

## ACTION GUIDE: Crafting Your Reinvention Strategy Plan

### EXERCISE 1: Lay the foundation for your reinvention strategy plan

- 1. Life Vision:** This is your ‘mission statement’; it is a summary of the kind of life you want your new career to deliver.

Write a shorter version of the ‘ideal day’ vision you created during Module 1:

*My Life Vision:*

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- 2. Core Value:** This is your “guiding principle”; the main value you want your new career to deliver. To help identify your core value, use your ‘money signifier’ from Week 1; it will give you a good picture of what you’re looking for:



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**My Core Value:**

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- 3. Reinvention Goal:** This is your 'plan objective' and is a short statement of the type of career you'd like to explore.

**My Reinvention Goal:**

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## EXERCISE 2: Organize your Reinvention Strategy Plan

**Answer the following questions for each category:**

**Research & Development:** What ideas or paths must I investigate / information do I need / possible contacts must I reach /new skills must I acquire/ in order to identify my objective and reach my goal?

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**Operations & Logistics:** What tasks must I accomplish and/or tools must I pull together in order to launch my strategy plan?

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**Human Resources:** Who will I need to assist me so that I can achieve my objective (e.g. business partners, family and friends, virtual assistant, graphic designer, Reinvention Coach®)?

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**Finance:** How will I fund my career reinvention plan, including meeting current obligations and investing in R&D or training for my new career?



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**Marketing:** Who is the target audience (the people who can hire you into the job you want) for the job I seek? How will I make this target audience aware of my reinvention goal?

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**Public Relations (PR):** How will I create a favorable impression of myself within my target audience?

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**Sales:** What skills & talents do I have that will help my target audience reach their goals? What have I accomplished that demonstrates those skills and talents?

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