

Envision Your Bold, Big & Bad Career

With

Vaneese Johnson –The Boldness Coach™



Next
Opportunity at
Work **2020**

Envision Your Future

Meet The Boldness Coach TM



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



Yeah!



It is Time to Pivot



Your Career is Happening to You



VS

You happening to Your Career

What If....?



Envision the Possibilities

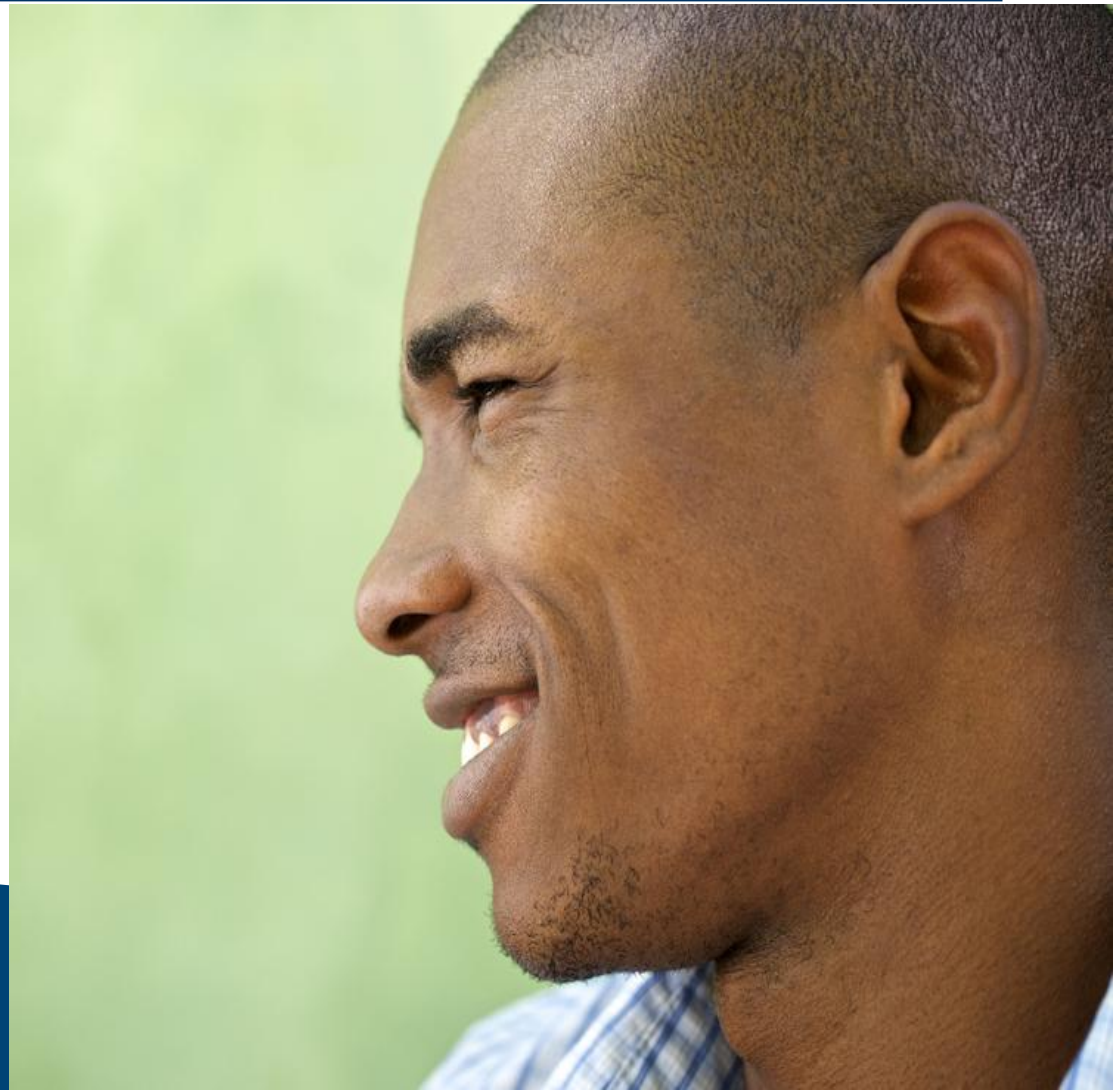


Get clarity on your career goals.

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



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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.



Vision Statement Example



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 TM



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

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Berkeley
UNIVERSITY OF CALIFORNIA

Career Board of Directors



Sponsor



Mentor



Brand
Ambassadors

The Boldness Blueprint™



B.O.L.D

**Brand Out Loud
Daily**

Be Authentic
everyday in
everyway

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