4 Steps to Design a More Fulfilling & High Impact Career

DESIGN YOUR
Professional Joy

with **Nicole Johnson-Scales**
Executive Career Strategist

You are a smart, ambitious woman who has climbed the professional ladder.

You've earned your seat at the table. The salary and autonomy you've gained fit your lifestyle.

But in the daily hustle of life's responsibilities you've settled into a comfort zone. The career you enjoyed has become a daily grind. And that's not acceptable.

As much as you need a change, you've realized that you're in your own way. Fear, decreased confidence and a lack of clarity have dampened your drive.

That's where I come in.

I began my 25-year corporate career in an entry-level role and rose to senior executive. But watching too many amazing women I know become unfulfilled in their corporate positions, I made a decision. I became a certified coach and created my business *Design Your Professional Joy*.

Is it too much to ask to have a high-impact career as well as the financial resources you're used to?

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No, it’s not. It’s time to wake up your brilliance and apply it to your own happiness.

I’ve developed a 4-step system helping executive women like you build courage, confidence and a powerful strategy to design a more fulfilling and high impact career.

1. Clarify Your Vision
2. Design Your Strategy
3. Break Through Your Obstacles
4. Implement Your Success Plan

Let me show you a bit of how I work with my clients.

Let’s take a look at the first critical step — clarifying your vision ...

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Clarify YOUR VISION

When was the last time you really thought about **what your vision was for your career?**

That long?

It's time to **think about what you want professionally.**

Why?

Because without a clear vision of the career that you want to have — one that gives you purpose and fulfillment — you can't create a path that gets you there.

Imagine you are on a road trip without a map or GPS and you aren't sure exactly where you're going. As you drive, there are no mile markers or signs telling you when to exit. You have to guess as to what the speed limit is.

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How would you feel?

Lost? Frustrated? Ready to give up?

Not having a vision for your career can be a lot like that road trip, but it doesn't have to be.

Start your journey to professional joy by creating your vision. Write down your responses to the following questions.

1. **List the reasons WHY** you need this change.
2. Identify what will happen if you don't make this change.
3. What do you want *more* of?
4. What do you want *less* of?
5. **What will things be like once you achieve this change?**



Clarifying your vision is the first step to create a career that gives you excitement. There is great power in knowing where you are going and why. It reminds you why the trip is worthwhile.

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Design YOUR STRATEGY

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You know this, when you work with a team to achieve a desired outcome, **you need an effective strategy.** You will clearly identify the nuts and bolts needed to keep the project moving forward.

The same approach applies to your own goals.

If you want to transform your career into one that gives you a greater sense of purpose and personal satisfaction, then you have to **design a powerful strategy to get there.**

By doing so, you design the plan to confidently and courageously move from where you are today to where you want to be.

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Here is a simple but highly effective process to begin to move with intention.

1. **Start by asking yourself, *what is one powerful step that I can take today to move me closer to my goal?***

2. **Identify what resources you need to implement that step.**
   Resources can take on many forms: information, financial or people related.

3. **Select an accountability partner.**
   Accountability ensures that your powerful step moves from a great idea to an impactful action.



When you align clarity with strategy you build a bridge to get what you want. Nothing can get in your way.

Or can it?

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Break Through YOUR OBSTACLES 3

Have you ever thought about this? Most of the obstacles you face day-to-day were created in your mind. They are simply bad habits. *Everyone has them.*

The good news?

You have the power to create new habits, which will **build your confidence**.

Think of a time when you talked yourself out of an opportunity because it was outside of your comfort zone. The excuses seemed valid — but they were just that, excuses.

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Use this quick exercise that you can do anytime to get back on top of your game:

1. **Stop, pay attention and call it what it is.**
   When you notice that something is off, stop and pay attention.
   What's causing you to respond this way? Give it a name.
   - Fear?
   - Insecurity?
   - Questioning self-worth?

   There's power to be gained by knowing exactly what is holding you back. It allows you to build a plan to overcome it.

2. **Notice the physical cues.**
   When you experience a difficult emotion, your body responds.
   Ask yourself: *How am I feeling physically right now?*
   - A knot in the stomach?
   - Clenched shoulders?

3. **Examine the situation.**
   Now ask yourself:
   What is it about this experience that triggered these feelings?



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Self-reflection puts a spotlight on the problem, which helps you to understand the situation and then create a plan to redirect your emotional and physical feelings.

While this exercise is practical, it's not always easy because you are overcoming habits that have held you back. Once you begin to overcome them you will be closer to the career that you love.

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Implement YOUR SUCCESS PLAN

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You have become clear on what you want, designed a powerful action step and leaped over your obstacles.

Now, let the fun begin!

As you implement your strategy each step will inform and guide you.

You will also learn a lot about yourself, which will **empower you and help you to grow in this process.**

Remain flexible and agile in case you need to pivot. Don't be discouraged if this journey takes you in a different direction. Instead, be mindful of the scenery because there are important lessons to learn on the ride.

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Use these steps to activate your plan.

1. **Refer back to your powerful action step in Step 2.**
2. **Set a completion date** within two weeks when you will have this done.
3. **Write down the outcomes that came from taking this step.**
   What did you learn? What did you gain?
4. **Update your accountability partner.**
5. **Use what you learned to lead you to the next powerful step.**



As you can see, these four steps help you to move closer to a more impactful and meaningful career.

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Are you ready to reclaim your power and design a more fulfilling and impactful career?

You have achieved so many professional accomplishments already. Still, something you want has been elusive.

You deserve a thought partner who will challenge your thinking, hold you accountable for the things that you want and help you build a strategy to get there.

Let's connect.

Tell me about yourself here and I'll be in touch to set up a 30-minute discovery session.

We will discuss your goals and I will share how I can help you take leaps to a high impact career you'll love.

I'd be honored to join you for this journey.

Nicole

Nicole Johnson-Scales
Executive Career Strategist

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MEET Nicole Johnson-Scales



For over 20 years I have worked to climb the ladder in Corporate America. Throughout these years I experienced seasons of great professional joy but there were times when I was so consumed with the work that I lost my vision.

Lacking clarity on what I wanted most? Yep.

Second-guessing my abilities? Check.

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Trying to figure out how to manage work/life balance while wanting more professionally? Did that too.

Not taking action because I couldn't figure out how it would work? Guilty as charged.

When I reclaimed my power and gained clarity on my gifts, talents and how to leverage them to have the impact that I wanted to have, it was a game-changer for me.

I knew that I wanted to be a strategic resource for women who had so much to offer but needed a strategy to get to where they most wanted to be.

That's why I created *Design Your Professional Joy* to help executive women like you build courage, confidence and a powerful strategy to design a more fulfilling and high impact career.

When I am not serving talented women, you can find me watching a movie with my husband, shopping with my daughter or laughing on the phone with my son who lives out of state. I love to exercise, travel and spend time with girlfriends.

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NICOLE'S PROFESSIONAL BACKGROUND AND EDUCATION

Over 20 years in the financial services industry including executive leadership

Coach Training Certification from Coach Training Alliance (CTA), an International Coach Federation (ICF) accredited program

Speaker on various topics including Women's Leadership and Corporate Social Responsibility

Adjunct Professor at Lake Forest Graduate School of Management providing instruction on Corporate Social Responsibility and Leading Organizational Change

Master of Business Administration, Olivet Nazarene University

Bachelor of Arts, Communication, University of New York at Buffalo

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