

BE MORE SUCCESSFUL IN 2017

7 **RADICAL** STRATEGIES TO ROCK YOUR
YEAR FROM THOUGHT LEADERS



career**blast**

1. THINK BEFORE YOU START

This is more radical than it sounds, given how rarely it occurs!

The first thing super successful professionals do is reflect on what they want to accomplish. And that doesn't mean you need to draft an intimidating or endless to-do list! Rather, simply ask yourself:

What's the one singular thing I want to accomplish this year?


Super businesswoman **Catharine Fennell**, the founder and CEO of **videoBIO**, implements this strategy every single day. She starts by asking:

What is my most important task today? If this is the only thing I did, would I be satisfied?



Start your day by listing your top priorities for "CEO" work. Check the list at the end of the day to review what got done.

CATHARINE FENNELL, CEO VideoBIO



2. DITCH YOUR LONE RANGER

This is the year to stop believing you can succeed by simply working harder (and harder), locked to your desk.

Lone rangers only get so far. For soul-satisfying success, you'll need support from others. **Master Coach, Kathy Caprino**, advises you to build a "tribe." So, detach yourself from your desk this year and connect, lunch, and drink with others!



Build a powerful support tribe of mentors, sponsors and ambassadors who will introduce you to new growth strategies, open new doors, make fantastic introductions, and support your highest growth, especially when you're not in the room.

KATHY CAPRINO, CEO ELLA COMMUNICATIONS

3. BE YOU-NIQUE



This is the year for you to stand out.

To stand out, you'll have to first identify your superpowers – the strengths that differentiate you and make you valuable to others.

John Hall, CEO of **Influence & Co**, believes that your biggest investment in 2017 should be in...YOU!



There is nothing more important than investing in your personal brand.

JOHN HALL, CEO OF INFLUENCE & CO.

4. TELL STORIES

Storytelling is trending for 2017.

Know thyself is no longer enough. In order to love and promote you, everyone else needs to know you, too! Your secret tool? Storytelling! **John Hall**, CEO of **Influence & Co**, says storytelling is essential to having a strong personal brand. **Jennifer Brown**, author of new best-selling book on Amazon, **Inclusion: Diversity, the New Workplace, and the Will to Change**, adds an angle by advising you to “investigate your diversity story.” And **Cheryl Burgess**, CEO **Blue Focus Marketing**, counsels that stories are the key to sales success, because they can “tell customers that they are buying a good brand.”



There is a story in everyone. You can either be involved in the narrative or you can let others control it. You can't get upset if that story isn't written right, if you don't pick up the pen.

JOHN HALL, CEO OF INFLUENCE & CO.



Our knowledge of our own story – and the gifts and learnings we receive from any outsider or exclusionary experience – are a source of great influence, as we draw on them to participate as change agents in important conversations.

JENNIFER BROWN, CEO JENNIFER BROWN CONSULTING



Put your employees' authentic stories at the center of your brand, empower them to share story-driven content through their own social networks, and watch your brand reach grow exponentially.

CHERYL BURGESS, CEO BLUE FOCUS MARKETING

5. BUDDY UP WITH YOUR BOSS

It's time to hit the reset button.

You might have had a rough year with your boss in 2016. Put the past behind you right now. It's time to hit the reset button. First quarter is an excellent time to re-set expectations so that you can avoid misunderstandings.

Cali Yost, CEO of [Flex+Strategy Group](#) | [Work+Life Fit Inc](#), advises to avoid unnecessary resentment by “clarifying responsiveness expectations,” or exactly how your boss likes to communicate.



Simply ask your boss, “Just clarifying so we are on the same page, when you send emails late at night, do you need me to respond?” Nine times out of ten the answer will be “No, not at all! If I really need you I know how to track you down.”

CALI YOST, CEO & FOUNDER, FLEX+STRATEGY GROUP, WORK+LIFE FIT, INC.

6. GO RETRO

When it comes to communicating, skip new-tech and go retro.

Top thought leaders advise us to learn from the past. **Dave Kerpen**, CEO **Likeable Local**, a social media consultancy, radically suggests you go native and use your handwriting. **Dorie Clark** suggests you skip social media and get back to old-fashioned email.



Write thank you cards. No, not thank you emails or texts or even phone calls. Actually, hand-written thank you cards. Writing thank you cards every day has been the single most transformative habit in my career - they make others feel great and writing them puts me in a great mood to be more productive and a better leader.

DAVE KERPEN, CEO LIKEABLE LOCAL



Work to build your email list. In a world that's increasingly overwhelmed with social media, the best way to communicate with your audience continues to be through email. Create a useful, free give-away - like an e-book, self-assessment, quiz, interview series - and have your readers opt in to receive it.

DORIE CLARK, CEO DORIE CLARK



7. UPDATE YOUR MINDSET

One of the biggest differences between uber-successful and so-so professionals is mindset.

A positive mindset correlates with excellence. A negative mindset correlates with mediocrity. Your mindset can change your behavior and position you for incredible opportunity. Update your mindset to:

Anything is possible this year, if I grow, stretch, and take on challenges.

And if things go south, as they sometimes do, career expert [JT O'Donnell](#) reminds us to learn from it.



I always tell people to remember that life doesn't happen to you, it happens for you. Therefore, whenever something happens in your career that feels negative, immediately ask yourself, "Where's the opportunity in this?" By disrupting your negative thoughts towards the situation, you can immediately turn them into positive, more constructive ones.

JT O'DONNELL, CEO WORK IT DAILY

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