From Rookie to Hall of Famer: Making Your Career Game Plan

Barbara Shuck, FSMPS, CPSM
Everest Marketing Services
I have always wanted to ____________________,
but...
Baseball is a game of movement

A good game plan:
1. Start with a goal and break it down.
2. Determine the skills you need to learn.
Awareness

Acceptance

Action
What is my life about really?
What’s the bigger picture of me?

What does the arc of my career look like?
Barbara's Career Journey: Running the Bases

1980 Goals
- Get a Job
- Start Life

Assessments:
- DISC - High "D" - WHAT
- Meyers Briggs - ENFJ
- Strengthsfinders - Activator, Achiever, Input, Restorative, and Communication
- LSI - Self-Awareness, Competition, Passiveness

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2020 Goals
- Improve consultant skills, including listening, advising, and performing work
- Attain revenue goals as a business owner
- Model outstanding character & integrity with a focus on love, listening, and learning
- Grow leadership persona & effectiveness (Life Coach)
- Insights, Courage, Endurance | Awareness, Acceptance, Action
- Intention, Influence, Impact
- Build my legacy: LEARN | DO | MASTER | TEACH

Washington University
B.A. - Communication Arts & French

Washington Review
ZTA
Topola Magazine
Internship at Supreme Court

Door-to-Door Sales
Direct Marketing
Commission Sales
Financial Unpredictability

DeVoe Printing
Picatinny
4 years

DeVoe Printing
Printing
PHX
8 years

Marketing Services Manager
Construction
ICT — PHX
5 years

Company Owner
Production
Selling
Sales
Management
RFQ (Remote Electronic Ordering)
Family Business

Marketing Manager
Construction Manager
PHX
5 months

Professional Services Marketing
Proposals
Sales
Management
SMPS
CPSM
Office Closed

Evidence Marketing
Proposal Coaching, Mentoring
Service Unit Manager
SMPS
President (5 yea)
Ongoing Service
PRSA
Business Coach
History of Marketing at the Firm
"You're just too passionate"

Purdue Graphics
Graphic Art
Design & Sales
PHX
6 months

Marketing Manager
Engineering
PHX
5 years

Association Newsletters
Sales — Production

Marketing Manager — CMO
Architecture
ICT — OMA
8 years

Marketing
Company Ownership (219)
SMPS
MCA Chair
Conference Chair
National BOD (3 yea)
Director
Writing, Speaking
Consulting
ACIC-LEAP Leader
Leadership
Economic Downturn

Independent Consultant
OMA (PRSA)
August 2017 - March 2019
18 months
Marketing Consultant
SMPS
NE President
Writing & Speaking
Educating, Advising, Teaching, Doing, Learning
Adapt, Improve, Overcome
Generate Revenue
Successful Work + Bonus
Build a Business
Company Direction

Everest Engineering Services, LLC
Owner
OMA (PRSA)
March 2019
Marketing Consultant
SMPS
NE Chapter Board
Writing & Speaking
Generate Revenue
Build a Business
Educating, Advising, Training, Doing, Learning

Washington DC
Marketing
Career Satisfaction and Money

Professional Insurance Agents
Magazine Editor
TOP
1 year

Washington DC
Marketing
Career Satisfaction and Money

Firm-wide Marketing
Communications Manager
Engineering
OMA - TRAVEL
4.5 years

Corporate Marketing
Travel
Work with C Suite Coaching, Mentoring
Service Unit Manager
SMPS
President (5 yea)
Ongoing Service
PRSA
Business Coach
History of Marketing at the Firm
"You're just too passionate"
- Speed of decisions
- Plot changes
- Challenges
- Detours
- Changing my mind
- Batting practice vs. in the game
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<th>What You Learned</th>
<th>Cultural Shift for Notice</th>
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Awareness
Acceptance
Action
Each of us has a gift of being who we are, with all the flaws, shortcomings, mistakes and fears of which we are all so aware.
Guided Meditation
Who I am, who you are is the gift.
TWIHAT
(That which I have always thought.)
You have permission to live your own life’s journey.
WHERE HAVE YOU COME FROM?
How have you become who you are?

What have been the main decisions, events and obstacles in your life, and who were your main influencers?

What are five key words that strike you as important?

WHAT IS REALLY IMPORTANT TO YOU?
Write down the first three things that come into your head.

What are your values?
What do you believe in?
What principles are important to you?
When everything else fails, what remains?

WHICH PEOPLE ARE IMPORTANT TO YOU?
Whose opinions do you value and who influences your decisions?

Who is affected by your decisions?
Who are people you like?
Who do you fear?

WHAT IS HINDERING YOU?
What aspects of your life prevent you from thinking about the really important things?

Which deadlines do you have in your head, and what is hindering you?

What do you have to do, and when?

WHAT ARE YOU AFRAID OF?
List the things, circumstances or people that cause you worry and rob you of your strength.
Awareness
Acceptance
Action
Your history is your roadmap for the future.
Does this choice enlarge me or diminish me?

Manage time and priority

Develop resilience and grit
Good judgment comes from experience and experience comes from bad judgment.
A good game plan:
1. Start with a goal and break it down.
2. Determine the skills you need to learn.
What?
• What did you notice today?
• What feelings did you have during this session?

So what?
• What benefits did you get from today’s experience?
• What did you learn? Relearn?
• How does this experience relate to your real-world?

Now what?
• How do you want to do things differently in the future?
• How can you extend these insights?
• What steps can you take to apply what you learned?
Be Bold!

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