

CAREER CHANGE  
BLUEPRINT

How to find  
*Inspiring Work*  
and turn it into your  
DAY JOB!



Anna Black  
STRATEGIC CAREER PLANNING

# Welcome

I'M ANNA BLACK,

A CAREER STRATEGIST AND COACH FOR PROFESSIONALS WHO ARE ACHING TO BE INSPIRED AND ACHIEVE SOMETHING MEANINGFUL THROUGH THEIR WORK.

With a Masters degree in Career Development and 14 years of corporate experience, I have helped hundreds of people to figure out what they truly want and take action to start doing work that excites them.

I see so many professionals stay in jobs they hate for YEARS because they don't know how to figure out what to do. I confess... I did it myself. But I eventually discovered the solution.

I created this Career Change Blueprint because I want to help you get unstuck. I want to show you that there is a simple, step-by-step process which anyone can follow to discover work that inspires them.

Once you understand this process, you'll start seeing the possibilities and opportunities to create a happier and more meaningful future.

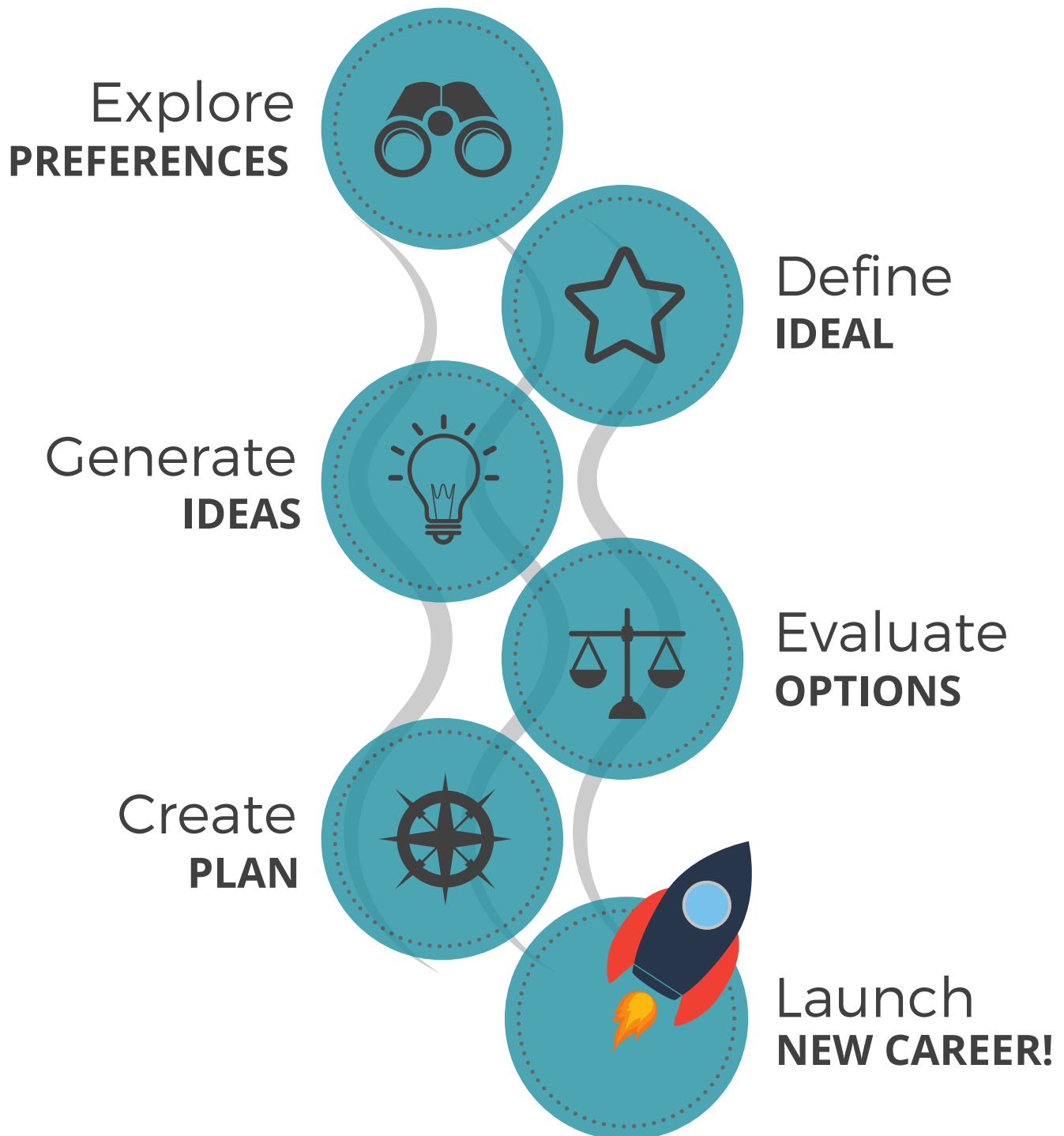
Always on your team,

*Anna*



# 6-STEP CAREER-CHANGE BLUEPRINT

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## STEP 1: EXPLORE PREFERENCES

- Uncover your preferred tasks, environment and field of work
- Discover your values and motivations
- Build a detailed picture of your personal preferences
- Prioritise the elements



## STEP 2: DEFINE IDEAL

- Synthesise the most important elements into clear ideal work criteria
- Create a statement which describes your ideal work



## STEP 3: GENERATE IDEAS

- Brainstorm ideas for work options (using comprehensive career resources)
- Research occupations in your areas of interest
- Shortlist the potential options for evaluation



## STEP 4: EVALUATE OPTIONS

- Assess each shortlisted role against the ideal work criteria
- Research options to understand them in detail
- Compare the assessment results for each option



## STEP 5: CREATE PLAN

- Decide on your ultimate goal
- Develop a career plan, including short- and long-term objectives



## STEP 6: LAUNCH NEW CAREER!

- Create a detailed action plan for each objective
- PUT IT INTO ACTION!

SO THERE IT IS, YOU NOW HAVE THE STEP-BY-STEP BLUEPRINT FOR CAREER CHANGE.

I don't know exactly what motivated you to download this blueprint... but **I am guessing that you are unhappy**. I expect that you dream of spending your precious time doing something more worthwhile than making a big corporate richer!

If this is you, I urge you take action today. Think about it, **how would it feel to finally have the answer?**

Many professionals struggle to find the time to work through this process on their own. Of course, it can be done, but **if you don't want to waste any more time** it's far quicker and easier to work through the steps with personal guidance. It also keeps you on track and gives you absolute confidence in your final career decision.

I offer a program called Define Your Future to do exactly this. If you would like to know more about the process and how it will work for you, click the button to book in for a free call. I would love to take you through it and, if you would like, explain how I can help.

Always on your team,

*Anna*

Book Call



## Success Stories

**"Anna's program is priceless.** I now have a new role which I love. It's a fantastic program with rapid results."

- Suzanne Murray -

**"Anna Black is amazing.** I have been working with Anna trying to find where my passions lie and how I want to move forward. I am so excited to now have a direction. I can't recommend Anna highly enough. I have finally found that spark again."

- Teneale Taylor -

**"Anna steered me through the process carefully and faithfully.** My coaching experience with Anna resulted in concrete outcomes with razor sharp clarity for me about how to proceed"

- Helen Norton -