



# TAKE CONTROL OF YOUR CAREER

## Guide and Workbook

# WELCOME TO YOUR MASTERCLASS WORKBOOK



## TIPS TO GET THE MOST OUT OF THIS MASTERCLASS

- You can print this workbook before the Masterclass to take notes as you listen. You can also download and type directly in the workbook to save paper.
- Please look over the contents of this workbook before the Masterclass, so you know what to expect. It is best to set aside private time before, during, and after the Masterclass to complete the activities.
- Think of how you can quickly implement the tips revealed in this Masterclass.
- During the Masterclass, use the chat to share ALL interesting new ideas and inspirations you get while listening - that way; we will all learn together!

*"Shoot for the Moon, you may land among the Stars"*





# » Table of Contents

**01**

**SET YOUR INTENTION**

**02**

**SELF-ASSESSMENT QUIZ**

**03**

**YOUR PERSONAL MISSION**

**04**

**YOUR PERSONAL SWOT**

# 1. SET YOUR INTENTION



## START WITH INTENTION

What would your professional life need to look like for you to relive it over and over again, in an endless loop, without getting stressed, burnout, fear, shame, guilty or impostor syndrome?

Many of us don't live based on values and goals that come from within us. We set them based on outside programming. From our childhood, norms around women's role in society, the media, politicians, commercials, etc. design ideas and tell us who we should be, what we should do in our professional life.

The biggest curse is that, for most of us, we've been made to think that the entire point of life is only two things: how much money we have and what our career title is. We mix our identity with our job.

But human beings are so much more than that – and “living our best lives as our true selves” and getting the career and life we deserve is not a myth but a real possibility!

This masterclass will show you steps you can take to take control of and reignite your professional life. It will introduce a formula that will enable you to create a vision for your career that is truly holistic and fulfilling. That will “pull you forward” towards achieving a truly extraordinary life.

Please write down and set your positive intentions. What are your intentions for joining this Masterclass? What do you hope to leave with?

**Use this space to write down positive intentions.**

## 2. SELF-ASSESSMENT QUIZ



### WHAT IS YOUR PROFESSIONAL LIFE QUALITY SCORE?

Assess the current state of your professional life with this honest self-assessment.

Rate yourself on these statements on a scale from 1 to 10. (1 - least true; 10 - most true)	Rate 1-10
1. I am truly happy with my professional life right now.	
2. I feel like I am living the best life I can live.	
3. My life is balanced and I am not making sacrifices.	
4. I am passionate about what I am doing in my professional life.	
5. I am satisfied with all the important areas of my life.	
6. I am fulfilled with my professional life today.	
Your total score:	

Use this space for additional notes or reflections.

# 3. YOUR PERSONAL MISSION



## STEP 1 - SELF-AWARENESS

*Coaching technique: Personal Mission*

Here are 2 templates to help formulate a personal mission statement:

I value **[one or multiple things you value]** because **[why it matters to you]**. To do this, I will **[how your professional path will align with these values]**.

To use my **[skills or expertise]** to inspire/lead **[group of people]** so that **[ultimate goal]**.

**How can I best serve others and the world?**

**What is my unique gift/talent that I want to use primarily?**

**What kind of work do I want to do?**

**What is my ideal typical day?**

**Who do I want to work for or with?**

**How do I want to feel about my work relationships?**

### MY MISSION STATEMENT

# NOTES



## 4. SWOT ANALYSIS

### WHAT IS A PERSONAL SWOT ANALYSIS?

A personal SWOT analysis is a tried and tested method of evaluating one's strengths and weaknesses. SWOT stands for strengths, weaknesses, opportunities, and threats.

The purpose of a SWOT analysis is not just to list down these things but also to expand upon them to improve your personal and career growth.

### HOW TO DEVELOP A PERSONAL SWOT ANALYSIS?

#### STRENGTHS

To determine your strengths, focus on what makes you different from others in your industry. For instance, if you are an HR professional and have an HR degree – you can add it to your strengths. You can also add any awards, distinctions, and certifications you have in the same niche.

When figuring out your strengths, you can ask your colleagues, line managers, people you manage and even friends and family for their views and opinion.

Some questions to reflect on

- What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?
- What do you do better than anyone else?
- What do other people see as your strengths?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?

#### WEAKNESSES

Before you begin listing down your weakness, it is important to remind yourself that this exercise aims to improve your personal growth. Look at them from a positive perspective and as an opportunity to develop.

So, be as open as you want without the fear of judgment. Be honest with yourself and write down the weaknesses or limitations that you think are interfering with your growth.

Similar to the strengths, you can ask others for their views.

## 4. SWOT ANALYSIS

### OPPORTUNITIES

Depending on the purpose behind your SWOT analysis, this part can look different.

For instance, if you are doing a SWOT analysis for career growth in your current organisation, you can look at the opportunities around your workplace.

If you want to change jobs, you can look for opportunities around a specific sector or market.

You should also consider the opportunities you can create by working on your weaknesses and opportunities that can arise from your strengths.

#### Examples of opportunities:

- I can join industry events and develop my network.
- I can get a promotion if I bring in more sales for three months straight.
- I can benefit from my powerful industry connections.
- If I sign up for a free online course, I can learn how to build a website.
- I can improve professionally by working on my technical skills.

### THREATS

Figuring out personal threats can be a bit tricky.

The threats you are facing can also vary depending on the situation you are in. Certain challenges can affect you in both your personal and professional life.

When thinking of threats, it is important to look not only at factors keeping you from moving forward but also at the people and environment that amplify their effects.

Threats can also be related to your weaknesses – i.e., if competitors in the industry can exploit your weaknesses, they will turn into threats. It is important to not only work on your weaknesses but also to find a suitable way to handle situations making things worse for you.

#### Examples of threats:

- My project delivery turnaround is lesser than my colleagues, and my boss prefers them over me.
- New talent is introduced in the field & the competition is fierce.
- I am failing to keep up with the changing technologies in my field, so I am not sound.
- Job opportunities in my sector are scarce and low-paid.
- The current economic climate has resulted in slow growth for the marketing industry. Many organisations have laid off staff members, and our company is considering further cutbacks.

# 4. SWOT ANALYSIS



Complete your SWOT analysis

**S**

Strenghts

**W**

Weaknesses

**O**

Opportunities

**T**

Threats

--	--	--	--

# NOTES



# NOTES





HELLO!

MY NAME IS

**Carla Martins**

**Women's Leadership  
and Career Coach**

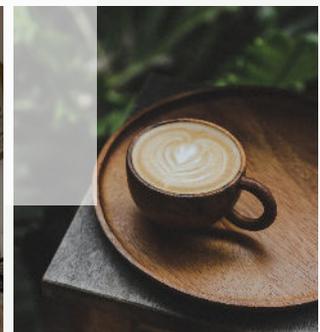
## ABOUT ME:

My purpose is to use my gifts of leadership, compassion, resilience, and a positive and growth mindset to empower women to step up and speak out to get the career and life they deserve.

Together we will disrupt social norms around Women's role in the workplace, business, politics and family and fight for Women's full and equal participation in all facets of society.

One woman at a time.

Click to book a career power call with me



favourite color



My hobby / My favourite food / My favourite place

”

"Yesterday is gone.  
Tomorrow has not  
yet come. We have  
only today. Let us  
begin."

Madre Teresa



Belight.U  
Inspire. Enlighten. Belight.