

# Seventeen Gorman

ADVISORS LLC

## *"Innovation through Collaboration"*



Creating Individual and Organizational Excellence via Leadership Development, Management Development, Mentoring, Coaching, Team Building, Skill Building

## ***Achieving Excellence***

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### **In This Issue**

[Welcome](#)

[In Your Quest for Excellence](#)

[Do You Have an Effective Career Plan?](#)

[Networking for Career Success - "Top 5 List"](#)

[Our Offerings](#)

### **Welcome**

Welcome to the June issue of "Achieving Excellence" which is inspired by clients and friends of **Seventeen Gorman Advisors**. We enjoy new ways of thinking and new ways of helping you achieve your goals.



can be tailored to your needs and interests:

- Conduct Career Exploration - The goal of exploration is to become aware of yourself and your environment. Among other things, you should seek to gain insight into your values, interests, and abilities. Various online assessments exist to help with your exploration, including The Strong Interest Inventory (SII) and The Myers-Briggs Type Indicator (MBTI).
- Determine Career Goals - The advantage of establishing a career goal is that it enables you to focus your efforts on behaviors and actions that support your goal. I recommend both a conceptual goal (for example, becoming a manager) and an operational goal (for example, a specific job or title).
- Develop a Career Strategy - The strategy is an action plan that supports the attainment of your career goal. It should include a timeline for accomplishing your objectives. I recommend a written document that is comprised of specific action steps to achieve a short-term, as well as a long-term career goal. The strategy should also include the identity of people who can support your efforts along the way, including a mentor or coach.
- Implement the Strategy - In my experience, implementation is the stage of the process where most people encounter difficulty. The key is to take a proactive approach and be disciplined in following your plan. I recommend focusing on achieving specific action steps each month as you build momentum, push forward and attain your goals.
- Monitor Your Progress - As your plan unfolds, it is important to receive feedback from trusted advisors and / or your manager. This can take the form of a performance appraisal or informal constructive feedback from a colleague or peer. Based upon the feedback, adjustments can be made to your plan to ensure that you are on the right course. I also recommend a simple monthly scorecard that can be utilized to measure progress vis-a-vis your career strategy.

### **What are the benefits of a Career Plan?**

In my experience, some of the key benefits resulting from an effective Career Plan include the following:

- Better Decision Making - An up-to-date plan enhances decision-making since you are aware of your goals and your strategy for achieving them. Thus, when career opportunities arise, you can better assess whether they support your short-term and long-term career goals.
- Sense of Direction and Control - A plan provides both a sense of direction and control as you navigate your career journey and encounter hurdles and impediments that stand in your way. It also gives you confidence that you have a "plan of attack" that has been well-crafted if the unexpected happens.
- Supports Networking - The Career Plan helps guide your networking efforts by identifying the people you need to connect with / socialize with while you are gainfully employed and advancing in your career. This is preferable to beginning to network when you have lost your job or are starting your career transition.

In conclusion, having an effective Career Plan is not just a useful tool, it is a necessity in a fluid business environment where jobs are eliminated every day, and where career transition is becoming the norm. It should also be a companion to your ongoing personal growth and development as you mature, acquire new skills, and advance in your career.

If you are having difficulty developing a Career Plan that can support the achievement of career goals, please contact us so we may partner with you to create a plan that paves the way to career success.

## Networking for Career Success - "Top 5 List"



As referenced in the feature article above, networking is an essential part of your Career Plan and is an important ingredient that supports professional advancement.

While many consultants have their own ideas about what steps you should take to network, I have created a "Top 5 List" of networking tips based upon my personal experience advising clients who have found career success. The principal concept to keep in mind is that networking is an ongoing process that should be part of your weekly or monthly plan of action. In addition, networking efforts should not end once you have landed your ideal job. Instead, they should continue throughout your entire career.

1. **Start today** - Begin to network today while you are gainfully employed rather than wait to network when you are in career transition and are seeking a new job. Make an effort to connect with 5 or 10 new people a month as you expand your network and explore new career opportunities.
2. **Update your profile** - Update your social network profile with a professional headshot and any new certifications, professional designations or skills that make you more valuable. In addition, articulate recent promotions, awards or other achievements, including the rationale for each.
3. **Join professional groups** - Join professional groups or organizations that relate to your field of expertise. Once you have joined a new group, actively participate in their regular meetings and events / activities to make your self known and valued. Finally, share your expertise and insight with other group members to develop a strong connection and showcase your skill set.
4. **Obtain recommendations** - While simple endorsements are fine, a written recommendation which explains the reasoning for the recommendation is preferable. Seek recommendations from people you have worked for who can succinctly articulate your strengths (and areas of expertise) that separate you from the competition.
5. **Connect with the right people** - Take a strategic approach to building your professional network and focus on people who have influential positions with companies that comprise your target firms and industry. The key is to focus on the quality of your connections rather than the quantity of your connections.

Our offerings include the following:

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**Skill Building Programs**

[Influencing Skills](#)  
[Presentation Skills](#)  
[Project Management Skills](#)  
[Decision Making](#)

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**Seventeen Gorman Advisors** looks forward to collaborating with you.

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