

Navigating Next: How to Get Clear (So You Can Get Going)

*With Coach Darcy Eikenberg, PCC
Special for IABC World 2020*



Long before the pandemic of 2020, shifts were happening in our companies, communities and careers as communication professionals. Now, change has accelerated, and the future's uncertain. And you have a choice: feel stressed and stuck—or hopeful and ready to move forward, faster.

You are here at the perfect time.



*It's time to get _____
on where you are _____ and what you want _____.*

*It's time to stop listening to the _____
and take back _____.*

*It's time to abandon the _____
that weren't working anyway.*

Let's do the work together now.

This action plan is yours to use during —and after—our workshop to navigate what's next in your career, company, and life.



**RED CAPE
REVOLUTIONSM**
With Coach Darcy Eikenberg

Brain Warm-Up: Define the Stakes



Why are you here, really?

There's something at stake for you right now—something leading you to think about how you'll navigate your next steps.

Is it one or more of these?

- Prevent a layoff, furlough or demotion
- Prepare for a career change or job search
- Advocate for pay or bonus increases
- Propose new role responsibilities
- Adapt to a new manager or leader
- Help others value what you really do
- Be more visible during a merger or acquisition
- Ask for changes in your current role or responsibilities
- Pitch a new role for yourself that fits better
- Plan for a transition such as retirement
- Be a better leader & role model to others
- Grow more customers & clients



As I navigate next, here's what's at stake for me right now:

Examples:

If I don't improve my leader's perception of how I contribute, I'm likely to be on the layoff list soon. I love this company and want to stay, so I need to work this more intentionally.

I'm ready to take on a bigger team, but I'm not sure our other stakeholders see me as ready. So I want to discover how they're seeing my leadership potential here.

I just started here a few months ago, and I've been swimming. I'm wondering if that seems normal or whether it seems like I'm getting behind. I need to get more feedback and feel less stressed.

I'd like to be promoted to partner in the next year, but I'm not sure if the decision-makers know enough about my successes. I want to get clearer on how they see me now so I can plan for the year ahead.

Tool #1:
Take Back Control



We only control three things:

-  Everything we _____
-  Everything we _____
-  Everything we _____



*"When you _____ the way you look at things,
the things you look at _____"*

Wayne Dyer, author & speaker



*As I navigate next, the most important way
I can take back control right now is . . .*

Tool #2:

Engage Your Emotions



Emotions serve as a _____ sign — a signal that it's time to pay attention to what's going on.

With more _____-_____, you stop going in _____ and make better _____, even when everything's changing.

Emotion puts you in _____.

Understanding and using emotion is also a _____ skill.



As I navigate next, the emotion I'm noticing I need to pay attention to is . . .

Tool #3:

Reset, repair or reframe your work



Communication is seen as a _____.

A _____ is something that's just like all the _____.

When you can write down the steps of what you do,
you're a _____.

How do YOU:

- > Make _____?
- > Save _____?
- > Save _____?
- > Save _____?

Where are YOU?

<i>From</i>	<i>To</i>
Expert craftsman (writer, editor, designer, etc.)	Business expert
Waiting	Starting
Create information	Create influence
Specialist	Business consultant
Cost center	Value center
Compromising	Evangelizing
Focused on delivery	Focused on results
Easy to replace	Hard to replace



You can _____ things like:

- Relationships
- Processes
- Systems
- Deliverables
- Boundaries
- Other's Expectations
- Your Expectations
- Habits
- Reactions

Coach Darcy's magic words

"All of this _____ has made me think about _____

(the thing you want to change) and so I'd like to talk about moving from (the thing you want to change) to _____ (the new situation you want.)



As I navigate next, the one thing I need to reset, repair, or reframe right now is . . .

Tool #4

Narrow your vision.



Fast forward to _____.

Use Coach Darcy's fast future formula:

I _____ the _____ to get a
_____.



Examples:

I reset (VERB) my boss' expectations (NOUN) so that I rightsized my workload (RESULT).

I expanded (VERB) my network (NOUN) so that I increased my connection to my community (RESULT).

I developed (VERB) stronger ROI data (NOUN) for my CEO to share with customers (RESULT).

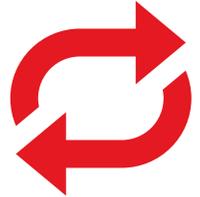
A _____ helps you plan every day.



_____ months from now, I'll be proud that I've (VERBed) the (NOUN) to get (a RESULT):

Tool #5:

Activate your relationships.



Old-school _____ isn't working.

We need to activate our relationships, now more than ever.

_____ needs to know what you're thinking right now?

What do you need to _____ them, _____

with them, or _____ of them?



As I navigate next, the people I need to activate to help me [VERB] the [NOUN] to get my [RESULT] are:*

**Psst. . . name names! No one's watching.*

Taking Action



What's the next, simple step I can take right now?



What's the one thing I need to tell myself to make it easy?

*Don't forget: enter before July 10 at 9 am ET to win a **Power Hour career coaching session** with Coach Darcy. We're drawing one each week for 4 weeks starting June 19—the sooner you're in, the more chances you have.*



Text IABC2020 to the number 44222, then enter your email and you'll be set.

*If you're outside the US,
email Deb@RedCapeRevolution.com with IABC2020 in the subject line.*

That's it!!



If you did the work, you're walking away with:

- ✓ A clearer picture of what's at stake for you in this moment right now;
- ✓ Knowing what you control—and what you don't;
- ✓ Increased awareness of your emotions and how you can use stronger self-awareness to help you move forward;
- ✓ Magic words to reset, repair or reframe your work so that you're not a commodity;
- ✓ A short-term, realistic vision that can keep you in motion over the next six months;
- ✓ A list of people you can activate to support you in whatever's next.

In around an hour, you're significantly further toward what's next than most folks who are still waiting, wondering & worrying.

Want to go deeper?

I've gathered more resources for you and other IABC 2020 participants at RedCapeRevolution.com/IABC2020

Plus, members of my Insider Community can always schedule a no-cost, confidential coaching chat with me at AskDarcy.com. Let's talk soon as you navigate next!

Coach Darcy Eikenberg, PCC
Darcy@RedCapeRevolution.com



MORE ABOUT ME, DARCY EIKENBERG, PCC

Leadership & Career Coach | Speaker | Author



WHAT I DO

Today's leaders & high performing professionals are experiencing more change than ever before. Those changes are overwhelming, complex, and move fast.

So I teach fresh, practical strategies you can use every day to manage through change easier and make better, more confident decisions with less stress, in less time.

As a professionally trained coach with a strong sense of ethics, I'm also a confidential sounding board to help you map out next steps in safe, non-judgmental ways.

My clients feel—and become—more successful in their work (and actually, in their lives outside of work, too.)

WHO I HELP

WITH OVER A DECADE'S EXPERIENCE, I WORK WITH LEADERS & HIGH-PERFORMING PROFESSIONALS IN SITUATIONS LIKE THESE:

- Wrestling through major change, whether positive (such as business growth or promotion), or negative (such as job loss or personal stress).
- Newly promoted, or hired & needing to get productive fast.
- Experienced in their technical subject but needing to grow business acumen, communication or people skills.
- In a team that must work better together to achieve a business result or goal.
- Weighing their next career decision (whether inside or outside their existing organization) and asking "what's next for me."

WHERE I SPEAK, FACILITATE, TEACH

- Leader, employee, board or team development webinars and events.
- Customer & client appreciation webinars and events.
- Department or affinity group professional development meetings.
- Within technical or company-specific training as an energy booster.
- Professional & trade association meetings, workshops & conferences.
- On webinars & teleseminars for companies and professional groups.