Envision Your Bold, Big & Bad Career

With

Vaneese Johnson – The Boldness Coach™

Next Opportunity at Work 2020

Envision Your Future
Meet The Boldness Coach™

Vaneese Johnson
Vaneese@theboldnesscoach.com

*Certified Career Management Coach
*Certified Crucial Conversations Facilitator
*Award-Winning International Speaker
*Brand Strategist
*Executive Coach
*Leadership Coach
*Small Business Coach
*International Author

Instructor at UC Berkeley Extension
Let’s Discuss

* You
* What If.....?
* Envisioning Your New Career Future
* Bold, Big & Bad Success Blueprint
Congratulations
It is Time to Pivot

Your Career is Happening to You

You happening to Your Career
What If....?
Envision the Possibilities

Get clarity on your career goals.

Re-connect with your WHY.

Use your Career Vision as your success barometer.

Have a team of Brand Ambassadors to champion your career efforts.
Execute the Possibilities
Treat Your Career Like a Business™
Where is Your Career Headed in the UC System?
MISSION

Know the WHY of your career choice or career destination! What problems will your skills solve? Who will benefit from your contributions?
Mission Statement Example

I use my talents of communication, strategic thinking and envisioning to help high achieving professionals find their level of bold to amplify their brand, grow their career and impact the world.
VISION

Know the direction, timeline, compensation, skills required, and the impact of your vision.
In the next 3 years, I will become the Director of Marketing, earning $175k annually and working with the Extended Education Division of UC Berkeley where I will be leading a progressive marketing team of savvy professionals throughout the Western Region. We will design cutting edge social media campaigns targeted to increase program enrollment.
Predict Your Success
Get Your Personal Brand Straight™
**Why Personal Branding?**

**Personal branding** is the practice of people marketing themselves and their careers as brands... **Personal branding** is essentially the ongoing process of establishing a prescribed image or impression in the minds of others about an individual.
Leverage Your Network
The Boldness Blueprint™

**B.O.L.D**

- Brand Out Loud Daily
- Be Authentic everyday in everyday

**B.I.G**

- Build In Your Gift
- Leverage your talents
- Increase your earning potential

**B.A.D**

- Manage your reputation
- Leverage Brand Ambassadors
  - Sponsors
  - Mentors
  - Champions
Envision

Enjoy

Execute
Thank You

Strive and Thrive In Your Boldness