



BONUS:

10 LAWS OF CAREER REINVENTION EXTENDED WORKBOOK

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This workbook contains additional exercises designed to help you delve more deeply into the 10 Laws of reinvention. It is a companion guide to the workbook in *The 10 Laws of Career Reinvention: Essential Survival Skills for Any Economy*, and assumes prior knowledge of the concepts outlined in the book.

You can purchase a copy at your local Barnes & Noble or Borders, independent bookstore, or online at Amazon.com here: <http://bit.ly/Amazon10Laws>.

LAW 1: IT STARTS WITH A VISION FOR YOUR LIFE

Exercise 1: Give yourself permission

Answer the following question: *On what levels might I not be giving myself permission to reinvent my career?* Write down your thoughts and observations:

Exercise 2: Analyze your ideal day

Review your “ideal day” exercise from the book and answer the following questions:

What surprises were there?

How did your career interact with the structure of your life?

What would be a key word or two to describe your visualized career?

1.

2.

LAW 2: YOUR BODY IS YOUR BEST GUIDE

Exercise 1: Look at yourself in the mirror

Don't just glance at yourself; really *look*. Familiarize yourself with your expressions over the course of a day. Do you wake up looking cheerful? Do you go to bed with worry lines on your forehead? The unguarded expression on your face will tell you how you feel inside. Candid photographs taken by a friend when you're not looking or posing will also reveal your inner thoughts.

Here's a little trick that will sound downright spooky, but it works: Have someone take a candid photo of you, then cover first the right half, then the left half, so that you can only view one side of your face at a time. There will seem to be a different expression on each half. If one side is scowling and unhappy even though the other appears to be neutral, the scowl wins as the most "authentic" representation of your current mood.

Exercise 2: What are your physical complaints?

Listen to yourself when you are talking to others, and ask others whether you regularly mention any particular physical complaints that aren't clearly based on an underlying medical condition. You might not realize that you often complain of, say, headaches, stomach upset, lower back pain or bad dreams, all of which could be signals from your body that something's not right in your world. What are you thinking or worrying about when you have these complaints?

LAW 3: PROGRESS BEGINS WHEN YOU STOP MAKING EXCUSES

Exercise1: X Marks the ‘Stop’

Put an “X” on your calendar for each day you give up an excuse. You’ll know it’s an “X” day when your actions match what you say you want. The first day Jeffery actually sat down and wrote something after years of saying he wanted to do it was an “X” day.

Exercise 2: Listen to a Friend

Survey your friends who are successful in their fields and ask them to tell you the excuses they hear you making all the time. If you’re brave, ask them to be honest about whether you “put your money where your mouth is,” and if the answer isn’t heartening, ask for advice on how you can get around that. Make a list of your most-used excuses, as reported by your friends:

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

LAW 4: WHAT YOU SEEK IS ON THE ROAD LESS TRAVELED

Exercise 1: Go out and look—*really look*—for the unexpected

Take yourself out of your routine and visit other occupations. Do something you normally wouldn't do—go to a ballgame or a museum, and notice all the occupations it takes to deliver that experience. Who is manufacturing that popcorn cup? Who created the audio program walking you through the Matisse exhibit?

Exercise 2: Buddy Brainstorm

Schedule a brainstorming session with a close friend or colleague, someone whose creativity you admire. Try to come up with a list of at least seven non-obvious career options. While you're brainstorming, don't worry whether something sounds "silly" or "stupid"; those are value judgments that inhibit the best ideas from popping up in their early, sketchy forms. Write down the ideas generated during your conversation:

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

LAW 5: YOU'VE GOT THE TOOLS IN YOUR TOOLBOX

Exercise 1: Take a survey

Poll your family and friends about your previous successes, or arrange a dinner with former colleagues to reminisce about your accomplishments. Ask them about the skills and talents they remember you using. List them here:

Accomplishment	Skill/Talent
1. _____	/ _____
2. _____	/ _____
3. _____	/ _____
4. _____	/ _____
5. _____	/ _____
6. _____	/ _____
7. _____	/ _____

Exercise 2: Skills self-awareness

For one week, pay attention to your job functions and your successes. Notice the skills and talents you use as you go about accomplishing them.

LAW 6: YOUR REINVENTION BOARD IS YOUR LIFELINE

Exercise 1: Ask for help

Prime yourself for working with a Reinvention Board by asking one friend or contact every day for some type of career reinvention assistance—information, contacts, emotional support, brainstorming. Offer to do the same for others.

Exercise 2: Get moving to activate your network and staff up your Reinvention Board

Take advantage of invites and make it a point to go out and add to your circle of friendly advisors, even if they are not candidates for your board. In addition to your Reinvention Board, you will want to have other people you can call on as needed. If you're starting your own company, you may have to find business partners. Family, friends and colleagues can steer you to contacts of their own, such as lawyers for looking over contracts, virtual assistants for sending out letters, graphic designers for creating business cards and logos, or a Reinvention Coach® to be on your board or keep you on track. Think about people you already know and others you may need, and actively enlist their assistance.

LAW 7: ONLY A NATIVE CAN GIVE YOU THE INSIDE SCOOP

Exercise 1: Pop in a DVD

Watch a documentary about your target industry or about issues affecting it. Listen to a book-on-tape from a business personality you admire.

Exercise 2: Shadow Someone at Work

Find people in your target industry you can shadow while they work, so you can see how a typical day “looks.” Alternatively, seek out tours, open houses, or other ways to get inside and observe how business is done. Brainstorm a list of ideas and places that will give you the opportunity to get ‘up close and personal’ with your reinvention goal:

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

LAW 8: THEY WON'T “GET” YOU UNTIL YOU SPEAK THEIR LANGUAGE

Exercise 1: Practice using the words

Take the translation list you created using the exercise in the book and speak the words and phrases out loud. It always feels awkward at first when you try out a new language, so practice at home a few times (not forever!) before taking your new language out for a real-life spin.

Exercise 2: Cultural immersion

Go to a conference or trade show and listen to how they speak and what they say. You can try out the language by chatting with attendees during breaks. Another idea: A friend tells me that a buddy of his cajoled an HR person at a company in his target field to interview him so he could get practice before his *real* interview at a different company. A little extreme, but a great way to practice the language!

LAW 9: IT TAKES THE TIME THAT IT TAKES

Exercise 1: Create a timeline for your reinvention

Outline the tasks involved and make an estimate of how much time each one will take. Map it out on a calendar. Remember to conduct a reality check to make sure your estimate is in line with what's involved and with current events, holidays, and the busy seasons of your target industry.

Exercise 2: Brainstorm your action steps

Take a moment to decide what actions you plan to take to get moving on your reinvention:

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

LAW 10: THE WORLD BUYS IN TO AN AURA OF SUCCESS

Exercise 1: Create a “Woo-hoo!” folder

Every time you get positive feedback or praise, or achieve a success, drop a note in this folder. Collect your triumphs and review them on a regular basis. Make a list of your top ten “woo-hoo” moments here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Exercise 2: Tap into a Reinvention Team

Create (or join) a circle of like-minded people who are committed to taking action. Take turns talking about and supporting one another in your successes and the progress you make on your reinvention journey.

The Reinvention Institute is a boutique coaching & seminar organization devoted to helping successful professionals transform their businesses, their careers or their lives. The Institute offers innovative programs such as the Career Reinvention Bootcamp, an intensive course designed to fast-track your career reinvention launch, and Reinvention Team Action Groups, ongoing mastermind coaching circles for aspiring Reinventors.

For more information about our products and services, email us at:

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