

**Career planning a key to prosperity**  
***Everybody has career aspirations, but less than a third of Canadians make a career plan***

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The most pragmatic way to play in the workforce today is to stake your claim to the business needs you are most interested in and the skills you contribute with greatest pleasure. This decade, secure means knowing how to implement a good career move, at will.

Having a career plan is square one in engineering a steady flow of continuous, appropriate, rewarding roles. An employee who is able to communicate a clear plan that's a win/win is easier to promote than someone less self reliant, focused and visible.

Manage today's role and save a part of you for building tomorrow. Tomorrow can only be built with actions taken in the present.

To help you build your career with a plan, here are five best practices to build your Career Equity:

1. You control what people think you can do. Project the potential of your work. Tend your career identity so that most people think of you in the way you want.
2. Facts are not the meaning. Illustrate that you have solved problems comparable to those in your target job. Think results and contributions, not responsibilities held and degrees earned.
3. Join the majority - get hired by word of mouth. Resumes are not the axis of your career world, your informal conversations are. We all like to hire who we know. It's very risky otherwise. Make yourself, your work and its value a safe bet to decision makers. When was the last time your e-mailed resume shook their hand and found out what's important to them?
4. All work boils down to 5 things: Review your performance for how you've saved time, made or saved money, improved relationships, found efficiencies or made innovations. This is the only language employers want to hear.
5. Tell stories. Your story carries the key to your next boss' buy-in. To stand out from the herd, help people picture what your work will do for them. How did you get into this career, what are you hardwired to think about and do well, what is it like to team with you, and why do you care about the field? Supply a differentiated reason for choosing you.

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