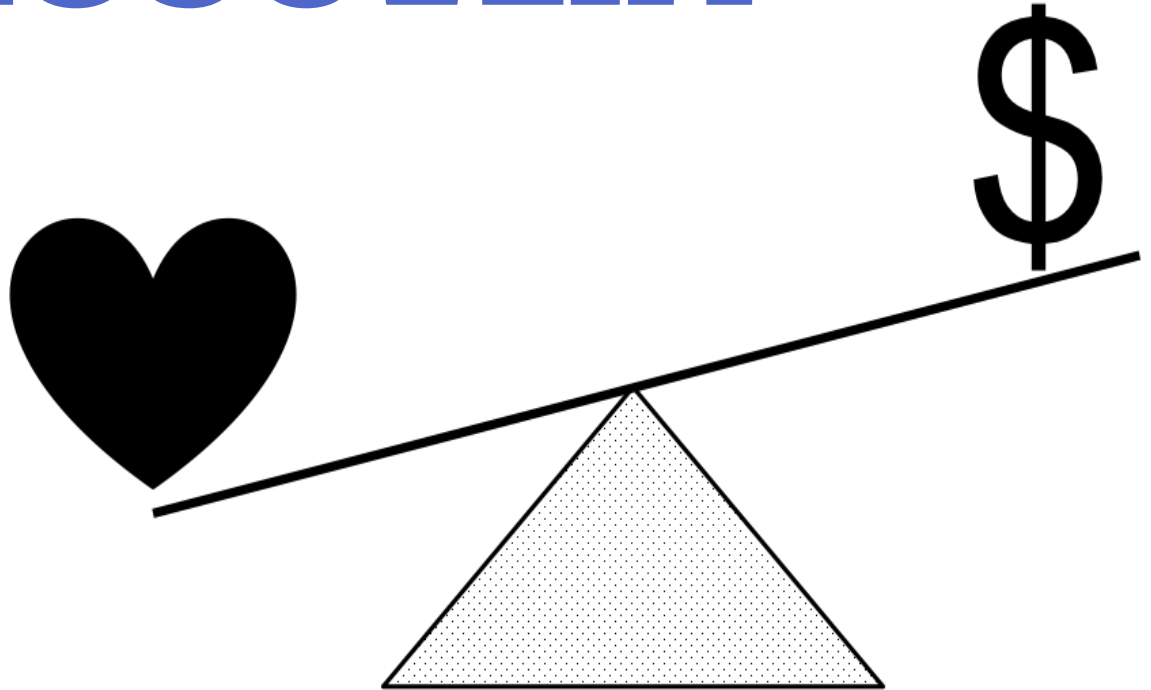
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# SELF-DISCOVERY



# CAN vs. WANT

**Objective:** Clarify and separate what you CAN be doing from what you truly WANT to spend your time doing.

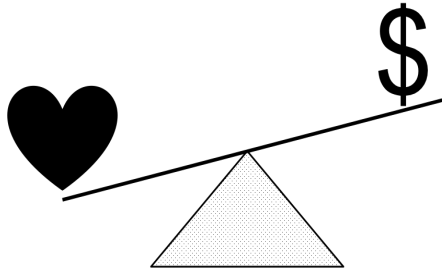
**What do you WANT to be doing?**

These “wants” can be focused on a particular job function, on ways you can contribute, or on how you’d like to be working.

**Determine 2-3 wants.**

Give some thought to the type of lifestyle you’d like to lead as you identify your wants.

# WHY?



Time to test your wants.

**We need to uncover the motivations behind your wants in order to separate those with purpose-driven intentions from those which feel safe or expected.**

We will do this through asking WHY five times.

Yes, it sounds silly. Let's get it over with.

# Your Guide Word

Uncover the elements and patterns comprising your guide word(s).

Your guide word can be used to:

- Set the overall tone for your life and career.
- Act as a lens through which you can look to make all career-related decisions and moves.
- Form the foundation of your personal brand.
- Reframe your experiences and power your story.

# My Guide Word: TANGIBLE

In my life, I must remain connected to all things real and tangible.

In my work, I must inspire and build connectivity for others—humans and organizations alike.

Making &  
Creating

Analog &  
Get Real

Discovery  
& Learning

Teaching &  
Sharing

# Lynn's Guide Word: COMMUNITY

“In my life and my work, I create communities so I can share the things I love with others.” - Lynn



Knit 1  
Together

*“I put a big  
table in the  
center of  
the store...”*

Teaching,  
Sharing &  
Connecting

**What is your  
guide word?**

# What's Next?



**Personal Branding**

**“Competitive Research”**

**Rework Your Resume**

**Continued Reflection & Evolution**

**Build a Support Network**



*“You are the steward of your own potential. The resources within you—and around you—are only tapped when you recognize their value and develop ways to use them.”*

- Scott Belsky

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Q & A

