

ACTION GUIDE: Creating Opportunity

EXERCISE 1: Identifying inattentional blindness

Answer the following question:

How might I be making the mistake of “inattentional blindness” – being so focused on a narrow goal in my reinvention, that I miss seeing other opportunities? In what ways could I be limiting my options for reinvention? (E.g. thinking there’s “one industry” that’s a fit for your skills, or “one job” that will make you happy)



EXERCISE 2: Six steps to create opportunity

Step 1. Keep your goals broad and create a general framework to measure your reinvention opportunities

Part 1: Keep your reinvention goals broad. Identify the broader categories for your specific idea

Specific Ideas:

Travel & leisure magazine

Become interior designer

Broad Category:

Travel industry

Create beautiful environments

Part 2: Create a general framework to measure and evaluate your reinvention opportunities. Ask yourself the following:

What topics am I interested in? (E.g. health, music, entertainment, software)



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What segments am I interested in targeting? (E.g. children, seniors, Gen-X indie rockers)

What is the “job lifestyle” I want? (E.g. flexible schedule, travel, fast-paced environment)

What skills do I want to use on the job? (E.g. public speaking, writing, managing people)

Step 2. Listen to others and use their ideas to broaden your options. Answer the following:

What suggestions have other people made about my reinvention? What strategies, ideas and perspectives have they offered that I could incorporate into my plans?



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Step 3. Be in motion – but you don’t need the whole plan! Make a list:

What are the next logical steps I can do in my reinvention that will put me in motion?

1. _____
2. _____
3. _____
4. _____
5. _____

Step 4. Allow intuition to guide you. Answer the following question:

What actions, thoughts, pathways to explore feel “right” to my body but don’t make sense to my head?



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Step 5. Relax! When we feel anxious, it shuts down our creativity. Make a list:

What actions can I take that reduce my anxiety and help me think more clearly? (E.g. talk to others, exercise, make a list of past successes, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Step 6. Investigate your “automatic no” – the ideas or suggestions you rejected out of hand, without thinking about them. Answer the following:

What ideas, pathways or suggestions have I said no to? What steps can I take to explore them?

