Career and Growth

Initiation to the EMBA Journey

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Krakow School of Business

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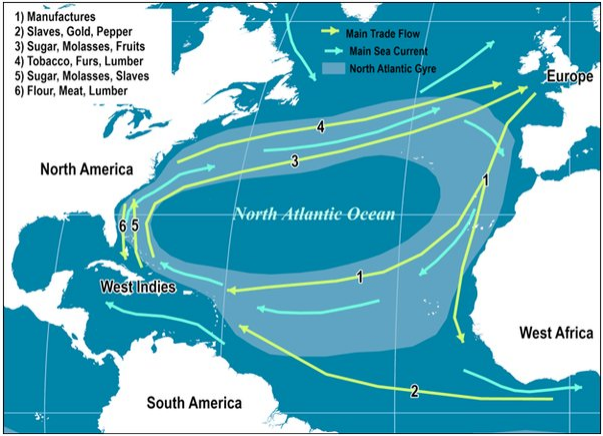
The Big Picture

A Metaphor: Sailing

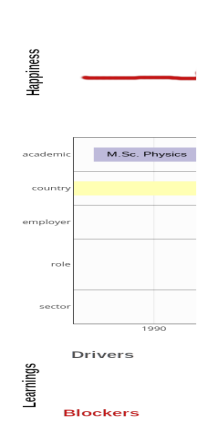
A Metaphor: Sailing (bis)



The Big Picture

Self Knowledge

Learning from Your Past: an Example



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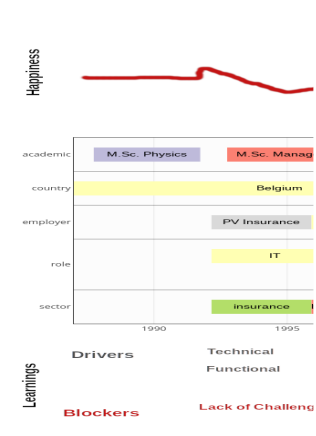

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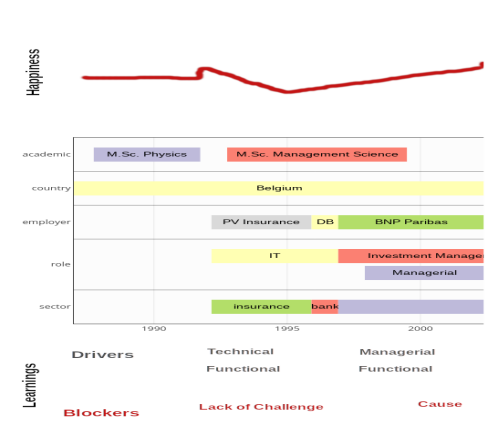

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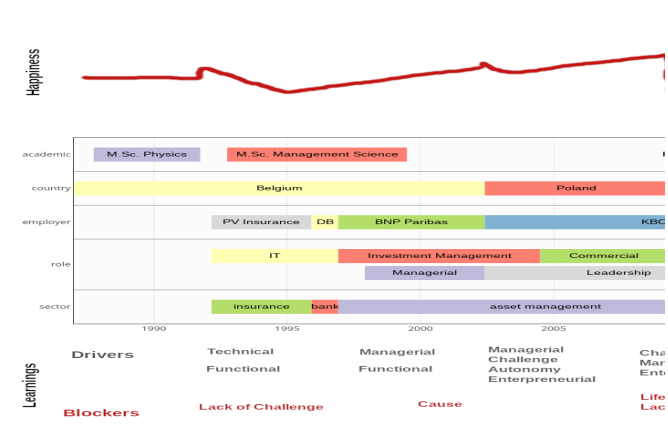

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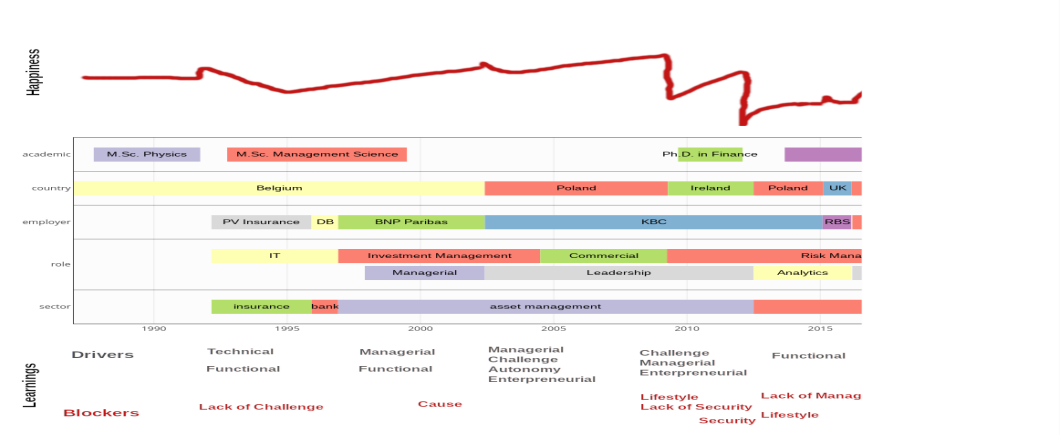

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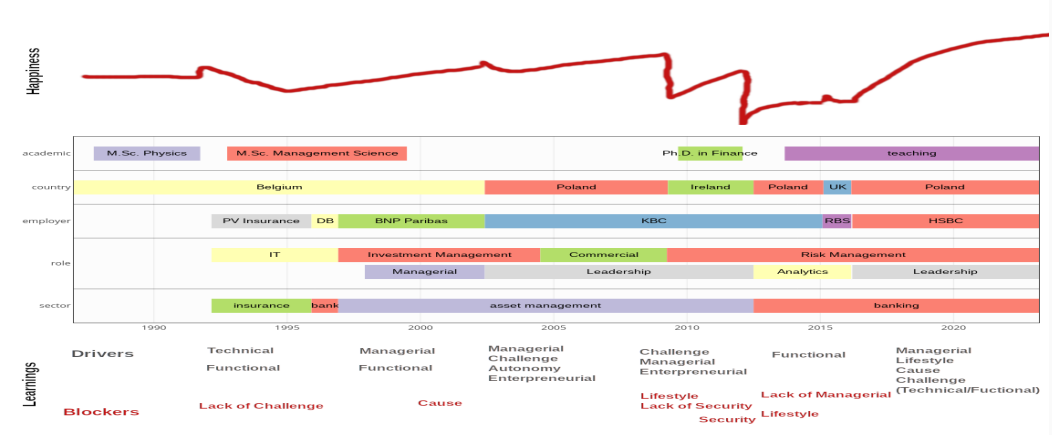

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Career anchors are the blockers and drivers

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7. **Pure Challenge**: define success as overcoming obstacles
8. **Lifestyle**: combine meaning in life with work

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The Big Picture

The Destination

Your Core Purpose

Core purpose

- **Core Talents**: What are your talents that make a difference?
- **Core Values**: What difference would you want to make?

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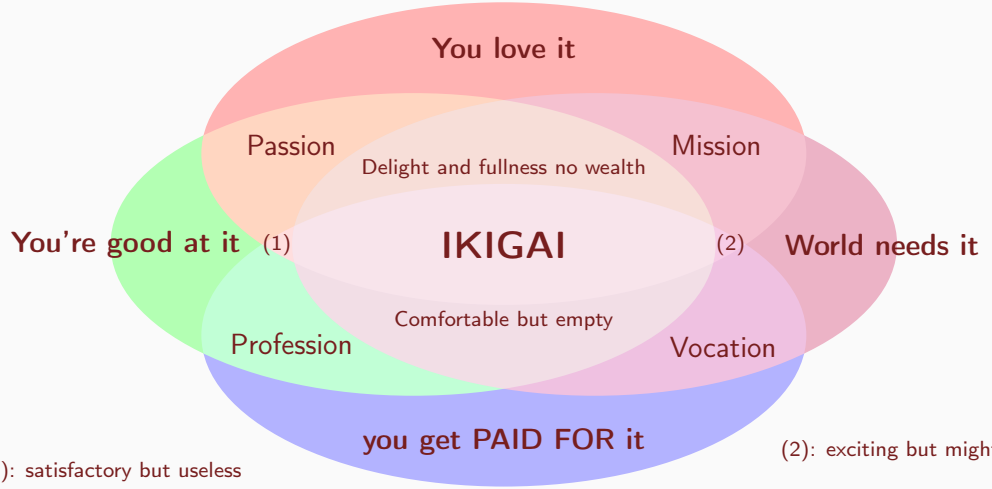
IKIGAI



(1): satisfactory but useless

(2): exciting but might fail

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The PDP Basics

What is a Personal Development Plan (PDP)?

Definition: A structured framework used to assess skills, identify growth areas, and create a roadmap for professional and personal advancement.

The Three Core Questions

1. **Where am I now?** (Current skills)
2. **Where do I want to be?** (Specific goals)
3. **How will I get there?** (The strategy)

Key Characteristics

- **Individual**: Tailored to your unique "squiggly" path.
- **Iterative**: Constantly updated as roles change.
- **Action-Oriented**: Focuses on behaviors, not just wishes.

"A PDP turns a vague ambition into a series of manageable, high-performance recovery and growth cycles."

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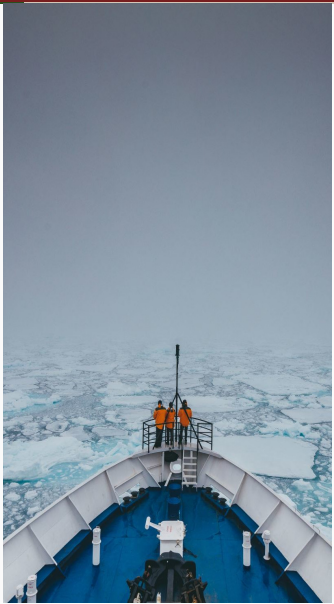
Why a PDP?

Imagine a ship at sea, water and wind all around you.
To define our strategy (course to sail), we need:

- Know where we are
- Know what type of ship we have
- Where we want to go
- Where obstacles are (land, shallow water, shipping routes, etc.)



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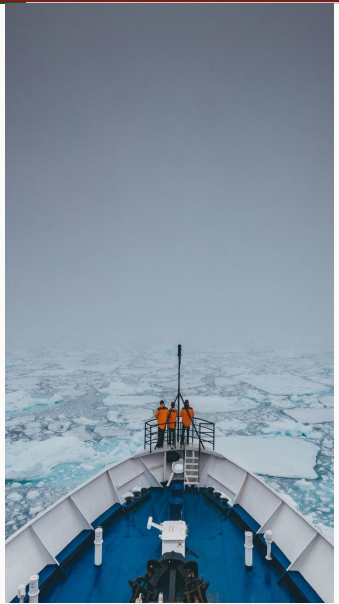

Imagine a person with a purpose working for a corporate.
To define our strategy (PDP), we need:

- Know our strengths, weaknesses
- Know our drivers, and blockers
- Know our Purpose
- Know tools and possibilities

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Why a written PDP?

- Memory is malleable
  - We won't do everything and
  - will forget what we planned
- Once on paper it can be shared
  - Line manager
  - Mentor
  - Coach

- It becomes a tool
  - Enables to follow up frequently
  - Enables to celebrate success: Plan year - month - week - day - ...
  - Prioritise: don't do what is nice and easy, but do what is needed
  - Gives you endorphins when barring out something

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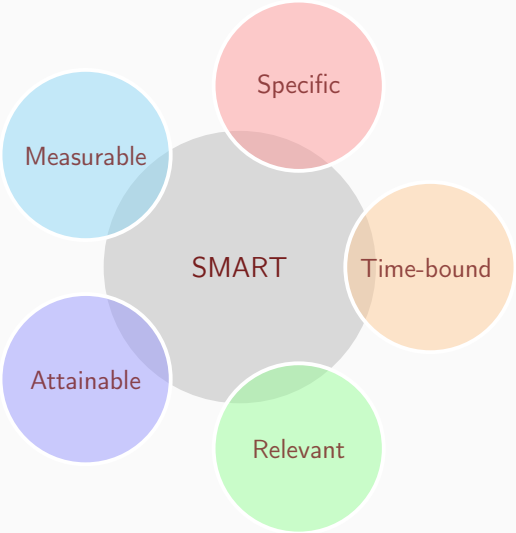
The PDP Basics

Setting Goals

SMART Goals?



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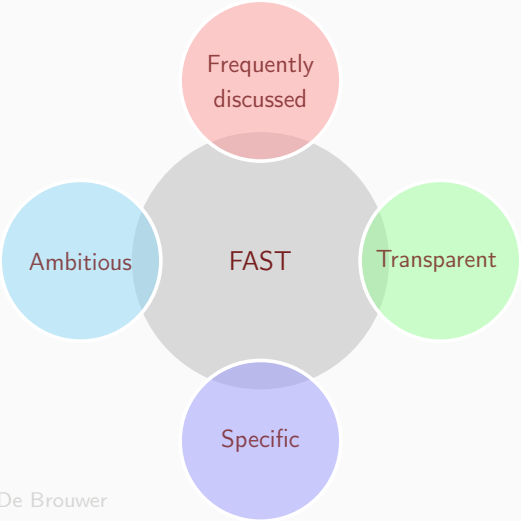
FAST goals



FAST beats SMART, but FARST brings you farther than FAST

See `https://sloanreview.mit.edu/article/with-goals-fast-beats-smart/`

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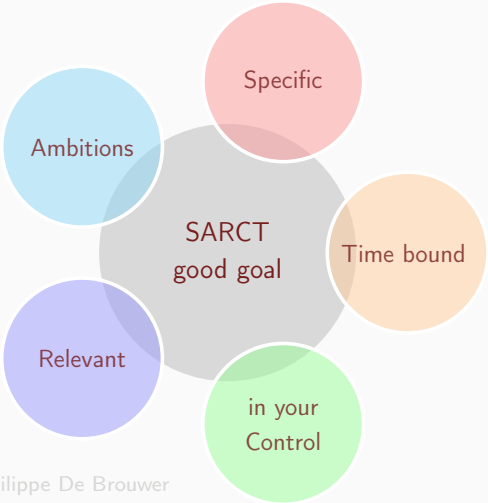
A better framework

A good goal is . . .



Efficiently working with goals includes . . .

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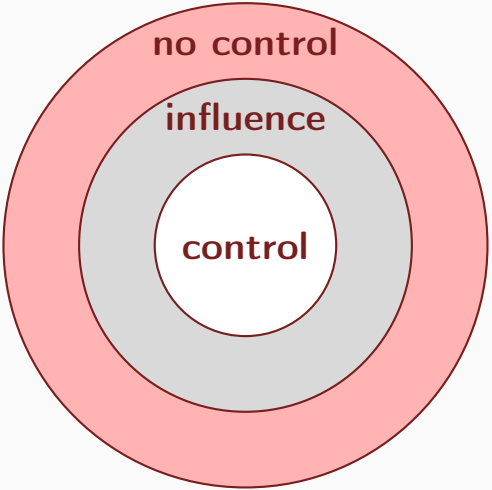
Deep Dive: Control



- **Control**
  - Your own emotions and judgments
  - Your own decisions and actions
  - Your preparation and effort
- **Influence**
  - Reactions of others (communication)
  - Team motivation (example and leadership)
  - Information (asking good questions)
- **No control**: Accept with equanimity
  - Corporate strategy and reorganizations
  - Financial markets and economic conditions
  - Others' final decisions and career paths

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Example

Context:

- My strategic objective is: I want to move my career towards data science
- Background: I know old school statistics, but no modern programming languages

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Goal Example	**Specific**	**Ambitious**	**Relevant**	**Control**	**Time B.**
Become analyst in the data team	v	v	v	✗	✗

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Apply for STEP in data next mnth	v	v	v	v	v
Learn Python	✗	unclear	v	v	✗

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Apply for STEP in data next mnth	v	v	v	v	v
Learn Python	✗	unclear	v	v	✗
Read Python book X next month	v	v	v	v	v

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The PDP Basics

Working with goals

The art of breaking down FMNT

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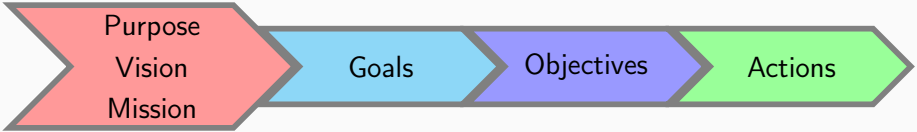
Setting Milestones

Executing this



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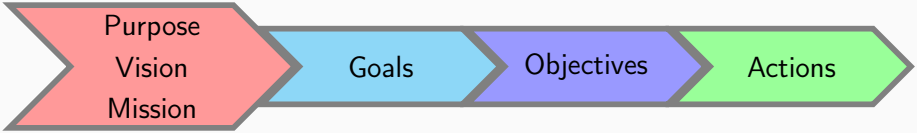

by breaking it down to this:

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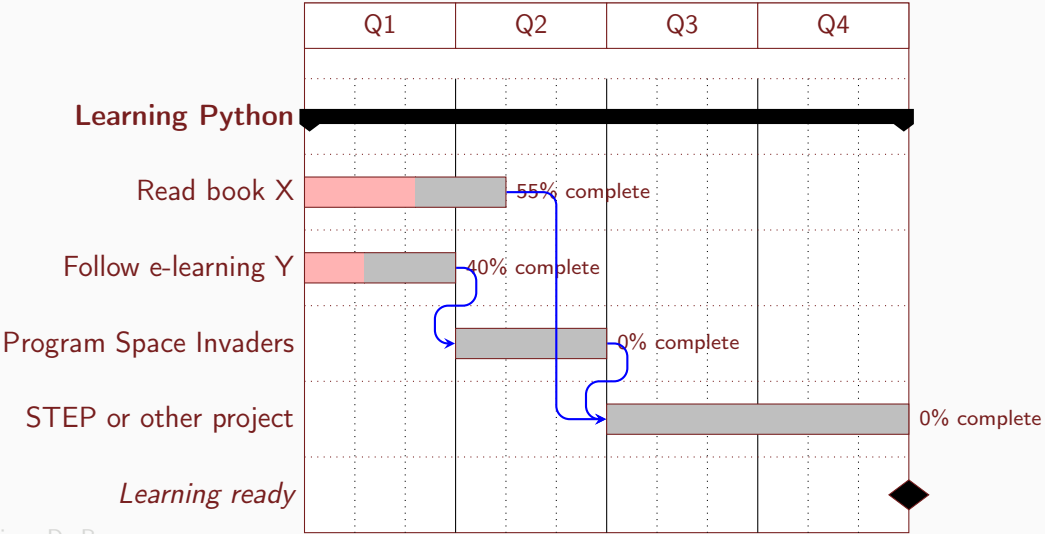
A quarterly plan



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The Monthly and Weekly Plan

Set monthly goals to meet your quarterly goals, then set weekly goals to meet your monthly goals.

The weekly plan is then ready:

- set a weekly and daily goal
- plan recurrent meetings
- plan recovery time (e.g. lunch)
- group recurring activities (e.g. replying calls, emails, etc.)
- block time for reflection, planning, evaluating and uninterrupted focus on your goals

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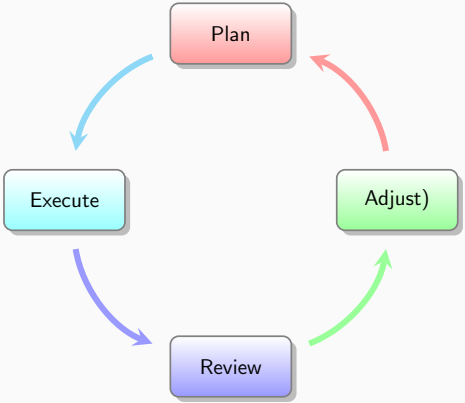
Working with a PDP: a continuous process

Getting started is 80% of the work.



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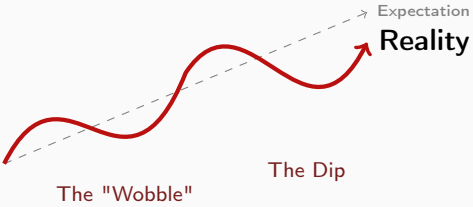
Recovery Matters

The "Wobbly Line" Concept

Source: Helen Tupper & Sarah Ellis (*The Squiggly Career*)

- **The Myth**: Career growth is a straight, linear ladder.
- **The Reality**: Progress is a "wobbly line" filled with dips, plateaus, and pivots.
- **The Shift**: Success isn't about avoiding the wobble; it's about navigating it.



The Critical Pillar: Recovery

In the "Squiggly" framework, the **recovery** after a wobble is more important than the wobble itself.

Why Recovery Matters

- **Resilience Building**: Recovery is a muscle. The faster you bounce back, the more adaptable you become for future "unknowns."
- **Data Collection**: Dips provide unique insights into your strengths and limits that a "straight line" never could.
- **Psychological Safety**: Accepting that wobbles are inevitable reduces the paralyzing fear of failure.

"Your career isn't a ladder to be climbed; it's a series of squiggles to be mastered."

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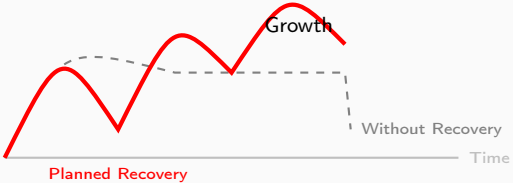
Strategic Recovery: The Engine of Performance

High performance is not constant exertion; it is the **rhythm** between stress and recovery.

- **Preventing Burnout**: Unplanned wobbles often stem from "running on empty." Planned recovery keeps the wobbly line from becoming a downward spiral.
- **The Supercompensation Effect**: Muscles, brain and spirit grow stronger during the *rest* period following a challenge, not during the challenge.
- **Cognitive Reframing**: Recovery provides the distance needed to look at a "wobble" objectively and extract the lessons.



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Conclusions

Your Career Action Plan

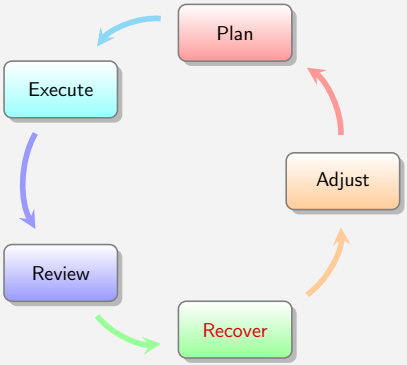
3 Essential Steps

1. **Write your PDP TODAY** – Getting started is 80% of success
2. **Set SARCT goals** you **CONTROL** – Specific, Ambitious, Relevant, in Control, Time-bound
3. **Plan 70-20-10 learning experience** – 70% doing, 20% networking, 10% courses

Start NOW

Your future self will thank you.

Your Weekly Rhythm



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Thank you for your attention!

handouts

Philippe's business card