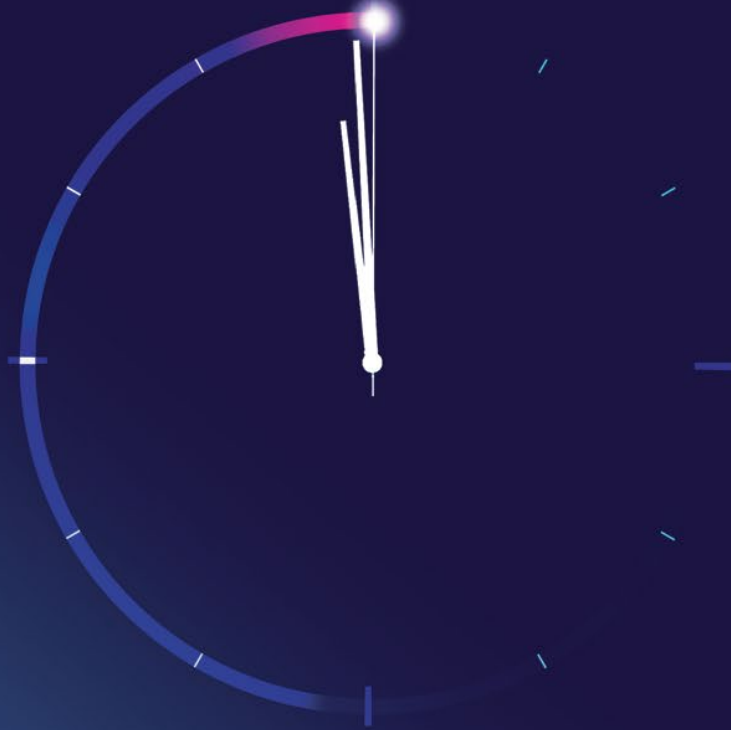


KELLIE TOMNEY



FUTUREPROOF YOU

3 KEYS TO REIMAGINING YOUR CAREER &
AMPLIFYING YOUR IMPACT
IN THE NEW WORLD OF WORK

HOW FUTUREPROOF ARE YOU? **FREE** REPORT & RECOMMENDATIONS

FUTUREPROOF YOU

Futureproof You: 3 keys to reimagining your career and amplifying your impact in the new world of work

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FUTUREPROOF YOU

3 KEYS TO REIMAGINING YOUR CAREER
AND AMPLIFYING YOUR IMPACT
IN THE NEW WORLD OF WORK

KELLIE TOMNEY

authentic fulfilled limitless.

ENDORSEMENTS

Talented, career-driven people want agency and authenticity.

They want to own the trajectory of their careers. In *Futureproof You*, Kellie has focused each of us to be the agents of change and custodians of our own working lives. **Taking charge of your future is a bold proposition, but truly must be the only way forward in what is sure to become known as the decade of disruption.'**

MATT CHURCH, FOUNDER OF THOUGHT LEADERS,
AUTHOR OF *RISE UP: AN EVOLUTION IN LEADERSHIP*

'Kellie brings warmth, enthusiasm, joy and excitement to her work. In *Futureproof You*, **Kellie's book takes you on journey from Reactive to Proactive and finally to Futureproof, supporting you to make your career dreams a reality.'**

MEGAN LARSEN, FOUNDER OF SODASHI SKINCARE,
AUTHOR OF *STARTUPS & SELF-CARE*

'In this thought-provoking book, Kellie Tomney argues passionately that you can take back your power, and take responsibility for managing your career and your life. **By unlocking her three keys and her evolving cycle of impact, you can realise your true potential, and make for a better world. There can be no more noble purpose.'**

GORDON CAIRNS, CHAIRMAN, WOOLWORTHS GROUP & ORIGIN ENERGY,
NON-EXECUTIVE DIRECTOR, WORLD EDUCATION AUSTRALIA

'Kellie is considered and inspiring. How heartening to have details of her own story shared to counsel others to pursue personal evolution for drive fulfillment. She has much to contribute to us all during these complex times. This book provokes reflection and provides tools that shed light for us all. *Futureproof You* is a must-read, particularly for influencers and leaders pursuing a path of positive impact in their careers and lives.'

KATHY HATZIS, CHIEF MARKETING & GROWTH OFFICER,
NON-EXECUTIVE DIRECTOR

'Kellie is a wealth of knowledge, an overflowing cup of compassion and a powerful True Believer with loads of belief, conviction and commitment **when it comes to helping people, leaders and organisations not only navigate and maximise what's next but actually FUTUREPROOF. She's the real deal!**

CHRISTINA GUIDOTTI, SPEAKER, AUTHOR,
ADVISOR & THOUGHT LEADER

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HOW TO USE **THIS BOOK**

This book and its parts are big, bold and life-changing. While you will get maximum impact from reading the chapters in order, you can also flip open any page for daily inspiration. There are extra resources and inspiration on my website kellietomney.com also.

I've *purposefully* made space on the page and in this book for reflection.

I sense you may need and/or value space to reconnect:

*with your dream,
and your aspirations for your career.*

I know you need space to connect:

to the person inside you know can be more.

I've also purposefully removed thirty pages of statistics and studies (thanks to my very first reader and editor!). You know the new world and the Future of Work are here! You know the scale and pace of change we are dealing with. I don't want to create more panic. I want to create more proactivity and fulfillment (and joy – yes, it's possible!).

Instead, I've given you the global trends and opportunities and have discussed how to leverage them to amplify your career and impact. Actioning the Futureproofing Keys I present in this book does help! So, I've prioritised your precious time and energy in order to move you forward, rather than drowning you in data that changes daily.

Also know it's completely fine by me for you to think at any point, 'Okay, Kellie, I get it, I want it – can we fast-track this and do this together?' Just get in contact.

This book is designed to help you to get back in the driver's seat when it comes to your career, leadership, organisation and future. So, make sure you complete the Futureproofing Actions contained in each chapter, as these will help you do the real work and actualise the change!

I've included real client stories from various stages of the career adventure to give you an idea of the key challenges professionals are experiencing (you are not alone!) and to celebrate their progress and impact. Their names have been changed and their companies have been omitted for privacy reasons. They've done the Actions and are enjoying the new future they've created for themselves. You can too!

It's time, isn't it?

It's time to come back to your power. It's time to discover your next career, leadership role and life purpose, achieve your alignment and highest influence, and amplify your positive impact.



**'WHEN YOU
STEP INTO
AND ACTIVATE
YOUR PURPOSE
AND BUILD
YOUR BRAND**

**YOU CHANGE
YOUR WORLD
AND OURS.'**

There are countless examples of my methodology
Futureproofing people's careers, finances, wellbeing,
relationships, leadership, organisations and lives. The
ripple of purposeful positivity inspires, motivates and
provides others with forward momentum and growth.

It's saved and futureproofed my life and livelihood and it
can do the same for millions of others, including you.

Let's do this together. I can't wait!

Kx

INTRODUCTION



Let me share a story from my past.

I'd always prided myself on proactively managing my career and taking roles that were in line with my values and that allowed me to grow and to make an impact. That's what made my role at the time so magical – I was helping other people do the same. I was leading a team who helped people find work in organisations where they could make their best impact in their career – a dream come true!

One year and one month later, however, things started to change.

The next major employer branding campaign my team and I had been working towards was shelved. The CEO, who was a major reason for me joining the organisation, announced her move to a competitor. Our new CEO, who had very different priorities, was announced.

Then... there was a merger / takeover.

Then... the big four consultancy firms came in.

Then... the cost cutting started.

Then... then... then ...

Then, we found ourselves having to justify our place in the organisation and fighting to show the value of what we had built, what we had poured our hearts, minds and souls into. What we'd worked for disintegrated. My role no longer existed.

I'd been so busy 'fixing' and 'firefighting' in order to overachieve in my current role that I had not prepared or positioned myself for the future.

The strategy turned from transformational, business-wide and global, limitless impact to cost-cutting and limited impact. I could now do my role in my sleep with capabilities I had in the first few years of my career, not the stretching, valuable ones that give me so much more satisfaction.

While we were in merger and transition mode, I was offered alternative roles. However, I felt none of them were aligned with my values or strengths or what drove me internally or what would make a big, meaningful impact. Work became like a pebble in my shoe. It wasn't the worst job (or life) but I wasn't being fulfilled or inspired.

Moment by moment, I could feel my purpose, value and impact was being eroded. Within every meeting and every presentation, I felt less engaged and less motivated. I felt myself getting smaller and smaller in terms of impact and value. I felt less heard; my voice was reduced to a whimper.

I began to question myself:

*Am I satisfied that this is it? Is this all I have to give?
Should I take the 'safe' roles offered to me or do I
venture into the unknown to make more impact?
Surely, I can contribute more than this? What's next?*

On a deeper level, I thought, *Is this really who I am? Is this all I can be? I know I can BE MORE and make more impact.*

Before all of these changes, I had loved my career. I'd loved what I had achieved and the challenges it provided. I was senior, smart, educated, experienced, ambitious and driven. I'd become increasingly more influential, valuable, powerful and connected to my organisations and the bigger impact of my roles and what we could, and did, achieve. I truly loved getting up in the morning (yes, it is possible!). My mind was filled with ideas for improving things and my heart was filled with the connection I had with my team. I was purposefully motivated for the day ahead. I had always worked hard; I had consistently tried to better myself, constantly upskilling and trying harder. I got so much satisfaction from the impact we made.

But things outside of my control happened. Before the merger, I had been a corporate transformer and creator. After it, I felt like a corporate pretender. Pretending to be motivated. Pretending to be engaged. Pretending to be inspired to lead my team into the future. But pretending isn't in alignment with me. I had visions of me at the work desk being present but absent. What's more, these roles I was being offered weren't the impact that I wanted to make.

It was time to do some real soul-searching. It was time to make a change.

A big change.

I forced myself to confront my reality. My boyfriend of two years was in the US and the pressure had been on for one of us to move for a while. 'Just get here and I'll take care of the rest,' he told me and assured my friends.

Finally, worn down by my lack of Career Purpose and clarity, lack of a better path, and not being aligned with the impact I would be making in roles offered to me, I said no to other opportunities and I quit my job. I moved to the US to be with my boyfriend. I'd prioritise my relationship. I'd follow the call and the '1000 blazing suns of love that couldn't wait for me to get (t)here'. I'd figure out my next career move and life plan once I got there. At the time, I thought this was my best choice.

Right?

Wrong.

On my last day of work, I woke in the middle of the night with a sudden, then determined, instinct telling me to check my phone. That's when I saw it. The text from the man I was moving to the United States for.

That text instantly turned my career and life upside down. It contained four words no one ever wants to hear: *We need to talk.*

My stomach fell. My heart froze. My brain went into rapid fire: *What? You've got to be kidding? I'm moving countries for you. I've left my job, my team and my organisation. My flight is booked. The removalists are coming tomorrow. No, I have to be overreacting; this isn't what I think it is.*

I frantically left messages on a voicemail half a world away...

... and got no response.

I moved through my last day of work in a thick fog of shock. I smiled dimly at my team and all the people congratulating me on my romantic, fun, new adventure. All the while, I was wondering to myself, 'How did everything go so wrong?'

In the space of a day I went from:

- ◆ Earning a six-figure salary **to** having no salary.
- ◆ A comfortable house and lifestyle **to** no fixed address.
- ◆ 'Love of my life' **to** 'what just happened?'
- ◆ A 'life line' **to** complete free-fall.
- ◆ A proud Australian resident **to** an 'alien' with no visa in the US.
- ◆ Corporate career cover girl (literally on the cover of the annual report!) with a 'stellar, blue ribbon career' going according to plan **to** being totally career-less and unprepared for the future and what was next.
- ◆ Having made a unique, valuable, amplified, global impact **to** feeling diminished and worthless, zapped of confidence and of the contribution that I could make in the world.

*All aspects of my life disintegrated.
I was unravelling: What next? What now?
What are my options from here?*

While there was a lot I didn't know, there was something I was completely sure about.

As a senior executive woman, I had put my eggs into one basket – one organisation and one job that I loved – and it had changed overnight. Then I had put them into a relationship that I loved and that had changed overnight as well. In all the working so hard, caring, worrying and contributing to the organisation and my team, I

had let others control my future. I had put the organisation and everyone else first. I hadn't planned options and I had been caught with the consequences of a 'work hard, give your best and commit – the opportunities and rewards will follow' career (and life) plan.

I was an award-winning executive who had built up global recognition of my expertise in maximising employer brands, leadership and organisations, and developing them for the future.

*Yet, I had no future strategy or plan B for myself.
Plan A had disintegrated into my mobile phone. I
was so far from futureproofed, it wasn't funny!*

I was so far from everything that I would have advised anyone to have or be or do – individuals, leaders and organisations. I had been futureproofing others but not futureproofing myself.

It was time to get back in the driver's seat and to find a successful, sustainable and impactful path that was true to me.

I couldn't wait for my dream role and future to present itself. I needed to create it for myself.

A WORLD OF CHANGE

I share these experiences because I can relate to the constant internal call for career change as well as sudden, dramatic, out of your control, external catalysts for career change. I am well aware that millions globally and locally have it much worse than myself. And I see much more change coming and millions who are not prepared or positioned for it.

From my experience in this space over twenty-five-plus years, I'd say as few as two per cent of global workers have a future plan or career plan. That is why this book is so important!

After a tough journey back to clarity, I started a consulting business (during the GFC) from a laptop in a one-bedroom apartment in Washington DC – a city I had only known from a best-practice HR & Branding Conference and from the nightly news that beams around the world. I used my professional branding, change, recruitment and leadership skills to engage with clients around the world.

Over the next eleven years, that business would allow me to help thousands of executives, professionals, leaders and women to futureproof their careers, leadership, organisations and lives. I would help them to navigate the ever-changing external environment while remaining centred and aligned with their internal purpose, and amplifying their positive impact and contribution.

*Futureproofing is my life's purpose –
I don't want what happened to me to
happen to you. I want you to create and
maximise your future.*

Do a quick check-in.

Are any of the following statements true for you?

- ◆ I want a meaningful, impactful, fulfilling career.
- ◆ There is more to my career, leadership and life.
- ◆ I have more to give.
- ◆ I am overwhelmed with expectations, roles, workload and/or options and I can't see a clear path for what's best anymore.
- ◆ I don't have a career or future plan.
- ◆ I am not feeling my whole self at work.
- ◆ I don't want to sell myself or to be 'cut down'.
- ◆ I don't know how to brand myself authentically to be more influential, impactful and valuable.
- ◆ I don't want to regret not making the impact I could have.
- ◆ I am driven to achieve, contribute and be a role model.
- ◆ I have a need to maintain my livelihood and lifestyle (and others); I want to maximise my value, worth and impact.
- ◆ Something needs to change but I don't know what or how.

Yes? Then this book is for you.

You can BE MORE. You can MAKE MORE IMPACT IN YOUR CAREER. You can be your AUTHENTIC, WHOLE SELF and BE VALUED MORE FOR IT. You can ADAPT and MAXIMISE YOUR VALUE & FUTURE in an ever-changing world.

In Part 1, we will explore why you need to futureproof now. We will explore the state of today's new world, the major shifts and the common and constant career challenges, and our confusion about who we need to be and what happens if we make reactive choices.

We'll also look at the evolving expectations of employees and the Future of Work, and why we are crying out to make more impact in our careers. And we'll examine the increasing amount of career options and how that can make things even more confusing and complex. Finally, we will look at our addiction to 'overworking and underselling', and learning, fixing and bettering ourselves. In many cases, these hold us back and diffuse and diminish our impact.

In Part 2, you'll discover the 3 Futureproofing Keys and some practical ways to ensure you amplify the impact in your career by putting them into action. I'll be encouraging you to 'practise' these tools. Not because 'practice makes perfect', but because in using my methodology, I know that purposeful practice makes a bigger impact.

You'll understand that no one is perfect. No one. And what's more, it's more impactful if you aren't. Who you are is enough but, when actioned, these keys will unlock the impact you are craving to make. You'll connect to your best whole self (some for the first time in your careers and lives), your values, and discover your superpowers, your big aspirations and goals. You'll get clear on you, your potential and the future you want to create. You'll look forward to the future and you will plan aligned, agile options. You'll develop a unique brand and value that build your confidence and contribution. From this strong, stable foundation, you will take action with authenticity and alignment to amplify your positive impact. We will build your courage and you'll activate some of the highest value strategies that are proven to help make more impact in your career.

Finally, in Part 3, I'll illuminate that making more impact in your career is something that evolves. I'll share the pathways that we are all on. Through this, you'll see where you are at, no matter what career and life throws at you, *and* shine a light at the end of the tunnel. You are ever-growing and when you know the path, you can enjoy the adventure, adapt to new challenges and the new world, and amplify your impact along the way. By Refreshing, you'll continue to adapt and grow. You'll experience greater, amplified impact and you'll feel even more alive, fulfilled and valued.

I've been in your shoes and sat side by side with thousands of executives and professionals as they've stepped into their bigger impact. So, throughout this book, you will read about some of my clients and their experiences, impact and growth. These are real professional people in their careers, not celebrities and media personalities. The career and impact struggle is real and it applies to everyone. Their approachable stories will remind you that you are not alone. You'll start to see your value and impact skyrocket (or, as clients have said, 'the magic start happening').

After years of coaching and mentoring individuals and conducting hundreds of workshops, I've found one thing to be true...

*... you can make more impact in your career,
but you have to step into it.*

These keys unlock the doors and using them opens up a whole world of more aligned, impactful opportunities when you continue to step forward.

But you have to step in. If you are waiting for someone to recognise your great work and contribution, and to come and pick you, you may be waiting all your career and life! The world and work continually change and you know the consequences are coming. Waiting won't work.

Your career and impact are far too important for that.

Are you ready to make that step?

Part 1:

WHY YOU NEED TO FUTUREPROOF

Constant Volatility, Uncertainty, Complexity, Ambiguity and Disruption in our world are making jobs, careers and industries more insecure.

The Future of Work and the fourth industrial revolution are here. Careers have changed and will continue to change rapidly and significantly.

THE QUESTION IS:

**WILL YOU CHANGE
WITH THE TIMES**

**OR WILL YOU BE
FORCED TO CHANGE
BECAUSE OF THEM?**



**WILL YOU LET
THE FUTURE
DICTATE YOU,**

**OR WILL YOU
DICTATE YOUR
FUTURE?**

In Part 1, we'll explore why you cannot wait for these consequences to reduce or limit your career, contribution, value and impact.

You need to futureproof your purpose and potential, and develop future-valued skills and a career plan with multiple career growth options. When you are clear, confident, prepared and protected, you can adapt, pivot, reset, reshape and reposition quickly in relation to change to BE even stronger, more fulfilled and more impactful than before.

Ready?



THE PROBLEM WITH BEING **REACTIVE**

Julia, a high performing, ambitious, self-confessed Type A career woman, was saying yes to everything. She was the major income earner, and she had what others would call a successful career to date, but she was driven internally and financially to progress her career and impact further. Something was missing...

She sat in front of me over coffee. I asked how I could help. She explained that she was doing everything. She was working her heart out. She wanted to give 110 per cent to so many things and deliver the best results; she was saying yes to everything and everyone else, and it was too much. On top of her director role, she was lecturing and marking at a university, had her side business, was writing a blog as a brand ambassador for a key brand... and the list went on. She really wanted to better her career and make a bigger impact. She had so many options for ways in which she could make a difference that she felt she was now not making much difference at all. She was lost and the only road she was going down was burn-out.

She was working so hard trying to fit in that she had lost herself and her confidence. She was senior in the banking and finance industry and would often be the only woman in the room. She felt she had to replicate what she saw around her to get ahead and that didn't feel authentic for her. She was splitting and changing herself

for all the different roles in her life and she didn't feel she was doing any well. She had 'identity overwhelm' and it wasn't working. She wasn't feeling her whole self and even her colleagues were noticing her lack of confidence and that she was making less and less impact in all her roles. She was starting to feel invisible, even to herself. She wanted to be seen, heard and valued. She wanted to make an impact; it was at the heart and soul of who she was.

She knew something had to change. She would regret it if she didn't give her best in her career, having the skills and talents to make the difference that she knew deep down she could make.

She'd dreamed of achieving big things in her career but now her aspirations seemed distant and she doubted she could make her big career aspirations her career reality.

There were big changes happening in her organisation, industry and the world and she knew she would feel more fulfilled if she could make her mark. She wanted to find ways to get clear and to fill the hole that the lack of authenticity, achievement, stretch, satisfaction and growth was making in her life.

Her voice on important matters wasn't being heard; she was being judged, not seen. In truth, she was only using about twenty to fifty per cent of her potential, despite all the hours and stress and sacrifices she was making in her personal life for work. She wasn't branding herself; she 'hated that' but would see others less capable getting opportunities in areas she wanted to impact. She felt she was invisible to senior leadership and some external clients.

She was so busy fixing everything and caring for everybody inside her organisation and outside it. She was the 'go to' person but it was not getting her where she wanted to go – to the next level and the impact she so craved to contribute. She knew there was a better way to do things in her organisation and industry, but she couldn't get to it as she was overworked and overwhelmed while being undervalued and, truthfully, underutilised. (Can you relate?)

On the outside, it might look like you have it all – a good job, a good salary, a good house, good friends, good relationships, a good life – but deep down you're wondering, 'Is this it? I've got twenty to thirty years more in my career and I know I can make a bigger impact than this.'

A FUTURE PROBLEM...

First off, you are not alone!

I sit across the table or screen and speak to rooms full of executives and professionals every day who feel just the same.

And it's not your fault. The world and the world of work are changing, and that brings so many doubts and uncertainties with it, which can be paralyzing!

You will be pleased to know I'm not going to go through pages of scary statistics. That would only serve to make you more fearful, highlighting the struggle ahead and spending our precious time on the problem rather than the proactive solutions.

What's more, you've heard all the statistics a thousand times before; you are bombarded with 'the robots are coming,' 'the current crisis is causing a decade ahead of more unemployment and underemployment, the deepest economic downturn since the Great Depression, largest budget deficits in seventy years, an economic recession and likely global depression.' The statistics and studies I include today will be out of date tomorrow, as they change daily and hourly. This is the scale and pace of change we are dealing with.

You already know the new world and the Future of Work are here and you can google statistics any time you like.

*But what you don't know and you don't realise
is... where the opportunities lie for you and
how to leverage them.*

There are global trends that you need to be aware of. In fact, there are eight key global trends that are influencing you and your career choices:

Massive global change:

We have big problems in many fundamental areas (economy, environment, social equity, health, education, politics, gender equality, careers, income and jobs) on a local and global scale. These issues are at critical levels, preventing our society from functioning effectively and optimally. Greater levels of global interconnectedness and interdependence mean an impact in one fundamental area across the globe literally affects us all in our careers and lives.

A yearning to make a difference:

A new age has commenced, moving from patriarchy and hierarchy to more partnership and empowered collaboration. There is an increasing trend towards more professionals and executives wanting to make a positive contribution and more impact in their careers.

Constant career insecurity:

High unemployment and underemployment are expected to continue for years to come. Continual change and disruption require you to plan and pivot, embrace change, and be more resilient, agile, adaptive and fluid, transforming more than ever before. You are truly in an ever-changing, unknown and emerging environment.

An old, outdated career system for a new world:

The 'job for life' has opened up to become 'many jobs for now'. There are so many more options for you to make an impact now (board roles, side businesses, your own business, freelancing and consulting, projects and collaborations, hybrid and portfolio career creation, to name a few). New-world free agents are thriving, while traditional, linear career and progression paths have been destroyed. The traditional career ladder has professionals stuck at all levels, especially those in the middle rungs trying to ascend and make a bigger impact.

An addiction to busy:

Overworking and over-stressing is not helping you achieve more. Firefighting and fixing and saying yes to everything and everyone are causing immense health issues in our workplaces and society. You can be so busy giving 110 per cent to your current role that you are not planning for what's next in your career. This leaves you more exposed to future-of-work impacts and working harder. This approach will leave you behind and making little lasting impact.

Generational diversity and increasing future-of-work complexity:

We have five different generations in the workplace all wanting to contribute. The workforce is more diverse and more complex than ever before. You have more flexibility in your career than ever before. It's more complex than ever to lead and make a difference as we have fast-forwarded to globalisation, artificial intelligence, virtual reality, digital technology, the internet of things (IOT), working from home, working from anywhere, and these all impact you and the new world of work.

Untapped potential left on the table:

Women are more educated, more career-oriented and more globally aware than ever before. So many have outgrown their current role; they can feel stuck and are capable of more in their career. They want to contribute more but there are pressures – both external (societal and social norms and systematic conditions) and internal (including negative self-talk such as: 'I don't want to brag,' 'I am not good enough,' 'I haven't done enough,') – that are holding them back from speaking up and being and contributing their authentic, most impactful selves in the workplace.

Online personal branding pressure:

Jobs in the new world are typically sourced by networks and online searches. You need to be known, continually adapting and valuable in the ever-changing future. If you don't learn how to authentically brand yourself, you will be commoditised, less sought after and left behind by others making a greater impact. Career women in particular 'hate' (a strong word, I know) branding and selling and talking about their achievements themselves. Professionals, business owners and leaders at all levels are expected to have a positive brand reputation and to be up to date and leveraging the latest in personal branding, social media and technology. It can leave many feeling 'old school', with an expiry date.

Ask yourself: Which trends are impacting you right now, and which ones will impact you in the future?

... BUT A BIG OPPORTUNITY

So, what to do?

Well, as the Buddhists say, 'Life is hard.' Irrespective of your spirituality, I think a few of us can agree with the sentiment here. We see and experience it all the time. Life is challenging. It is not easy. Managing your career and life is hard – especially given the trends above.

Your career (whichever pathway you choose) will not be all unicorns and roses and peace and light, but it does present itself with some real opportunities!

As professionals, we need to make the highest impact and add the highest value by futureproofing ourselves and our loved ones NOW, so we can have the highest level of enjoyment, satisfaction and fulfillment. You give a lot to your career and you deserve the rewards as well.

So, don't let the opportunities pass you by!

Acting on the following opportunities is your pathway to fulfillment.

OPPORTUNITY 1:

Prepare yourself for industry disruption and reimagine your career to get ahead

'My career path might not even exist. Industries are being disrupted. Profit and shareholder returns are harder to get. There is more restructuring, mass redundancies and disruptive change to come. Artificial intelligence, virtual reality and other trends are causing exponential shifts in the Future of Work. There is no job security, no stability and everyone is asked to do much more with less. White-collar and blue-collar workers are being replaced with 'new-collar' individuals. Constant career re-training is expected as well as the current 'day job' and learning is now expected to be lifelong, not a course or degree or two. What do I do?'

Sound familiar?

Whether it be a coronavirus crisis or global financial crisis, the year 2100 or 1920. The world is constantly changing. There will always be something outside of us that impacts our careers and lives. We can identify factors that are out of our control and prepare for them.

You can adapt, adjust and reset in order to keep moving forward and making your biggest impact.

In March 2018's Australian Financial Review, IBM Chief Executive and Chairman Ginni Rometty alluded to the seismic shifts:

Something happens when both business and technology architecture change at the same time and you look back in time and it has the potential to change everything. If you can learn exponentially you become the disrupter, versus being disrupted.

OPPORTUNITY 2: Brand yourself and stand out authentically for greater impact

It's competitive at the top, mid and lower levels for jobs. There are fewer positions at the senior levels of an organisation and more people wanting those positions. Many people say they do the same work and have the same ideas, but they do not get recognised.

Hence, you can't sit back and wait to 'get picked'.

*Authentic self-promotion is key –
and a huge opportunity for you.*

OPPORTUNITY 3: Build your online profile, presence and impact for the new world

The online environment, technology and expectations are changing rapidly and often, so we need to work out how best to tell our story to best position ourselves to achieve our goals. Think about those out-of-date profiles that you cringe at online.

Don't put this on your to-do-list for later, for when you have time (when is that going to be?).

*There are high-value things you can do right now
to increase your profile, presence and impact.*

OPPORTUNITY 4: Take back control

Professionals want to reach great heights in their career and life. Some get to a stage where they feel their potential and value are not being realised. You can feel stuck, confused, frustrated and you want change. You want to do exciting things, but most don't know how.

Whether you are skilled and passionate, want more and have more to give, or you are driven to leave a legacy, you can take back control and proactively move forward.

I get that there are pressures and commitments and, often, a lifestyle that you want to maintain. There can be high levels of financial pressure and you can be highly committed financially with mortgages, school fees, expectations when it comes to holidays and lifestyle, and the list goes on. The thing is, the multiple pressures on your time and energy keep adding up and there is a different kind of 'cost'. That 'cost' can be less health, less fitness, less presence, less patience, less happiness... and less satisfaction.

You have to weigh up the cost of staying the same against the cost of opportunity. It's a short-term investment for a long-term gain.

OPPORTUNITY 5: Create your Career Purpose to feel more fulfilled

Most professionals don't know their purpose in their careers. You can get lost over time, the more experiences and challenges you have. Remember Jerry Maguire and his predicament – he found he was clearer earlier in life than he was mid-life. It's not uncommon in career and life, where the answers aren't as clear as they used to be.

*Creating your Career Purpose now will give
you more meaning and fulfillment later.*

OPPORTUNITY 6: Choose unique career combinations that maximise you

The days of one job being your one focus are gone. You can have multiple! How great is that?

There's part time, full time, flexi time, working from home, having your own business, having a side business, volunteering, freelancing, hybrid and portfolio career creation... and the options continue to grow for the new-world free agent. What may work for you today may be something you want to change tomorrow!

*So, spend time working out your ideal career
combination and maximise your potential. Then
change the combination as you evolve.*

OPPORTUNITY 7:

Make a BIG difference to yourself and to others

Many crave career fulfillment. To be worthwhile. To be 'seen'. To be heard. To be understood. To be respected. To be valued. To make a real difference.

Yet, the cost of 'being strong', working harder and longer, and 'soldiering on' the current path is too high. Clients say to me, 'I want to make my biggest impact. I want to contribute and not regret I didn't do everything I could.' There is a way forward and light at the end of the tunnel.

You can do this!

OPPORTUNITY 8:

Elevate yourself to doing your highest value work

Doing repetitive, less meaningful work is not helping you or your career or anybody else (contrary to what you may let yourself believe). Doing these tasks and forgoing more important priorities is actually hurting you and your career. What's great is when you elevate yourself to addressing the more important and valuable priorities; you make more of an impact and because the work is more purposeful for you and you are more inspired and passionate about it, you shine!

What is even better is you don't need to be continually doing more hours (thank goodness, you say!) to get there. You can unlock the value of what already exists in you – what is crying out to be leveraged.

You need to step forward to prepare, position and authentically promote yourself and your impact now, so you are ready for whatever the future throws at you.

This is your opportunity to become futureproof. Don't leave it too late. It's time to get ahead, which is exactly what we will do next.

KEY POINTS

Continuing to work harder is not the answer or cure!



Unless you change, nothing will change.



You need to own and drive your career and future.



You are more than good enough! But you need more people to know it.



You are going to have to step in and get better at bringing your value to make a bigger impact in our new world.



You can authentically brand yourself, your value and your impact.



We need your best, biggest impact to create our best, new world.



Getting out of the passenger seat is needed more now than ever before.



You need to create and activate your future-valued and adaptive career and future plan NOW. Don't wait to be caught with consequences.



Take the opportunities NOW.

ACT NOW!

I was having an online session with my client Debra. We started working together when she was Director of Strategy & Development. The company saw more potential in her and that she could make more impact than she currently was.

She had started her career in banking and finance and had been at her current organisation for a few years. Her career strategy so far had been 'head down, do the work and you'll end up in a good place.' I asked her how that was going for her and she said, 'It's not. It's not stretching or satisfying.' How insidious a lack of impact can be.

I asked what she wanted from her career and then the driver came... 'I want to make BIG IMPACT. I want to max my impact. I want to make a big, satisfying contribution. I want to be bigger, broader and more influential. I want executive roles and board roles.'

Like so many of us, she identified she was spending too much time doing lower value work versus addressing the higher value, BIG priorities that she was capable of.

It was confining and diminishing her impact rather than amplifying and expanding it, and it was eating away at her.

Since focusing on impact, her career and contribution have started to change quickly. She is productive (as opposed to busy!) working on important things but, in her own words, now she is clear on her purpose, and the impact and contribution she wants to make. She wants to have a career where she sets the agenda for companies, helping them drive significant change. She wants to be an evolutionary leader. She has stepped into broader strategy and her authentic, valuable brand. Three months down the line she has been promoted to Managing Director and she is now increasing her impact even further across other industries in her same organisation.

She has amplified her career and impact, and that was only possible by taking steps in the right direction.

What do you need to do now to help you maximise the opportunities that are available to you?





FROM FRUSTRATED TO **FUTUREPROOF**

Belinda is a CEO who wanted to plan and prepare for ‘what’s next’. She didn’t know what it looked like. She just knew she had reached a limit in her current role and she wanted to contribute more and move to the next level.

We discovered that her current brand was centred around being: Young, Talented and Smart. And when we developed her vision for her future, we realised that her current brand wasn't going to get her there. It was authentic but misaligned with her next-level vision. So, we updated and stretched her brand. Her Futureproof Personal Brand elements were: Strategic, Commercial Growth and High Impact Leader. Her unique Career Purpose was: 'To be and create the platform, and facilitate the vision and pathway, so that we plan, invest, activate and prosper in a shared, strong, more optimistic future for generations to come.' We used her future vision to focus and motivate her towards aligning with her future. What's more, she felt challenged again, adding the next level of skills and purpose to her career and life. From this, she targeted which study she wanted to do (she went from 'I'll have to do an MBA' to choosing specific financial study, which added more value to her future at less cost and in less time).

She stepped up to her next level. She broadened her impact across the country. She was receiving spontaneous feedback about how authentic she was, how in her truth she was, how much stronger she was becoming. She stretched her brand and her future to her next-level contribution.

*Your next-level contribution is there for
you to stretch into too!*

Some proactively plan for 'what's next'. With workforce changes worldwide, there are more restructurings and redundancies than in previous decades. It is affecting all levels of the workforce. Organisations are continually reviewing, resetting, redefining and reshaping, rebalancing and evolving their workforce requirements. Unemployment and underemployment are impacting millions worldwide.

*Many are affected by restructure, reduced hours,
redundancy or being stood down before they
have pre-planned and positioned themselves for
'what's next' in their career.*

Ian contacted me on LinkedIn. He had been made redundant and, as a result, he was in the process of assessing what was next for him.

I actually knew Ian from a previous corporate role. From this, I knew he was high performing and on the company's talent list at that time. He was a director of high calibre and, like so many others experience, he was in the wrong place at the wrong time.

He had been given outplacement support and he had been utilising that for over

a year. He did his best to give me his pitch and to seem as positive as he could. He explained that he had met with over 200 people for 'coffees' over the year. He was exhausted. He didn't know how to keep up the energy, how to keep fresh and how to make the impact he longed to make back in the workforce.

He had left it too long to strategically and purposefully act. The actions he had taken had drained him and decreased his value in the market. He felt abandoned and his employment options were decreasing. The long search was stressful and having an impact on his family, health and outlook on life. He said he was feeling like he was using only ten per cent of his potential and he wanted a new approach for this new world of work. His future and livelihood depended on it!

Unfortunately, he chose to continue with the same provider and the same outplacement approach that got him to this point – to 'save' investing in coaching. I have to say it – an 'old-world' outplacement approach. This approach is not fit for the way careers and the world have changed. Who wants eighteen months (and counting) of 200 coffee meetings with no work? In contrast, the payback of the new-world approach to careers can come in months. Think of the cost of even a year not working financially, let alone the other costs (increased stress, pressure on relationships, health and self-worth, loss of his impact in the world).

That's not what I want for you. This new-world approach has a far greater success rate! What it may cost to rethink your career will pay off for years to come.

Since careers are getting more complex and are changing so significantly, you need help to grow into the next stage of your career, and that starts by identifying where you're currently at, and where you need to get to.

GROW WITH YOUR FUTURE

I've found that we experience the following impact and growth stages in our careers (Figure 1). As you read through each description, see if you can identify where you're currently at.

FEELING	POTENTIAL ACTIVATION	BRAND, PLAN, SKILLS, VALUE	IMPACT	GROWTH OPTIONS
FUTUREPROOF	120%+	++++	Amplified & Ever-growing	Abundant & Growing
Stand Out	100%	+++	Transformed	Many fulfilling
Activated	80%	++	Accelerated	Influencing more
Unlocked	60%	+	Elevated	Directing
Frustrated	40%	-	Confined	Where next?
Disconnected	20%	---	Diminished	Few, if any
Abandoned	0	----	Destroyed	Decreasing

© Kellie Tomney

Figure 1.

Abandoned/Disconnected

This is where you feel like you are going backwards, spinning your wheels or going in circles in your career. This can feel like you are at a career dead end. It can feel like you are in a black tunnel and you don't know your way out.

The potential inside you is being wasted; your brand, your skills value and impact are being diminished or destroyed by increasing external changes and disruptions. You don't have a career and/or future plan and your impact and growth options are decreasing. You feel disempowered and uninspired in your career and life.

You can feel your health and wellbeing are suffering and you can sense that you need to do things differently urgently, for your sake and for those around you. You can experience exhaustion, difficulty sleeping, overwhelm and not eating properly, and you may be overworking or under-working, where you start caring less and have little balance in life.

You don't feel you've got structure that is supporting you. You don't 'feel yourself', and you may not feel as if you are on solid footing within yourself and in other relationships. You can feel as though you are not being 'seen', 'heard' and/or 'valued'. You can feel really alone, and some may be depressed at this stage.

You can feel rudderless, lost and purposeless.

Frustrated

If you are in 'neutral' and feeling demotivated, then you can feel frustrated and stuck. You can feel as if your energy is being zapped. Your potential is not being realised. You can be counting down the days in the week, starting to resent the business and role you are in. Many in this position feel unfulfilled, blocked and powerless.

At this stage, you can feel your brand is undervalued and your impact is confined. You can start to feel small. There is much you want to say and impact but, commonly, factors such as an old patriarchal system affecting the board and leadership level and organisational structures that can't keep up with external change may be holding you back. You may want to influence more effectively but, potentially, you are not feeling heard. You may not be a values, strategy or stage-of-organisation match. You may not be invited to key meetings that you want to be in, and others may be getting opportunities that you really want. You typically haven't, and hate, branding yourself and haven't made time to network.

You start to worry (maybe for the first time) about your ability to maintain and secure your lifestyle and livelihood. Often the main income earner or a major contributor, you don't know where to go next, but you know you need to do something to ensure you are positioned for the future. At the same time, you can be overwhelmed with workload and leading through crisis and/or continual change. Often, you are a person helping the organisation reset, recover and reshape but are not strategically helping yourself.

You may feel starved of the 'how to' and answers. You often go to networking events in the hope of finding a way to be more impactful and influential. While you can get inspired by affirmations and stories of high flyers, you can feel even more alone, leaving without any practical guide tailored for your own career environment.

You can feel alone and like there is no one who has been there, who sits where you sit, trying to apply theories and affirmations in a corporate career, leadership and business context. The fears of 'I am not good enough,' 'I don't know enough,' 'I am not enough,' 'I need to do more,' can be very loud at this stage. Typically, you may feel additional study or more qualifications will fill the gap.

*Deep down, you long to amplify your
career and impact and you know
something needs to change.*

Unlocked

In the Unlocked stage, you can feel like you are doing some of the work you enjoy in the career you like. You have more clarity on your brand, your career and future plan, and your valued skills. You feel more elevated and have more direction and are making progress. You have days in the week where you are making more impact and are feeling more valued, and others where you aren't as much. The low-value noise doesn't take you off course as much.

*Your clarity has started to build confidence
and you are being of higher impact.*

Your yearning to be seen, heard and valued starts to be fulfilled. You are speaking up more, sharing your viewpoints and solutions. You are feeling less invisible to colleagues and senior leadership and key external contacts. Your inner power is unlocked, and energy and impact start to grow.

At this stage, your results and impact haven't been maximised.

Activated

In the Activated stage, you are making progress. Your time is being utilised on more high-value priorities and more of your potential is being utilised, but you know you can do better. You have your authentic, valued brand, you are activating it (you feel relieved that you've got over those branding limitations), and your career and future plan empowers you to move forward. The clarity and increasing confidence have unlocked some more courage to step in, speak up more and take on more interesting tasks / roles / projects / meetings / responsibilities / leadership / opportunities. Your impact and value are accelerated and you are influencing more. It feels good!

You are starting to feel energised, authentic and aligned in your role and career path.

The results are flowing and are giving you energy. You are saying no to the lowest impact and lowest value actions. You keep saying yes to the highest value and impact priorities. It empowers you and you are making more impact. You are actioning new beliefs, stepping through your fears and you are moving into current and future alignment.

Your Personal Brand is visible and is giving you great energy, also energising those around you. Your confidence is turning to more conviction in your role, your broader influence and your ability to expand into new areas. Others are noticing a difference in you and it's contagious. Progress, success and positive impact are accelerated. You know you are enough – inside and out. You know there are always challenges but you have your core brand and future plan and, for the majority, you can stay centred and agile in making your highest impact contribution.

Stand Out

You have been authentic in your branding, aligned in your activation, focused on highest value priorities and it's all increasing your contribution. Your belief in yourself and your biggest career dreams is cemented. You've built your internal belief – you know you are more than good enough. You've understood the limits that hold us back and continued to step through them. You've grown more powerful and impactful. Feeling more authentic and uniquely valuable and on purpose fuels you on even further. You feel empowered and inspired to create and expand an even better future for others. You are well positioned with multiple career options and you are an active leader in creating a better future in the areas important to you. You are feeling whole, worthwhile and worthy. You are BEING more. You actually have more time to be more impactful in the areas you've chosen. Your contribution is powerful and influential and your impact is amplifying and expanding.

If you are at the STAND OUT stage, this is when you are recognised as a STAND OUT in your business and maybe others, and opportunities (projects you've wanted to be on or lead, new roles created for you, a new career portfolio combination) and new solutions are coming to you.

Your brand is known; your impact is transforming things. The difference you are making is so fulfilling that you are attracting even more fulfilling options to yourself.

You are known; you have proven experience, expertise and value. Premiums can be charged, and you get to work with the organisations, people and/or clients you choose, on the high-value, impact projects and initiatives that are most satisfying for you. Generally, people are attracted to you in career and life, and people want to work and socialise with you. Often, impact can be at an industry or national level.

Futureproof

This is where you are loving your work and career and it's sustainable and impactful in the new world and on your terms! You are feeling that real sense of career accomplishment. The burden of unrealised career dreams is history. You have a sense of worth, purpose and freedom that you know is solid and futureproofed.

Your joy in your work is reflected in your overall happiness and the results are there with great financial rewards and lifestyle. You have defined what success is for you and you're relishing it.

Your potential is being actualised, you are seeing great results and you feel and are experiencing your limitless potential. You are thriving in today and in what you've got planned next. You have many new opportunities and growth falls into easily alignment.

You feel clear, authentic and confident. Your brand is authentic, powerful and valuable and you are making the contribution you were born to make. You are ground-breaking in your career and impact. The days of ground-hog day in your career are so far behind you and you know you will continue amplifying your impact and thrive on ever-growing to new levels.

You are standing IN and owning your power. You feel aligned inside and out. You are influential and are making positive impact wherever you go. You are highly valued currently and into the future and have options that you flex and adapt to as the market and the future evolve. Regardless of economic recession, depression, recovery, rebuild, boom, bust, prosperity or peak, you are flexible, futureproofed and fulfilled.

You are so much more valuable. Career options are more abundant and growing. You are setting the course for your career and future. You have had pay rises, more responsibility, different and more interesting tasks/roles, more fulfilling connections, more influence, and the benefits have transcended your career. You know you are good enough, you actively step into and create more impact, and you're inspiring and a role model to others. You are leading and living a new, better career and future.

Here are some examples of what my clients say FUTUREPROOF & BIG IMPACT means for them:

- ◆ Creating the platform and pathway to prosper in a shared, more optimistic future for generations to come.
- ◆ Being an inspired, trusted role model who leads through critical and complex structures so that businesses and lives thrive through change with greater value and impact.
- ◆ Being in my ideal corporate role, feeling at my best.
- ◆ Accomplishing what my soul came here to do.
- ◆ Being creative, collaborative and contributing and enjoying to my maximum in career and life.
- ◆ Authentic in my career and life.
- ◆ Feeling my whole self and transforming results.
- ◆ Having achieved my long-term career goal.
- ◆ Being on boards in the areas I want to make a difference in.
- ◆ Loving my current role and giving back to the community.
- ◆ Having successfully moved from my corporate role and being in my successful business.
- ◆ Managing my corporate role and my side project for my financial future.
- ◆ Living my Career Purpose.
- ◆ On track to partner, having my business's full support, my wellness business outlet as well, and enjoying my life with my husband and new baby on the way.

**FUTUREPROOFING
MEANS YOU AMPLIFY
YOUR CAREER AND
POSITIVE HIGH
IMPACT AND VALUE
IN THE AREAS
IMPORTANT TO YOU!**

**YOU HAVE MANY
FULFILLING
AND INSPIRING
OPTIONS.**

You activate your purpose and potential and positive impact when and how you want, with whom you want. This may mean CEO roles, board roles, C-Suite roles, starting your own business, mentoring, volunteering, painting, learning languages, surfing, starting your own charity, investing in businesses you care about, being there for children or caring, always speaking your truth in all your relationships, doing everything aligned with your values.... whatever you choose to maximise your impact. New connections, opportunities and transformations are available to you – often on a global scale here.

Where are you at?

So, where do you sit? Be honest now – there's no judgement.

A career fulfillment survey diagnostic – my survey results of ambitious career professionals hungry to make an impact in their career – indicated that:

- ◆ Thirty-one per cent of professionals were at the Frustrated stage / confined impact;
- ◆ Sixty per cent were at Unlocked / elevated impact; and
- ◆ Only nine per cent were between Activated and Futureproof / accelerated to amplified impact.

The important thing is you step in and we move you forward and up the stages in your career and impact!

The good news is that you *can* make more impact and you *can* be growing more significantly. I'm not about asking you to do more. I'm asking you to be focused on delivering the highest impact and the highest value priorities – **to be more**.

Here are some examples of the change I've seen happen with clients:

Sarah went from being a manager who had started to feel 'small and unheard', with no clarity in what she wanted to do next and with no visible corporate role models to 'being an inspiring, trusted role model, leading through critical complexity so that businesses and lives thrive through change with greater value and impact'. She is now a director on the partner track with multiple fulfilling career options.

Tim was a 'successful consultant but wanted something more and to make a difference to the matters that mattered most to him'. He is now a leader for Community Change and a spokesperson and advocate.

Jo went from being told she was 'too young and needing more experience to be on boards' to being on two boards. She is Deputy Chair for Industry Advisory and COO, while managing family and life.

Kylie went from being told she 'needs to work more time in locations in a similar role before she progresses' to being an award-winning HR director in another firm and a key executive leader taking business from \$450M to over \$1BN in three years, while raising a young family.

Anna went from being a HR manager to running her own successful consulting business in her passion area – empowering women in leadership and pay equality, while nurturing flexibility for her family.

Naomi established her own successful consulting business in three months in her passion. She built her own business and income, while having the flexibility she desired for her family and life.

Michael went from feeling frustration, exhaustion and despair, not being able to see the way forward and his way out, to being the most inspired he has ever felt! He feels like he has 'wind in his sails' and he is so clear and empowered for his next steps. He is going to start his own business while working in his current role, transitioning with the safety net, building up for further future changes.

*We can all CHOOSE to be impactful
leaders of our own careers and lives –
so CHOOSE to change!*

BE MORE

Remember, your career doesn't have to continue along the same old path, with the same old routines.

Your comfort zone is comfortable, but nothing grows there and nothing of high impact and value lives there, so changing will be uncomfortable at first.

There are so many stories in history and in everyday life where people overcome seemingly unsurmountable obstacles, sometimes even life-threatening, and they go on to create a life where they feel futureproof, high value and high impact. They create a new world for themselves and others.

In reality, most of us are privileged to have been educated and we are not threatened by massive, debilitating obstacles as much as others experience in their careers and lives. Yet, it's quite common for me to hear: 'I can't do that,' 'I wouldn't get that role,' 'I have to focus on the (insert business / team / clients / kids / partner / parents / house renovations... anything else right now so I don't step into this),' 'I can't change or impact that.' I compassionately call out the fears that keep you small.

*You can be futureproofing and creating positive impact today, but you do have to work at it.
Inside and out.*

Ready?

KEY POINTS

Know where you are at in your career now and where you need to get to.



Choose to make your **BIGGEST IMPACT**.



You are as futureproofed as the impact you make. If you make little or no impact, you and your career will be commoditised. You are one competing with millions. If you create current and future value, and make a unique impact, you will be sought after forever. You will impact millions.



UNLOCKING OPPORTUNITIES

Gabrielle is a leader in the Fintech space. She has won multiple awards and has been recognised as a key thought leader in her emerging industry. Her career is very important to her, however, at one point, she felt that she'd hit a career ceiling in her corporate role. She said she was using just two per cent of her potential before we started working together. It was dire! She was making limited impact and she knew she had more to give in her career. This was also impacting her health, relationships and life.

She stepped in. She witnessed the fears holding her back and she stepped through them. She started to make far greater impact inside her organisation and out. She attracted new opportunities that were aligned to the future career and life she wanted to create.

Actioning her new, diversified and expanded career and future plan cemented her personal brand in the industry at a new level and inspired her to think and impact bigger. And it paid off.

She is now an advisor to start-ups, building her network globally, completing an international masters and setting up a collaborative business in a creative field that she wants to help prosper. In the meantime, she has moved to a country that is a better fit for her and her family.

She is happy to report that she is now utilising 120 per cent of her potential. In the last nine months, her impact has amplified exponentially. She has transformed in her purpose, potential and impact (career and life). She has unlocked multiple opportunities for her to make the difference she was born to make.

*Are you ready to
do that too?*

**HAVE YOU EVER HAD A FEELING
THERE'S MORE TO YOU
THAN THE PERSON EVERYBODY
ELSE SEES**

**A PERSON HIDDEN DEEP WITHIN
THE VERY FABRIC OF YOUR SOUL –
YOU MUST PULL THAT THREAD
UNRAVEL THE TRUTH OF YOU
AND WAKE WITHIN YOURSELF**

**THAT GREAT GIANT
YOU ALREADY
KNOW YOU CAN BE.**

– ATTICUS

Part 2:

THE FUTUREPROOFING KEYS
