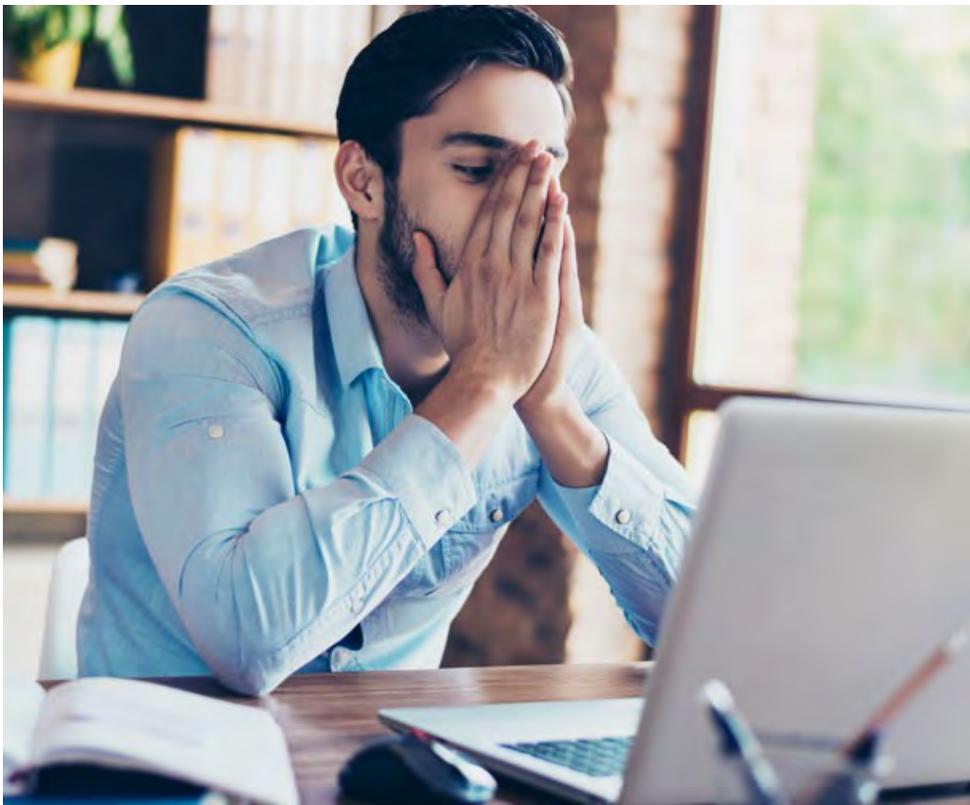


DON'T WASTE YOUR TALENT

Discover what you do best and create fulfillment in your life and career

Career Transformation Guide



*What if things
could be different?*

Most people will work over 90,000 hours in their lifetime.

Most people feel unfulfilled by their jobs, or even hate them. Maybe you know what it's like—the soul-crushing drain of waiting out the clock. The constant pressure of performing. The lack of connection between who you are and what you do. Knowing you have another gear and not knowing how to shift.

*But, what if things could be
different?*



*Joy. Purpose.
Fully Engaged.
Fully Alive.
Balanced.*

What if you could work with a greater sense of joy and purpose?

What if you could be fully engaged and fully alive at work? What if you could get “unstuck” and confidently navigate your career based on a deep understanding of yourself and your goals? And what if you could carry that sense of purpose and direction throughout your entire career and life?



You deserve to be in sync with yourself in your life and career.

*At the **Highlands Company**, we are passionate about helping you achieve just that.*

We believe you deserve to be in sync with yourself in your life and career, and we can help you get there.

First, you have to know what you do best. Second, you have to find the right fit between yourself and your job. You do this by creating your own Personal Vision—an integrated, highly personalized template to guide your work and life choices.



*You are unique.
You are gifted.*

You were born with unique talents and gifts — everyone is.

They are hard-wired into you. You can't learn them and you can't ignore them. They are simply part of who you are. For some, talents are specialized and particular — a gift for music or design, for instance. For others, talents are more generalized — like a talent for leading teams, or the abilities that make teaching, sales, or writing easy. It's knowing how your talents combine that really makes a difference. For example: talents that make you a naturally gifted manager are vastly different from talents that make you an insightful consultant or a creative designer.



What are you naturally gifted to do?

The first step in using your talents is to identify what your talents really are.

Your talents are not something you necessarily know about yourself. You have to discover them in an objective, purposeful way. With the right tools, this is relatively easy and straightforward (see step #1 for more information).

Knowing what your talents are is a huge accomplishment in itself, but it's not enough. After you know what you're naturally gifted to do and how you're hard-wired, you have to place yourself in a position to use your talents.

This means finding the right fit between yourself and your job.



Introducing the Eight Personal Vision Factors

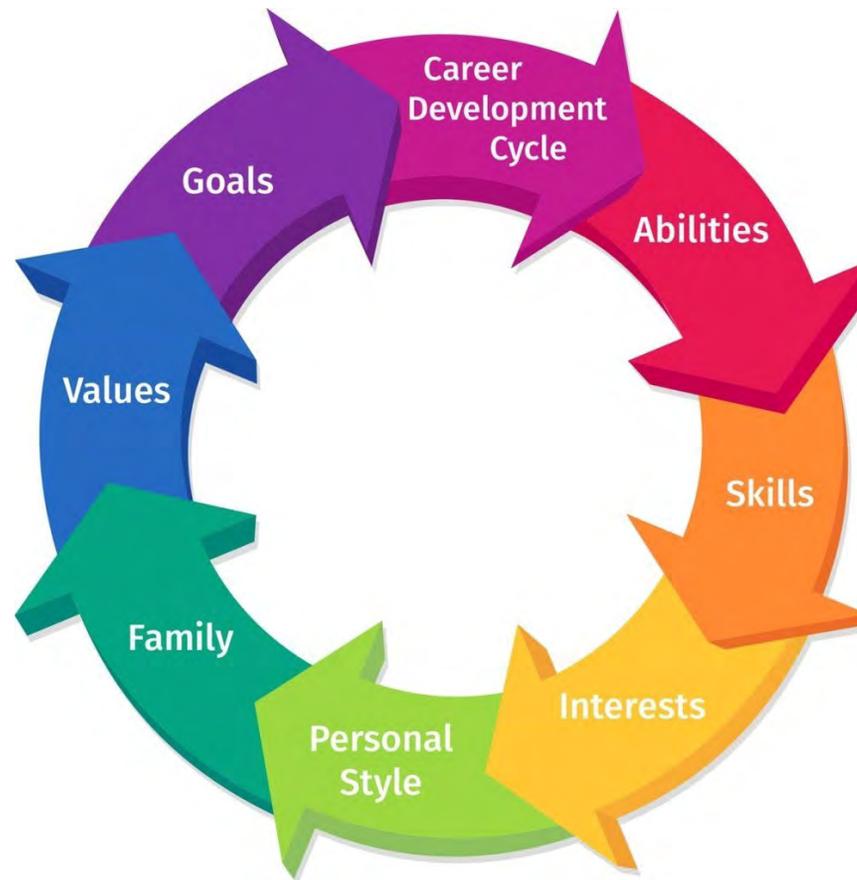
To find the right career fit, you must have clarity in 8 areas—and then integrate them. We call these the Eight Personal Vision Factors. If you follow the steps outlined here, we guarantee you'll be well on your way towards greater levels of career fulfillment as you create your own Personal Vision. Your Personal Vision is a holistic plan that honors (or acknowledges) what you're able to do best and putting them to use purposefully, effectively and joyfully.

*Tap into your talents.
Don't waste them.*

Some people use their talents; others ignore them. We invite you to tap into your talents — don't waste them. They are your hard-wired key to personal and professional success.

Eight Personal Vision Factors

Discover the eight critical factors that interact and should be considered when making major changes in your life and career.





Your natural abilities are the things that come easily to you.

#1 Assess Your Abilities.

Natural Abilities become fairly stabilized in a person at about age 14. A true ability or aptitude is not something you must learn. It is something that comes easily to you. When a particular task comes quickly and effortlessly to a person, that is a true ability. Determining your natural abilities yourself can be challenging, but it doesn't have to be. That's why we created The Highlands Ability Battery. The (HAB) is the most effective assessment of natural or hard-wired abilities.

Based on research developed almost a century ago, the HAB is unique among assessments in that it measures performance rather than perception. Through a series of timed work samples, you will receive objective analysis of your natural abilities. In other words, you'll find out what you're really good at—not what you think you're good at. With no human bias to interfere with the results, the HAB is a rock-solid starting place to hone in on your ideal career.



*Your skills
develop
through study,
education,
application and
practice.*

#2 Analyze Your Skills.

Skills are developed and learned at any point in your life. Skills are those function-driven tasks you have learned to do well. They develop over time through study, education, application, and practice. To the extent that you take advantage of your natural abilities in developing a skill, the skill will be acquired more quickly, easily, and fully, and will facilitate career development.

Through the information gleaned from the HAB, many people find insight into why it is that some skills have been relatively easy to develop, while others require more effort. It's not that having or not having a certain natural ability can prevent you from attaining to a certain level of skill; it's that the effort required to get there will depend on your natural aptitude. You'll appreciate knowing the areas where your skills can be most quickly developed.

#3 Understand Your Personal Style.

Every individual has developed speech patterns, body language, social devices, and personality traits unique to him or herself. Because others respond to your personal style positively or negatively, it's important to identify the ingredients of your style. Not only will this understanding enable others to relate to you better, but you'll also be able to select a work environment that is a good fit.

Do you enjoy interacting with multiple people throughout the day, or does a high level of socialization leave you feeling drained? Do you prefer a hands-on environment where you can dive right into problem-solving, or do you like to have time for research and analysis before voicing your opinion? Everyone has an optimal work environment, and understanding your Personal Style is key to figuring out what that is.

What are the ingredients of your unique, personal style?





#4 Explore and Define Your Interests.

Over the years, you develop your unique interests. When these are identified and recognized, you can't help but combine them with your abilities to achieve a fuller and more integrated use of both in your career development.

What “lights you up”? What are you most interested in?

Interests don't necessarily have to be integrated with a career in order to provide a fulfilling life. Some people rely on hobbies and other activities outside of work to fulfill those needs. Whether your personal interests are met at work or in another arena, it's always helpful to know what they are. That way, you aren't left feeling frustrated or empty if you can't explore those interests at work.



#5 Relive Your Family History.

Your background and family shape your life and work ethic. We encourage you to examine and understand how your family's history and intra-family relationships have influenced you.

How does your family history impact your career and life decisions?

For most people, the influence of parents and other significant family members is so deeply ingrained it's difficult to identify. We tend to adopt these early lessons that are "caught" more than "taught" without even realizing that it's happened. By interviewing family members and taking a step back to view their career choices with an objective lens, you will likely find significant clarity and freedom when it comes to making your own choices.



#6 Define Your Values.

Know what you value most so you can bring your plans and choices into sharper focus.

Your values (i.e., scales for judging good and evil, wise and foolish, moral and immoral) define your reactions to people and events around you. When a sense of your values is combined with knowledge of the other factors in your whole self, you are empowered to bring your plans and choices into sharper focus.

Knowing your values allows you to identify work environments with values that are in alignment with your own. Oftentimes, people will advance in their careers only to find themselves unable to join upper management due to conflicting values. Or they start to question whether what they've been working so hard for is really worth it. Whatever the case may be, your career will be on more solid ground if you have a grip on your personal values and know whether or not they are in alignment with the work that you do every day.



#7 Set and Reach Your Goals.

Decide what you want most out of life and set goals around it.

Every person has goals that control and drive activities, both on a daily basis and over the foreseeable future. You may wish to modify these goals in light of your natural abilities. The results of the HAB may show, for example, that you may be happiest pursuing short-term objectives instead of long-term goals.

Setting your goals is essentially the process of deciding what you want out of life. Half the battle is distinguishing between what you really want versus what you've been conditioned to think that you want. Is making partner at your law firm truly in your best interest? Or is that what you've been groomed for since you first started law school? Goals that originate from you, rather than the systems in your life, are the stepping stones toward a more balanced life.



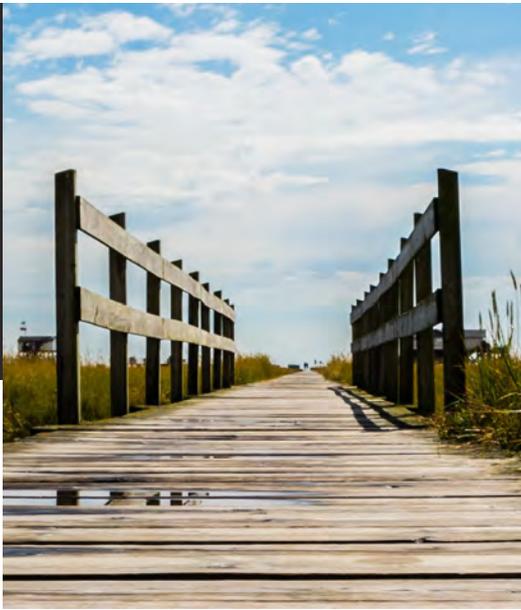
Empower yourself to make better decisions in your life and career.

#8 Know where you are.

Everyone confronts critical stages or transitions in life. We call these turning points. A turning point is a time of change and may or may not be precipitated by a crisis. The hallmarks of a turning point are reflection, asking yourself questions about your current level of enjoyment, or wondering about other options. A turning point can feel like a crisis whether or not precipitated by a specific event.

Many turning points are work- or career-related. These career issues are sometimes self-created and sometimes caused by external forces (e.g., company downsizing).

By reflecting, defining and facing the issues confronting you at the moment, you can move through these transitions and be more empowered to make better decisions in your life and career development.

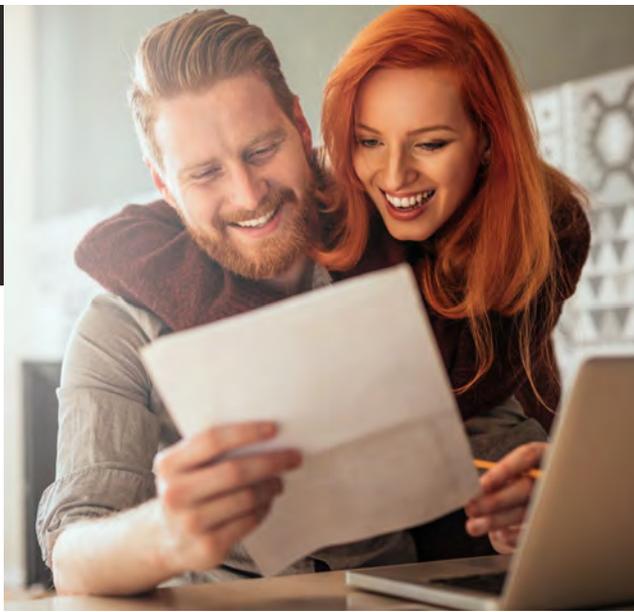


Your personal vision — a blueprint for more joyful work and life.

Your Personal Vision.

By taking all of these factors into account and developing your own Personal Vision, you will find a new resilience towards stress and change. The process that you follow here is one that you can come back to over time as your situation changes. Whether it's a change that is internally motivated or one that comes from external sources, you will have a blueprint to follow—one that is unique to you and that can only be fulfilled by you.

A Personal Vision provides confidences and clarity to your career path. By following the 8 steps outlined in this guide, you'll be well on your way to creating your own Personal Vision. For additional support, we recommend that you read the book, *Don't Waste Your Talent*, a Highlands publication, available on Amazon.com. You'll find helpful exercises and a variety of real-life examples to illustrate how these 8 factors all contribute to shaping and determining one's career path and how you can integrate them together to create your own Personal Vision.



Guidance for Your Career Journey.

Introducing the Don't Waste Your Talent Coaching Program

Accelerate your career and life transformation.

Get \$50 off your Don't Waste Your Talent Coaching Program when you mention this Career Transformation Guide.

Ready to accelerate your Career Transformation? The Don't Waste Your Talent Coaching Program may be a great fit for you. A **Highlands Certified Consultant** will guide you through each of these 8 critical steps, including the HAB assessment and creating a Personal Vision. The Coaching Program is online and self-paced, so you have flexibility as to how much time you wish to spend as you work through the 8 sessions with **your consultant**.

The amount of satisfaction and fulfillment you get out of your career ultimately depend on what you put into it. If you're ready to start investing and stop guessing — stop gambling precious years on something that “might” be a good fit — we invite you to contact us today.

Contact Stella@stella-w.com for more information.