

SLA's career strategy guide



Not sure what a career strategy is?

"Your career strategy outlines the steps that you'll take in order to achieve your career goals. Simple!"

- Career coach & SLA contributor
Tamaan Wilkinson

To be the boss of your career, you need to clearly outline your career path. This guide will help you do just that.

Follow our steps and you'll be on your way to being a #MotherlandMogul of your career.

First, let's talk about vision

Where do you see your career in 3, 5, 18, 20 years? You do see something right? (If you're not sure what your career goals are, jump to page 14).

If you see your future boss self, it's time to go HAM!



In the box below, write down what your career vision is. We've helped you out with a starter.

In 3 years, I'll be editor-in-chief. Basically, I'm going to be THE leader, coming up with all these cool ideas for articles, videos and podcasts. My salary will have quadrupled. I'll be managing a team of at least five people...

Your strategy doesn't have to be perfect!

Once you've written down your vision, it's time to pay a visit to Madam Google. Do a quick search on your chosen role. What you're looking for is a job description.

If we're using the example above, a search for "editor-in-chief job description" yields the following from study.:

"The editor-in-chief...manages all the day-to-day operations of a publication, such as a newspaper, magazine, trade publication, or academic journal. The editor-in-chief oversees all of the assistant, or department, editors of a publication and ensures each issue is released on time.."

Your turn now, what's the job description for your ideal role?

Assess where you are

Now that you know the description and the requirements for your dream role, the Next question is, "Where am I in relation to this?"

Back to our example, let's give her a name: Aisha. So Aisha is currently a writer now and wants to be an editor-in-chief in 3 years. This girl is ambitious but she needs to think about what skills she has now and what skills an editor-in-chief has.

From our original Google search, we've found that an editor-in-chief needs the following skills:

- ▶ leadership
- ▶ management
- ▶ design and layout
- ▶ organisation

Now, where are you?

Which of these skills do you need to get closer to the career of your dream? Be very honest!

Management

Leadership

Adaptability

Teamwork

Reliability

Organisation

Communication

**Problem
Solving**

Professionalism

**Working under
pressure**

How to move forward...?

If you didn't lie or cheat in the previous exercise, you should have a clear idea of what your weaknesses are.

These are the skills you're going to need to develop to get to where you want to be. Aisha is currently a contributor at SLA, her previous experience includes writing on her blog. She really needs to work on her leadership skills, as well as improve her knowledge of editing and use of Wordpress.

To bridge the gap between where she is now and where she wants to be. Aisha can consider, taking on more responsibilities and writing for other blogs.

Hold up! Time for a review

This should come at a considerable time after you've started trying to improve your skills. What have you learned and how have you improved since?

Assess your skills growth in the notes page below. Again, no trying to jump the queue, this is for your own good. We've added an extra page if you want to do this more than once!



3 month review...

NOTES

6 month review...

NOTES

1 year review...

NOTES

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

I don't know what I want to do with my career

Your friends & fam may say you have no future ambitions but girl, don't worry, this is a judgement free zone. Here's how to discover your inner career goddess goals.

"you're always working"

me: okay????



An example with Clueless Chipo

Say hello to Chipo. She currently works as a researcher with a non-governmental organization even though she studied art. Claudia isn't happy with her job, she doesn't like the hours, the pay or her colleagues.

If Chipo could change one thing about her job, she would be making more use of her design skills to translate the data she gets from her research into fun info-graphics.

She doesn't have time for office politics and would prefer to be independent in her duties.

Use Chipo's example to answer the questions below

Do you have a job at the moment? What do you do?

Is your job letting you be the boss lady you want to be? Write down 3 things you'll change about it

What do you love doing?

What do you absolutely hate doing?

A perfect job will have you doing what you love, any ideas on it yet?

Take your time and dream up that perfect job. Now, write it down.

Now pat yourself on the back!



You've answered all the questions above to your best ability. You may also want to take a personality test to find out the nitty-gritty of who you are and what you love doing.

It's time to dream up that boss lady movement. Head back up to page 3, you should now have a clearer idea of what you want to do as a future career.

Quick recap in case you were sleeping:



To be the boss in your future career you need to find your interest and then outline your path.



Research the job and then assess yourself to find things you may need to work on to be successful in your chosen field



And just like that you are a boss and #MotherLandMogul



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