

THE CAREER CLUB  
**PODCAST**



*with Madelein Hendricks*

**EP02**

*Happen to  
your career*

If you're unhappy with your job, you need to take action. Don't just sit around waiting for this situation to fix itself—it won't.

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# **CREATING A CAREER ROADMAP**

# Creating a roadmap for a success career

If you've ever navigated your way from point A to point B, then you're already familiar with the process necessary to get to the desired destination. So how come so many of us throw our planning know-how out the window when it comes to the journey to success? Let us work through how to work backward from our desired destination, or goal, in order to map out our plan for achieving success.

## Clearly identify your desired destination

My success in creating a roadmap is to plan backwards. So, you start with the end in mind. What is your desired destination? Be specific.

Let's use an example as follow:



### **DESTINATION:**

**WORK AS A NATIONAL SALES MANAGER**

## Brainstorm what it will take to get there.

First, put all your ideas down onto paper. The more the better! I call this an Idea of Soup. Don't think just write down how you will get to your destination above. It will look something like this:



## Next, locate your three guideposts.

The above list is not complete. It's just to give you an idea of the randomness of the brain dump. From these dozens and dozens of ideas, questions, possibilities, and tasks, we work backward to pick out the three absolutely non-negotiable things that must happen to get us to our destination.

How will you know which achievements along the way are non-negotiable guideposts? They are the achievements that you can't skip.

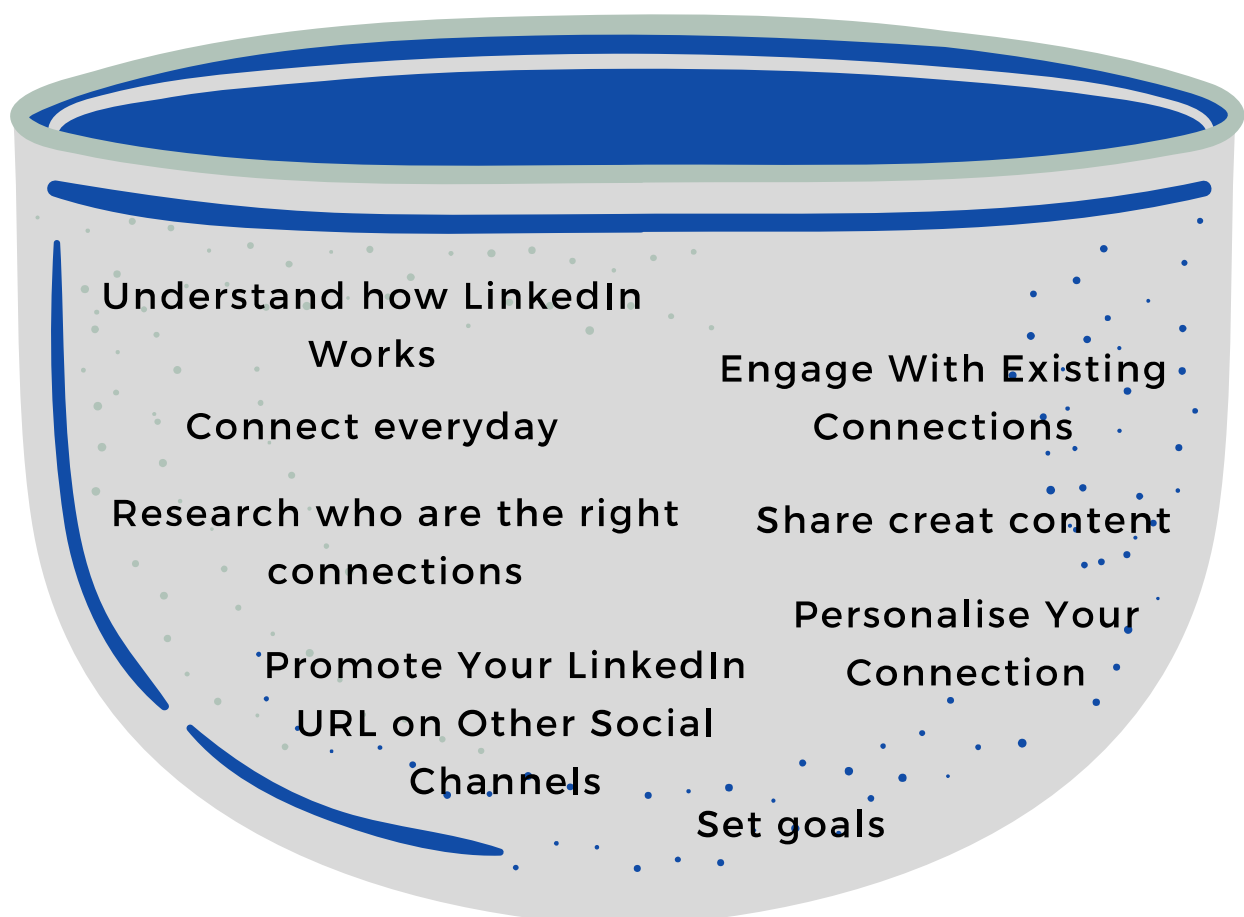
## These are your three guideposts for our example above:

1. Grow your LinkedIn connections
2. Reach out to my network
3. Identify your ideal company

Brainstorm what it will take to get you to your first guidepost. This will help you come up with your mile markers.

Continuing with our "Work as a National Sales Manager" example, now we to start working toward that first guidepost, which was to grow your LinkedIn connections. To come up with a plan, we do the same brainstorming that we did in the previous step, just on a smaller scale. Now, instead of brainstorming towards reaching my final destination, we are brainstorming more narrowly about how to reach the first guidepost. The top two or three tasks here will be the mile markers along the way to that first guidepost.

### Grow My LinkedIn Connections



## **Rinse and repeat until you reach your destination!**

When we start to put our thoughts on paper, the thought process can become easier. When we brainstorm, simple google searches can also open us up to many ideas that we never considered to be an option. At times we simply don't know where to start and this roadmap works for any situation in your life, either it's a sales road map for business, or personal goals, or even time keeping. Let's see what the completed road map looks like.

# Roadmap to Sign 5 new clients by December

**DESTINATION**  
**Work as a**  
**National Sales**  
**Manager**

**Guideposts # 3**  
**Reach out to my**  
**network**

Mile markers

1. Research how I am the answer to their problem
2. Create the right message to send
3. Send an email with the solution

**Guideposts # 2**  
**Grow your network**  
**and database**

Mile markers

1. Connect with people on my LinkedIn from my industry
2. Connect with the decision makers and hiring managers that I have identified
3. Gather their contact information

**Guideposts # 1**  
**Identify your**  
**ideal company**

Mile markers

1. Who are the 20 companies that I want to work at?
2. Who are the decision makers in those companies?
3. How do I make contact with them?

**YOU ARE HERE**